

CONSTRAINTS REGARDING UTILIZATION OF INFORMATION SOURCES BY THE LIVESTOCK OWNERS

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ABSTRACT

A comparative study was conducted among livestock owners in Hingoli district of Maharashtra. 3 talukas from the district and 5 villages from each taluka was purposively selected for the study. Total of 225 respondents were selected (15 respondents from each village) to access the constraints while utilizing the sources of information regarding animal husbandry practices. Constraints like difficult to contact with information sources and non availability of printed literature in time were expressed by the respondents. Hence, it could be concluded that organizers should address the constraints while utilizing the information sources properly for transferring the latest information regarding animal husbandry practices in future.

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

Livestock production in India is integrated with agriculture with a very low level of adoption of improved technology. Majority of the livestock in the country are held by small and marginal farmers. Although livestock production in India has increased, it is not reached as our expectation. It is due to low or improper knowledge of livestock owners about the latest animal husbandry technology. It is only when the livestock owner remains in continuous contact with the new researches and applies these valuable technologies in their farm, and then only they can participate actively in the development of the nation. Thus to induce this traditional bound, illiterate livestock owners to adopt improved technology of animal husbandry powerful and successful source of information which can disseminate latest technology at the doorsteps of livestock owners are needed. Although efforts are being taken by the Govt. to disseminate the technological knowledge through various sources of information but due to many factors and inadequacy livestock owners are unable to utilize these sources. There is tremendous gap between knowledge production and knowledge utilization since knowledge on one hand is increasing every day and its utilization on the other is relatively slow. This gap is partly filled in by various sources of information i.e. personal localite, personal cosmopolite and mass media which operate in the communication pattern of the rural country.

MATERIALS AND METHODS

The study was carried out in purposefully selected 3

blocks i.e. Hingoli, Aundha and Basmath block of Hingoli district of Maharashtra. Five villages having concentration of livestock population were selected for this study. Fifteen respondents were selected from each block, thus making a total of 225 respondents. The data were collected through personal interview method with the help of pretested semi-structured schedule.

RESULTS AND DISCUSSION

It is obvious from the data that 80 per cent of the respondents were agreed with the statement that 'difficulty to contact with information sources' was a common constraint considered as a barrier for utilizing sources of information regarding animal husbandry practices followed by non-availability of printed literature (73.33 per cent), received information was incomplete (72.66 per cent), information was not pertaining to situation (65.50 per cent), information was not received in time (62.66 per cent), information was not reliable (56.33 per cent), lack of transport facilities (50.50 per cent), respectively.

The other constraints in descending order were non-co-operative attitude of family members, progressive livestock owners, educational films are shown sometimes, proper media was not used, non-availability of exhibition at village level, lack of knowledge of availability of information sources, lack of free time to consult the information sources, lack of guidance while utilizing, lack of interest, exhibition are not regularly organized, information was not able to read and information was complex and difficult to interpret. Almost similar findings were also reported by Wakle (1999) and Singh and Dalal (2004).