



Feasibility of private extension services in dairy farming as perceived beneficial by the farmers

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ABSTRACT : Present era of technology blast call speedy discriminatory to its cliental uses and India cannot deprive of it. Thus, changing extension services from farmer's point of view is much more important, Extension services must to be need bases rather than policy bases. Thus, feasibility of such services provider to be assessed. For that present investigation 120 farmers from two talukas of Anand were selected purposively and finding indicates that in case of advisory services, 22.50 per cent of respondents preferred free services while 10.83 per cent preferred paid services. Whereas, 13.33 per cent preferred free input services and 22.50 per cent preferred paid input services in different areas of dairy farming.

KEY WORDS : Private extension, Areas of PES

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