

UNIT-3

RURAL SOCIOLOGY IN VETERINARY EXTENSION

Concept of sociology and rural sociology in animal husbandry extension. Culture: definition, elements, change, impact on production systems. Basic sociological concepts -society, community and association. Rural society: characteristics and differences among society, community and culture. Characteristics and differences among tribal, rural and urban communities. Social control: concept and means of social control (techniques, folkways, taboos, mores and laws). Social stratification: definition, forms and characteristics (caste system and class system). Social institutions in rural society: Social, economic, political, religious and educational (definition, composition and function). Social change: concept, importance and factors. Social groups: different groups, classification of social groups and their characteristics. Leadership: definition, functions of leader, types of rural leaders, Key communicators and their role in the animal husbandry extension.

In the year 1893 a French philosopher “August Comte” who is also considered to be the father of science of Sociology used the term Sociology. Sociology is derived from the Latin word. Socius meaning “Companion or Associates” and the Greek word meaning “the study or Science” The etymological meaning of sociology is the Science of Society.

Sociology can be defined as the scientific study of man’s behavior in relation to other groups and individuals with whom he interacts.

Sociology according to August Comte is the Science of Society, and social order and progress subject to natural and invariable laws, the discovery of which is the object of investigation.

There are several branches in the sociology such as

- 1) Rural Sociology
- 2) Industrial Sociology
- 3) Political Sociology

Rural Sociology:

Rural sociology is a branch of sociology, which attempts a comprehensive and systematic study of rural communities so as to arrive at an objective understanding of the existing condition and formulate the principle of changes in the rural societies. Or in other word rural sociology is the study of all the social phenomena of rural life. Rural sociology is a study of rural social happening.

Significance of Rural Sociology:

- 1 Its helps to make a scientific, systemic and comprehensive study of the rural organizations, of its structure, function and the objective tendencies of its development.
- 2 Its helps to discover the lows of development of rural life.
- 3 It satisfies human relation.
- 4 It gives complete knowledge of rural life.
- 5 It covers majority of the population.
- 6 It starts with the aim of bringing reformation and welfare in the society.
- 7 It develops a relationship the village and industries.
- 8 It helps in organization, economic betterment, planning and providing technology and systematic knowledge in the society.

Rural sociology and extension education are extremely co-related, because both the science is oriented to the study of rural life.

The Latin word “Socius” = Companion, and “Logus” = Scientific study. According to this, sociology is a scientific study of companions.

Scope of Rural Sociology (Importance for Extension Workers):

Rural sociology studies the relationship in the village society, so its scope is wide. It studies the Non-material culture of village people and the effect of the Material culture of urban population on rural people.

The studies in rural sociology include:

1. The social psychology of life.
2. The rural social organizations.
3. The social values, which are of advantage for any development programme of a society.

Rural sociology has become an important aspect of the science of sociology and has made a unique contribution of its own. Most of the people of the world are rural. Generally, all writers agreed that rural sociology is the analysis of the life of rural people.

Importance of Rural Sociology in Extension Education:

1. The village is a basic source of Indian culture. India is a country of villages and the birth and development of its culture took place from the villages. India’s progress is based on the progress of the villages. Thus, it is necessary to develop village.
2. Indian sociology is rural sociology.

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3. Complete knowledge of society for social development is needed. This helps extension worker in knowing the felt needs of the society, and then they can help the villagers in satisfying them.
4. Rural sociology can help in organizing the disorganized Indian rural structure.

Characteristics of Indian Rural Society:

1. The village is the unit of the rural society. Its people carry on the business of living together within a distinctive framework of caste and social custom. Caste is a dominant social institution permitting social and economic relations.
2. The village as social and cultural unit possesses a basically uniform organization and structure of values all over India.
3. Women do not have full equality with men in several aspects of life.
4. Indian rural society is based predominantly on agriculture. Possession of land and Livestock carries with it social and prestige values.
5. Every village has its own organizational set-up, authority and sanctions e.g. Panchayat.
6. Availability of modern means of transport or communication also modifies the setting of a village.
7. Village settlements are generally by certain regional and local traditions. The layout of the village, construction of house, the dress, speech and manners follow the set pattern of the culture area.

