

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

■ G.B. MOHANASUNDARRAJ<sup>1</sup> AND HEMA TRIPATHI

**Member of the Research Forum**

**Associate Author :**

<sup>1</sup>Department of Animal Husbandry,  
Veterinary Dispensary, Atthari,  
Bhavan, ERODE (T.N.) INDIA

**Author for correspondence :**

**HEMA TRIPATHI**

Krishi Vigyan Kendra, I.V.R.I,  
Izatnagar, BAREILLY (U.P.)  
INDIA

**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

**How to cite this paper :** Mohanasundarraj, G.B. and Tripathi, Hema (2012). Motivational factors and the constraints elicited by livestock owners in utilization of services under Special Livestock Protection Scheme in Tamil Nadu, *Vet. Sci. Res. J.*, 3(1 & 2) : 11 - 16.

**Paper history :** Received : 05.08.2012; Revised : 21.09.2012; Accepted : 26.09.2012

Email: msraj78@rediffmail. com

### 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

including plain (Uppupalam and Olakaranpalayam) and hilly areas (Bhasuvanapuram and Makkampalam ) were selected purposively. One hundred and twenty livestock farmers i.e. thirty from each sampled village as service receivers of the scheme in study area were selected. Data were collected personally from service receivers with the help of structured interview schedule developed for the study. Appropriate statistical methods were used for systematic analysis of the data.

## RESULTS AND DISCUSSION

The results obtained from the present investigation as well as relevant discussion have been summarised under following sub heads:

### Motivational factors perceived by the beneficiaries to participate in the Special Livestock Protection Scheme:

Motivation is an inner tendency to strive for a particular kind of goal. In addition, it is a psychological sense concerned with the inculcation and stimulation of the learners' interest in various learning activities. In the present study, all those factors, which were thought to be motivated the livestock owners to participate in the camps and utilizing the animal health care, technical inputs and extension activities under the scheme, which inturn may improve health status of their animals, farm production and level of knowledge in livestock farming practices were studied. Data in Table 1 show that 90.00 per cent of respondents perceived that free vaccination

and deworming at their village doorstep as one of the major motivating factor followed by inadequate veterinary facilities and units in the vicinity of their areas (81.67%), services provided at free of cost (74.17%) and ease in transporting of animals and birds to camps (69.17%) were perceived as other major motivating factors realized by the respondents and ranked I, II, III and IV, respectively under the scheme in the study areas.

Apart from these four factors, participation in livestock shows/ calf rallies and receiving prizes (53.33%), easy availability of inputs (43.33%), provision of better treatment during the camps (41.67%), gaining knowledge about animal health diseases (40.00%), general examination of animals in the camp (36.67%) and to establish linkage with the extension personnel available in the camp (23.33%) were also other motivating factors perceived by the respondents belonged to plain areas. Similarly, factors like easy availability of inputs (60.00%), provision of better treatment during the camps (55.00%), general examination of animals in the camp (48.33%), to establish linkage with the extension personnel available in the camp (43.33%) and to participate in livestock shows/ calf rallies and receiving prizes (30.00%) were other motivating factors reported by the respondents hailing from hilly regions with varied frequency. Awareness about improved practices of livestock and poultry keeping (19.17%), to enquire on a particular aspect from the camp through participating in exhibition and demonstration meeting (15.00%) and possibility of surgical treatments (13.33%) were the least motivating factors reported by respondents irrespective of their locale. Dhuria

**Table 1: Perceived motivational factors of livestock owners to participate in the Special Livestock Protection Scheme**

Sr. No.	Statements	Plain (n=60)		Hilly (n=60)		Total (N=120)	
		Frequency	Rank	Frequency	Rank	Frequency	Rank
1.	Inadequate veterinary facilities and units	46 (76.67)	II	52 (83.33)	II	98 (81.67)	II
2.	Services provided at free of cost	41 (68.33)	III	48 (80.00)	III	89 (74.17)	III
3.	Transports of animals and birds to camp are easy	37 (61.67)	IV	46 (76.67)	IV	83 (69.17)	IV
4.	Vaccination and deworming are available at free of cost and doorstep of village	55 (91.67)	I	53 (88.33)	I	108 (90.00)	I
5.	Better treatment is provided in the camp	25 (41.67)	VII	33 (55.00)	VI	58 (48.33)	VI
6.	For general inspection of the animals in the camp	22 (36.67)	IX	29 (48.33)	VII	51 (42.50)	VII
7.	To establish linkage with the extension personnel available in the camp	14 (23.33)	X	26 (43.33)	VIII	40 (33.33)	X
8.	Possibility of surgical treatment	05 (08.33)	XIII	11 (18.33)	XI	16 (13.33)	XIII
9.	Gaining knowledge about animal disease	24 (40.00)	VIII	17 (28.33)	X	41 (34.17)	IX
10.	To enquire on a particular aspect from the camp through Participation in exhibition and demonstration meeting	10 (16.67)	XII	08 (13.67)	XIII	18 (15.00)	XII
11.	To have idea about improved practices of livestock keeping	13 (21.67)	XI	10 (16.67)	XII	23 (19.17)	XI
12.	Timely and easy availability of inputs	26 (43.33)	VI	36 (60.00)	V	62 (51.67)	V
13.	To participate in livestock show/calf rally and get prizes	32 (53.33)	V	18 (30.00)	IX	50 (41.67)	VIII

Figures in parentheses indicate percentage

and Bairathi (2002) also found non availability of veterinary hospital in the area and free facilities provided in the camp, provision of better treatment in the camp and general inspection of animals were most prominent motivating factors that encouraged the farmers to attend the animal treatment camp in Udaipur district of Rajasthan.

