

RESEARCH ARTICLE

Role of dairy co-operatives in information dissemination: evidence from Nainital district in Uttarakhand

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ABSTRACT..... The study investigated Dairy Co-operative Society as an information source in solving problems of the farmers in Haldwani and Bhimtal blocks of Nainital district. The study was carried out on a sample of 80 households, out of which, 44 belonged to member category and 36 to the non-member of Dairy Co-operative Society. The results showed that members' frequency of contact with milk Co-operatives, doctors and extension agents was significantly higher than that of non-members in both the plains and the hills. Highest proportion of information by members in both the areas was obtained from dairy co-operatives, however it was zero in non-members. Positive role of dairy Co-operatives in information dissemination was felt more by members than non-members in both the plains and hills. Hence enhancing the non-members' participation in DCS by providing appropriate incentives could benefit them in having a greater degree of accessibility to quality information.

KEY WORDS..... Information source, Dairy Co-operatives, Positive role, Quality information

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