SOCIAL CONTROL: concept and means of social control (techniques, folkways, taboos, mores and laws).

Folkways: Uniformly accepted ways of thinking and acting together are called as folkways. e.g. Namaste, Shake hand.

Mores: The mores represents the living character of a group or community, operating in conscious or unconscious control over its members. e.g. the wearing of clothes of certain style.

Customs: Accepted ways in which people do things together through personal contacts. e.g. The custom of Marriage, The accepted ways of eating.

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Taboos: The word is used to designate all the restrictions communicate through the verbal “Don’t” and is generally associated with ritualistic behavior to which a member of a rural society has to submit. It is also said to be an unwritten law of the society. E.g. Shoes in Kitchen, eating eggs.

Marriage: Marriage involves the social sanction, generally in the form of religious ceremony, authorizing the two persons of opposite sex to engage in sexual and the other consequent and correlated socio-economic relations with one another.

Religion: It is the expression of the manner and type of adjustment affected by people with their conception of the supernatural (God). In it, the persons perform necessary actions, which bind them with the supernatural powers.
The beliefs and rituals are the two main component parts of the religion everywhere.

1. Ritual: The offering of flowers, pouring of water, saying of some Mantras or offering the prayer, all is rituals in the worshipping of the God or Goddess in the temples and they are to be followed according to a prescribed manner.

2. Beliefs: The people perform some rituals or worship a particular God or Goddess because they believe that if they do not do that some calamity may befall them.

SOCIAL STRATIFICATION: definition, forms and characteristics (caste system and class system)

Caste:

Caste is social class, membership that is determined by birth and involves particular customary restrictions and privileges.

Caste system in Indian villages:

We are conducting by rules and regulations of caste. Every caste considers it-self superior than other caste. Each caste has a definite social ladder.

1. Brahmin - Priests (Teaching)
2. Kshatriyas - Fighters (Administration & Protection)
3. Vaishyas - Artisan & traders (Agriculture & commerce)
4. Shudras - Farmers & labors (Services & manual labor)

Problem or position of caste in India:

In the village, we don't find farmers and villagers superiority and inferiority. Every group is governed by their rules and regulations and several restrictions are there. Occupation cannot be exchanged. Each mind thinks about caste. However, the problem of caste can be solved by adopting following procedures:

1. By increasing lower caste group
 - By borrowing certain custom of higher caste
 - By giving the daughter.
 - By common festivals.
2. By education
 - By adult education
 - By women education
 - Increasing of common education
 - Hospitals, railways journeys etc.

RURAL CULTURE

Culture: Culture refers to humanly created pattern of thinking; feeling and behaving that are passing from generations to generations among members of the society.

- 1. Material Culture:** Material culture refers to the tangible aspects of the culture, these things that can be seen and touched. E.g. Temple, Church, Gurudwara.
- 2. Non-material Culture:** Non-material consists of abstract aspects of culture, which cannot be directly touched or seen. We cannot touch or see belief. Belief is intangible.

Problems of Rural Society

The problems may be studied under the following heads:

1. The problems concerning Agriculture & A.H.
2. The problems of cottage industries.
3. The problems of population
4. The problems of education.
5. The problems of status of women.
6. The problems of rural health.
7. The problems of child care,
8. The problems of landless labor.
9. The problems of unemployment.

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10. The problems of rural indebtedness.
11. The problems of nutrition.
12. The problems of services and supplies.

Rural Social Institution in India:

A social institution is the structure and machinery through which human society organized, directs and executes the multifarious activities required to satisfy human needs.

So, if we are considering something as an organized group, it is association of a form of procedure and is called institution.

Association denotes membership & institution denotes a mode or means of service.

Under it, we study the social customs, folkways and the mores of the villagers.

