

## UTILIZATION PATTERN OF INFORMATION SOURCES BY THE LIVESTOCK OWNERS

M.N. SAWANT AND K.M. DAKHORE

.....

See end of article for authors' affiliations

.....

Correspondence to :  
**M.N. SAWANT**  
Department of Extension, College of Veterinary and Animal Science, PARBHANI (M.S.) INDIA

Accepted : February, 2007

.....

### ABSTRACT

A study was conducted among livestock owners in Hingoli district of Maharashtra. 3 talukas from the district and 5 villages from each taluka were purposively selected for the study. Total of 225 respondents were selected (15 respondents from each village) to access the utilization pattern of information sources regarding animal husbandry practices. Majority of respondents utilized personal localite sources followed by personal cosmopolite and mass media sources. Age, education, social participation, herd size, economic motivation, risk orientation and attitude were the important factors influence the utilization pattern of information sources. There should be proper assessment of the information sources as utilized by the livestock owners, planners and administrators for improving the utilization level of information sources.

**Key words :** Utilization, Information sources, Livestock owners.

Application of modern science and technology to the field of livestock husbandry will make it more productive and remunerative and it will greatly contribute for improving the socio-economic condition of livestock owner. The adoption of improved package of practices by the livestock owners vary from cattle owner to another cattle owner, depending upon their situation and availability of information sources to them. Lack of knowledge and skill in different areas like animal health and diseases, animal care and management, feeding of dairy animals, breeding and care and animal milk production impede the progress of livestock owners. In this context, the livestock owners must know scientific knowledge of animal husbandry practices. Past literature indicate that there has been gap between the available technology and its utilization by various livestock owners.

Information source utilization by livestock owners is defined as the act of using various sources of information for obtaining information regarding animal husbandry practices. Thus to improve the utilization level of information source by the livestock owner the crucial step is proper assessment of information sources utilized by the livestock owners. Hence, an attempt has been made in present study with the following specific objectives.

1. To study the different information sources utilization pattern of livestock owners
2. To study relationship between socio-personal and psychological characteristics of livestock owners

### MATERIALS AND METHODS

The present study was conducted in Hingoli district of Maharashtra. Hingoli has 5 talukas of which Hingoli, Aundha and Basmath were purposively selected due to their larger livestock population. Five villages from each taluka were selected on the basis of concentration of livestock population. From each village 15 respondents were selected. Thus total of 225 respondents were selected for the study. The data was collected from the respondents through well structured pre tested interview schedule.

The utilization pattern for different sources of information were assessed in specific item under three different categories i.e. personal localite, personal cosmopolite and mass media on a four point rating scale 'mostly', 'often', 'sometimes' and 'never' having numerical 3, 2, 1 and 0, respectively.

### RESULTS AND DISCUSSION

Among all the four sources available under personal localite category to the livestock owners priority of the sources which were utilized 'mostly' are family members (97.78 per cent), progressive livestock owner (90.67 per cent), friends and neighbours (98.33 per cent) and village leader (84.44 per cent) (Table 1). Majority of the respondents had mostly utilized personal localite sources. The reason may be that they have less or no social awareness of availability of different sources of information. Also, personal cosmopolite sources were living adjacent to the respondents, so they could develop interpersonal relationship and link themselves. It can be