Introduction
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India possesses 92.19 million buffaloes which represent about 57% of the world buffalo population contributing about 63.25% of total buffalo milk in the world (FAO, 1997). This large population of buffaloes contributes 53% of total milk produced by Indian livestock and helped to reach the top milk producer status in the world. India is considered as the home tract for some of the best buffalo breeds and it has been the centre of dispersion of good specimen of buffaloes for improvement of the species elsewhere in the world.

Murrah one of the best buffalo milch breed of world which is found in India, has originally originated from Rohtak and Jind districts of Haryana. In India this breed is available at few organized farms in north, north-western and central India and in certain pockets of bordering districts of Punjab and Rajasthan besides few areas around the locations having the organized farms of Murrah buffaloes. Murrah buffaloes are known for their remarkable power of endurance for hot climate of tropics, resistance to tropical diseases, low cost of maintenance and having higher percentage of milk constituents as compared to other breeds, due to these attributes. Murrah buffaloes amongst one of the indigenous buffaloes breeds, which have been exported to many countries from India for cross breeding for incorporating their genes to further improve milk yield of crossbred by increasing the level of Murrah buffalo inheritance.

It is a well known fact that sire is half the herd. The importance of genetically superior bull is to produce large number of normal fertile spermatozoa in AI programme. Again if a bull is to be used extensively for AI breeding, it becomes necessary to ensure that the bull is kept in optimum breeding condition. This implies that such methods of
management have to be put in vague, which would aim at maintaining the proper physiological process of the bull and in retaining its reproductive potential over a longer period.

The breeding efficiency and reproductive ability is based on the capability of the bull to produce the male gamete in a viable form, capable of fertilizing the female gamete. The objective way to know the reproductive potential of the bull is to assess its semen characteristics. The quality and quantity of semen of a bull is influenced by innumerable factors-inherent, physiological and managerial. Buffalo bull semen can to great extent by influenced by the human element by providing suitable managerial environment.

Optimum production of healthy, normal spermatozoa depends on the health, size and condition of testes. It has observed that some of the buffalo males reserved for future breeding programme have poor libido and other associated problems. Recent studies (Khate., 2005) carried out at A.B.Complex ,N.D.R.I., Karnal also reveals that Murrah bulls are disposed because of following reasons viz. died 5.68 %, poor libido 20.45%, poor semen quality 3.40%, poor semen freezability 3.40%, wound 2.27 %, off breeds 10.22% and miscellaneous 6.82%. This may be due to lack of exercise and other managerial practices, as the rule they should be given exercise and they should be groomed and washed properly to make them active and thrifty, this may increase their libido, quality as well as quantity of semen. Bulls are to be kept in good breeding condition and in active service over a long period of time for their efficient utilization. Exercise keeps them trimmed and in good physical health. It reduces reaction time if given just before collection. (Bhosrekar and Nagpaul, 1972).
A few studies have been done in sexual behavior and semen production performance of Murrah buffaloes, but effect of the management interventions (exercise, cooling, collection interval and floor type collection) to improve libido, semen quality and quantity have not been studied. So that the present study is proposed to be undertaken with the following objectives:

- To study the effect of exercise, cooling, semen collection interval on sexual behavior and semen quality of Murrah bulls
- To study the effect of semen collection floor on sexual behavior and semen quality.
- To study the sexual behavior and its relationship with semen production in Murrah bulls