Society:

A group of people in more or less permanent association who are organized for their collective activities and who feel that they belong together.

Community:

According to Chitambar (1990), Community refers to group of mutually dependent people, living in more or less compact continuous geographical areas, having a sense of belonging and sharing common values, norms and some common interests, and acting coactively in an organized manner to satisfy their chief needs through a common set of organizations and institutes.

There can be large communities like national and smaller communities like neighborhood. The larger community provides peace and protection and smaller community provides pleasant and friendship.

Community exists within a society. It has both a territorial dimension and social dimension. Components essentials to the concepts of the community are

- 1) A group of people
- 2) A continuous geographical area
- 3) A sense of belonging or identification
- 4) Common social values, norms and other aspects of culture
- 5) Common set of organization and institute
- 6) Some common interest

Association:

A group of human beings organizing themselves for the purpose of fulfilling specific interest is known as association. According to Maciver and Page (1977), an association is a group of organized for the pursuit of an interest or group of interest in common. There can be many associations functioning in community and there will be office bearers to lead the association. The main purpose of association is to fulfill the common needs of members.

Ex. poultry farmers association for the purpose of the sale of eggs.

Social Institution in Rural Society:

Institutions are largely defined ways in which society meets its needs that have existed long enough to become embedded in the social structure. According to Woodward and Maxell as quated by *Annamalaiet. al* (1993), an institution is a set of folkways and mores into a unit which serves a number of social functions. Institutions have a specific set of rules and regulations. Ex. A veterinary college is an association of students and teachers but the educational system is an institution. Govt. bodies, Panchyat, village council, Education, Religion.

Five basic social institutions are generally recognized, these are as follow,

- 1) The family
- 2) Religion
- 3) Economy
- 4) Government
- 5) Education

Institution is an organized system of social relationships, which embodies certain common values and procedures and meets certain basic needs of society. The functions and the structural elements associated with the major Institutions of a society

Elements of Institution:

Sr. No.	Institution	Functions	Major role	Physical Traits	Symbolic Traits
1.	Family	Bearing & rearing children	Father Mother Children	House, Furniture	Ring, Wedding, Will, Mores
2.	Economic	Providing food, Clothing & shelter	Employer Employee	Factory Office	Trade-mark Emblem

			Consumer Producer	Store	(Symbol) Patent sign
3.	Political (Govt.)	Enforcing laws, Rules & Standards	Ruler subjects	Public building, Public work	Flag, Codes, Seal, Anthem
4.	Religious	Promoting, cooperative attitude, Faith, Hope, Charity	Pastor member	Temple Cathedral	Bible, Gita Cross
5.	Education	Socializing persons into basic values & Practice of society	Teacher Student	School College Books	Diploma Degree

Difference between Rural and Urban Community:

No.	Rural Community	Urban Community
1	Rural community is in close & direct relationship to nature.	Urban life is remote from nature & it set in a high complex man made environment
2	Less density of population.	More density of population.
3	More homogenous in racial & psychological traits.	More heterogeneous than rural community
4	Scared culture.	Secular culture
5	Predominance of personal and relatively durable relationships. Simplicity & sincerity of relationship.	Causal & short-lived relationship. Superficiality and Standardized formality of relationship.
6	Strong sense of belonging & unity	Comparatively less sense of belonging & unity.
7	Selection for leadership	Election for leadership
8	Social control is strong.	Social control is weak. Control by law.
9	Rural social life is relatively static & stable.	It is under constant & rapid social change
10	Agriculture is main source of its livelihood. Dependent upon land.	Industrialism and technology are its dominant features.
11	Size of community is smaller than urban.	Size of community is much larger than rural.
12	Social mobility of the population is comparatively less intensive.	More intensive mobility.

13	Standard of living is low.	Higher standard of living than rural.
14	Social interaction is more & very close	Social interaction is less.

