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# Comparative importance and effectiveness of livestock services perceived by livestock farmers of Uttar Pradesh

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**ABSTRACT :** The present investigation was carried out in two districts of Uttar Pradesh namely Bareilly and Lakhimpur Kheri to study the farmer's perception towards the comparative importance and effectiveness of different livestock services delivered to them. A total of 120 respondents were interviewed using a well-structured interview schedule constructed on the basis of responses obtained in pilot study. These respondents were selected randomly from three blocks of each district. Collected data were analyzed using statistical tools. After analysis of data it was found that most of the respondents from Bareilly, Lakhimpur Kheri and in pooled sample, respectively had given first rank to gynecological and obstetrical treatment followed by second rank to medical treatment, followed by Artificial insemination, vaccination, wound dressing etc. In terms of effectiveness livestock services delivered to the livestock farmers were average followed by poor. Their perception about the relative importance of different livestock services and effectiveness will provide a clear view to government as well as policy makers to strengthen and replicate the livestock Service provisions to make them excellent in terms of their effectiveness.

**KEY WORDS :** Effectiveness, Livestock farmer, Livestock services, Perception, Strengthen

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