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ARTICLE

Motivational factors and the constraints elicited by livestock owners in utilization of services under Special Livestock Protection Scheme in Tamil Nadu

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Abstract : The present study has been carried out to measure the motivational factors and constraints revealed by livestock owners in utilization of animal health services, technical inputs and extension activities under the special livestock protection scheme. The data were collected personally from 120 respondents using structured interview schedule from four villages selected purposively, two each from plain and hilly blocks of Erode district of Tamil Nadu wherein the scheme had been implemented. The study revealed that about 90 per cent of the livestock owners perceived free vaccination and deworming at doorstep of their village as the major motivating factors for participating in the camp and other activities under scheme. Distant location of veterinary unit for receiving services (95.00%), less frequent organization of camp (87.50%) and inadequate input supply (78.33%) were the major constraints perceived by beneficiaries irrespective of the locale. Majority of the respondents (86.67% in plain and 93.33% in hilly areas) suggested establishing a veterinary institution in remote areas for regular service which may improve service delivery after camp and also long-term remedy for their inadequate veterinary

Key words : Motivation, Animal health services, Constraints, Livestock owners, Suggestions

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INTRODUCTION

Animal husbandry department plays a major role in providing veterinary assistance and health cover to the livestock and poultry through its various animal husbandry programmes. One of its important animal husbandry programmes is *Kalnadai Padhukappu Thittam* commonly known as Special Livestock Protection Scheme in Tamil Nadu, which is being implemented in the state since January 2000. Under this scheme, total health coverage is given to livestock and poultry reared by farmers in remote villages by conducting special camps where veterinary facilities are inadequate. It includes not only providing technical inputs and services but also technology dissemination and extension activities at remote villages, which are neglected in many programmes hitherto but no study has been conducted to identify the

various motivational factors and the constraints elicited by livestock owners in utilization of services under Special Livestock Protection Scheme. The findings of this study and the suggestions elicited by respondents might be useful to policy makers, administrators and animal husbandry personnel to mitigate the problems for effective and smooth implementation of the scheme in future and also to modify it to suit the new changing scenario in the implementing area.

RESEARCH METHODOLOGY

Erode district in Tamil Nadu has been selected purposively due to existence of Special Livestock Protection Scheme, operating in both hilly and plain areas and researcher's familiarity with the local language. Two blocks from this district and a total of four villages, two each from selected blocks