Difference in live stock production practices of rural, urban and tribal communities including rearing pattern:

Livestock sector is production oriented rural adaptive system. Different type of rearing pattern is adopted by different areas of people. The rearing system has a great influence on the productivity of animal and plays a significant role in animal resources development. Rearing pattern varies accordingly to the socio-economic status, culture, customs, believes and attitudes of different area which has great impact in society.

(1) Cattle rearing:

- (i) Loose housing system:
- (ii) Conventional dairy barn:

(1) Goat:

- (i) Extensive system:
- (ii) Semi-extensive system:
- (iii) Intensive system:.

(1) Sheep:Normally sheep does not required permanent housing facilities

(2) Pig rearing:

Pig is very sophisticated animal, which has no developed thermoregulatory system, so its rearing pattern is quite different from others. Mostly pigs are reared by three types of methods, like:

- (1) Loose housing:
- (2) Close housing:
- (3) Semi loose housing:

(3) Poultry:

- (1) Free range system:
- (2) Semi close system:
- (3) Shifting pattern:
- (4) Close housing system:
 - (a) Cage system:
 - (b) Deep litter system:

(4) Duck:

(1) Free Range system:

(2) Close housing system:

Differences in livestock production practices

Differences exist between rural, urban and tribal areas in the animal rearing patterns. These differences stem from the purpose for which the animals are being reared. The table below exhibits the differences in livestock production practices among rural, urban and tribal communities. These differences form the basis for the extension agent to develop suitable programmes which address differential needs of the societies

S. No	Particulars	Rural	Urban	Tribal
1	Purpose	Economic as well as social / religious	Primarily economic	Way of life
2	Number of animals / household	Less (2 to 3)	More (>5)	Less (<3)
3	Quality of animals	Predominantly indigenous	Predominantly cross bred	Indigenous / non-descript
4	Productivity of animals	Low to medium	Medium to high	Very low
5	Dry and wet ratio	High	Low	High
6	Animal sheds	Open yard	Mostly pucca	Open yard
7	Feeding	Mostly grazing	Mostly stall feeding	Grazing
8	Type of feeds	Dry, green fodder with little or no concentrate	Dry fodder with little or no green fodder, concentrate feeding common	Green grasses
9	Management	Less scientific	To a greater extent scientific	Not scientific

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10	Adoption of technologies to improve productivity of animals	Low level	Early adoption	No adoption of scientific practices. Adopt traditional practices
11	Cost of production / kg. of milk / meat	Low	High	Meager
12	Occupation	Traditional	Entrepreneurial	Traditional
13	Profit / unit of milk / meat sold	Marginal or nil	High	Marginal or nil
14	Sentimental attachment with animals	Very much present	Not to that extent as in rural areas	Very much present
15	Person involved in the maintenance of animals	All members of the family / part time	Specific person as full time job	All members of the family
16	Marketing	Own use/vendor/ co-operative	Private	Own use. At times do not milk the animas

Social Change:

Social change in society indicates the movement of direction in which it is going. It can be any direction. So, all changes do not involved progress. The progress in the changes is the only achieved if there is some fitted (desired) goals.

Factors affecting to the social change (Causes):

(A) Biological factors-

1. Changing size of the population.
2. The changing balance of birth & death.
3. Changes in composition (Regional variation) of the population.
4. Interaction of population change and social change.
5. The limitation of natural selection.
6. Heredity of the people Attitude, Interest, Restriction, Taboos etc.

(B) Cultural factors-

No culture is perfect. So imperfection of culture itself may result in individual discomfort and dissatisfaction which cause motivation to change.

(C) Technological factors-

1. Changing techniques and changing society. e.g. Drama, T. V./ Pictures.
2. Modern society and machine –age. E.g. Power- loom, Mill.
3. New agriculture techniques and social change. E.g. Labor-Tractor.
4. Advances in communication and social change. E.g. Postcard –Mobile.
5. New techniques, new inventions, new modes of production, new standard of living etc.
6. Due to advancement of technology, agriculture has been changed and hence rural population.

(D) Geographic factors-

- Climate - Earth surface - Heat, cold, etc.

SOCIAL GROUPS:

Group: A group is a unit of two or more people in reciprocal interaction or communication with each other.

Social Groups: Social groups are aggregate (to collect into a mass) or categories of people who have consciousness of membership and interaction.

Types of Group:

1) Primary groups

The primary social groups are those in which intimate face-to-face interaction, involvement of one's personality and we-feeling among the members. Primary groups socialize the individual. Examples –Family -Neighborhood -Play group -Primary school group

2) Secondary groups

Not necessary depend on face-to-face contacts. They represent partial and specialized interests. They are relatively temporary. They are sometimes called as “Special interest groups”. Examples -Political party, -College groups, -Professional society, -Higher secondary groups, -Religious groups, -Employers association, -Labor unions, -Cooperative societies

3) Formal and Informal groups:

1. Formal groups - Those groups which have a membership roll, constitution, by-laws or some procedure for electing office bearers and perhaps membership's fees, are formal groups. E.g. Students' union
2. Informal groups – Groups which do not have such a degree of institutionalization or set programmes are called informal groups. E.g. A group of students who regularly go together to hostels or cinema is an informal group.

4) Locality groups

This classification considers locality as one bond for holding groups together.

E.g. Neighborhoods, communities, villages, towns, talukas, districts, regions, nations etc.

5) Classification based on structural organization:

1. Involuntary groups-Member by birth, residence or location. E.g. Family, neighbor, community
2. Voluntary groups-Member by choice. E.g. play group, youth club.
3. Delegate groups-Members representative of and chosen by groups. E.g. united nations.

Organization of Groups (Procedure for formation of Group):

A group may organized at any time there are individuals who have a need, or think they have a need, that cannot be satisfied individually, and there is no group already in existence to meet that need.

The stimulation for the formation of a group may begin in a mass meeting of persons who become conscious of the need for some kind of organization. At this stage certain preliminary problems need to be solve, such as the purpose of the proposed organization, the number and types of members, the method of becoming a member, the approximate financial programme and its relationship to the other groups.

If the new organization is to be affiliated with an already established organization, help, plan, suggestions may be obtained from the parent group.

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Leadership: definition, functions of leader, types of rural leaders,

What is a leader? Leader is a person whose behavior stimulates action in the group.

What is leadership? It is the activity of influencing the people to cooperate towards some goal which they find desirable and wish to realize. It involves cooperation and understanding.

Types of leadership: 1 Ahead 2 The head 3 A head

1. **Ahead:** The person who has achieved prestige and pre-eminence of unique attainment, who is ahead of his group. e.g. C.V.Raman, Dr.Bhabha, Dr.RajaRamanna, RabindraNath Tagore, Dr.V.Kurian, Dr.M.S.Swaminathan etc.
2. **The head:** The person, who by designation has been official leadership status involving formal authorities-who is the head of his group. E.g. Principal.
3. **A head:** The people, who emerges in a situation as capable of helping the group determine and achieve objective and/or maintain strengthen of group itself who is a head of his group.

What are the qualities of a good leader? Leader must have certain qualities which can be learned by the average person, if he works on their intelligently. These qualities are:

1. Believes in principles of democracy. Group decisions are sound and acceptable.
2. Respects the rights and dignity of all.
3. Willing to accept personality.
4. Able to work and get along with people in friendly and peaceful manner.
5. Able to communicate his thoughts and ideas
6. Well informed.
7. Optimistic and enthusiastic
8. Open minded
9. Initiative in getting the group target through careful planning.
10. Restrain (to keep back) his own desire, not partnership

Functions of a leader:

An executive, planner, policy maker, expert, external group representative, internal relationship, media for symbol of the group.

How to use leader?

1. Planning and organizing village activities.
2. Assisting in giving demonstrations.
3. Planning, organizing, executing and evaluating of development plans.

Role of leaders in animal husbandry extension:

Key communicators and their role in the animal husbandry extension.

Key communicators or opinion leaders: Key communicators or opinion leaders are those persons in any social system who are sought for information and advice on general or specific topics.

Rogers and Kincoide (1981) define opinion leader as the degree to which an individual is able to informally influence other's knowledge, attitudes or overt behavior in desired way with relative frequency. It is assumed that such persons are respected persons in each social system to whom some people look for advice and information and who through such consultations, influence their behavior and actions.

Identification methods of key informants / key communicators / opinion leader:

There are several methods for identification for identifying key informants. These methods are as follow:

- 1 Sociometric method:** In this method veterinarian has to visit village. He will be associated with the group or he will observe the group interaction. If the particular person is repetitively interacted by the majority of members of that he will be called as leader.
- 2 Consultation with colleagues:** Whenever veterinarian wants to start any work in the village where his previous colleagues had worked. The present veterinarian should contact his colleagues and asked regarding influencing leaders in that existing social system. Due to consultation, the local leader is identified.
- 3 Discussion methods:** Whenever veterinarian visits to the village where he will have to be worked, he should have to discuss certain topic with respects to his worked. At the time of discuss certain topic he should identify the influencing person having some knowledge and recognition should be identified as a leader.
- 4 Election method:** In this method the decision is left on the group to identify the group leader. The leader is elected by the group. This helps extension worker by electing the right person to do the right job.
- 5 On the basis of seniority and past experience of the person:** In this method the senior person or having past experience is called as a leader. But main drawback in this method is illiterate person may be called as leader on the basis of his seniority. When he does not become active in actual leadership veterinarian should adopt another in addition to this method. So combination would be beneficial to implement extension programme.

- 6 Self designating technique:** In this method are asked a series of questions to assess the degree to which they perceive themselves to be opinion leaders. Self ration technique is not an ideal method to choose an appropriate leader.
- 7 Group observer methods:** The extension worker has to observe a community or group in action which makes enable to identify spot key communicators. This type of identification of is done in gathering or meeting.
- 8 Dialogue method:** Veterinarian makes dialogue with his clients to bring their animals at hospital for treatment or artificial insemination. The clients use to dialogue with his subordinate station. On this dialogue basis, the selection of the leader is done.
- 9 The workshop methods:** A large group is broken into numbers of small groups. The programme work is distributed in different groups. The person in each group who volunteer themselves and takes responsibilities called as leader.

Characteristics of key communicator: Key communicators have been found to have distinctive characteristics. On the basis of a review of large research studies, Rogers and Shoemaker (1971) draw the following conclusion regarding the characteristics of key communicators.

External communication:

- Key communicators have greater exposure to mass media then their followers
- Key communicators have more cosmopolitan than their followers.
- Key communicators have greater change agent contact then their followers.

Accessibility:

- Key communicators exercise relatively greater social participation then their followers in social system.

Social status:

- Key communicators enjoy a relatively higher social status then their followers as far as conditions in that social system exists.

Innovativeness:

- Key communicators are more innovative then their followers
- When the social system's norms change, key communicators are more innovative but otherwise not especially so.
- When the norms of social system are more modern, key communicators are more monographic. Monographic is a tendency of key communicators to act as such for only one topic.

Relationship to the social system:

According to Shankaraiah (1969) ,the key communicators under Indian conditions are:

- Perceived as the best farmers when the social system is actively modern.
- Social stars are when the social system is relatively traditional.

Role of Key communicators:

1. Communication of new technology to other villagers.
2. Keeping in touch with the scientists, other institutions, media and sources of information.
3. Coordinating the function of the village organization and the institutions and channelizing them towards the adoption of technologies for greater production.
4. assisting the villagers in securing the supplies and services required by them.
5. Guiding and helping people in getting assisting from government.
6. Helping the fellow villagers in the preparation of the action plans.
7. Giving the consultant guidance and acting as local consultants.
8. Focusing on the problems of villagers and helping the extension workers and
9. Serving as the demonstrator in the case of agricultural innovation.