#### Constraints perceived by beneficiaries in utilizing the services under the scheme:

Table 2 shows that distant location of veterinary unit (95.00%) ranked first, less frequent organization of camp (87.50%) ranked second, inadequate input supply (78.33%) ranked third, inaccessibility of timely service after camp (71.67%) ranked fourth and inadequate follow up activity (60.83%) ranked fifth were the major constraints perceived by livestock owners irrespective of the locale.

Locale wise it has been observed that inaccessibility of timely services after camp, lack of timely services during pre and post monsoon period, inadequate knowledge on government schemes, inadequate extension activities like organizing exhibition and demonstration and inadequate follow up activity were the constraints perceived by the respondents came from plain areas. Whereas majority of livestock and poultry farmers living in hilly areas reported inadequate follow

up, inaccessibility of timely service after camp, inadequate knowledge on government schemes, provision of inadequate extension activities and lack of timely services during pre and post monsoon period as their major constraints. Meena and Chauhan (1998) also found that lack of communication facilities, lack of overnight facilities by veterinary assistants, telling only about treatment of diseases instead of the management practices and low frequency of visit of veterinary assistants were the constraints faced by dairy farmers in Sewai Madhopur district of Rajasthan. Kumaran (1999) too found that the distant location of veterinary hospitals, lack of milk cooperative society, non availability of veterinary personnel during emergency, lack of availability of veterinary medicines and lack of marketing facilities were the major constraints encountered by beneficiaries of Tribal Development Programme in Salem district in Tamil Nadu. Kumar and Rao (1999) as well indicated that reasons for poor utilization of technical inputs and services by dairy farmers in Banka district of Bihar included inadequate manpower coupled with large areas to cover, the stockmen visits the villages only during vaccination campaign or invited by the cattle owners for deworming and treatment of animals and the inadequate and irregular facilities of technical inputs and services available in the department. Besides, poor awareness of dairy farmers about the facilities offered by the

**Table 2 : Constraints perceived by livestock owners in utilizing the services under the Special Livestock Protection scheme**

Sr. No.	Constraints	Plain (n=60)		Hilly (n=60)		Total (N=120)	
		Frequency	Rank	Frequency	Rank	Frequency	Rank
1.	Low frequency of organization of camp	49 (81.67)	II	56 (93.33)	II	105 (87.50)	II
2.	Inadequate follow –up activities	21 (35.00)	VIII	52 (86.67)	IV	73 (60.83)	V
3.	Inaccessibility of timely services after camp	38 (63.33)	IV	48 (80.00)	V	86 (71.67)	IV
4.	Distant location of veterinary unit for further services	54 (90.00)	I	60 (100.00)	I	114 (95.00)	I
5.	Lack of emphasis on education of improved animal husbandry practices, only on treatment aspects	13 (21.67)	X	09 (15.00)	XV	22 (18.33)	XIV
6.	Lack of doorstep services for large flocks	11 (18.33)	XII	13 (21.67)	XIV	24 (20.00)	XIII
7.	Lack of timely AI facility and pregnancy diagnosis	07 (11.67)	XIII	19 (31.67)	XIII	26 (21.67)	XII
8.	Lack of organized farms for superior and exotic germplasm	15 (25.00)	IX	29 (48.33)	X	44 (36.67)	IX
9.	Inadequate extension activities like organizing exhibition and demonstration	26 (43.33)	VII	36 (60.00)	VII	62 (51.67)	VIII
10.	Inadequate extension contact	12 (20.00)	XI	25 (41.67)	XI	37 (30.83)	X
11.	Inadequate knowledge on government schemes	29 (48.33)	VI	43 (71.67)	VI	72 (60.00)	VI
12.	Inadequate input supply	41 (68.33)	III	53 (88.33)	III	94 (78.33)	III
13.	Inadequate propaganda about camp	05 (08.33)	XIV	08 (13.33)	XVI	13 (10.83)	XVI
14.	Lack of timely services during pre and post monsoon period	30 (50.00)	V	34 (56.67)	VIII	64 (53.33)	VII
15.	Inadequate infrastructures like road, transport and communication	-		22 (36.67)	XII	22 (18.33)	XV
16.	Lack of co-operative dairies and marketing facilities	-		32 (53.33)	IX	32 (26.67)	XI

Figures in parentheses indicate percentage

department was due to minimal field activities like campaign, camp, mela, exhibition, group discussion, calf rallies. Solanki (2001) stated that the non-availability of veterinary services, preference of local bulls as alternative sources for insemination, difficulty in taking the cows to AI centre and non-availability of green fodder were the major constraints perceived by livestock owners in and around Bareilly district of U.P. According to Shah *et al.* (2002) dairy farmers in hilly areas of Uttaranchal perceived that lack of awareness and distant location of AI centers coupled with difficult hilly terrain to approach it as major constraints in adoption of crossbreeding, artificial insemination and pregnancy diagnosis. Lack of awareness about the availability of government services, poor conception through artificial insemination and inadequate incentives from the government were other important constraints perceived by the dairy farmers in Pondicherry while adopting scientific dairy farming practices reported by Natchimuthu and Ramkumar (2004). In a recent study, conducted by Rajput (2006) revealed that the lack of transport facilities, inadequate availability of medicines at hospital and poor accessibility of timely veterinary services were considered major constraints by pastoralists in arid zones of Rajasthan. Sharma and Makhijia (1991) indicated that non cooperation of villagers in disease control work, distant location of various veterinary units, religious sentiments against AI, problem with quacks in villages, inadequate supply of medicines, equipments and furniture to veterinary center, lack of cooperative societies for marketing of animal products, lack of equipments and sterilization facilities at AI centers, inadequate availability of green fodder and concentrate, poor housing for animals and inadequate of knowledge about proper feeding were the major

constraints perceived by the veterinarians in implementing the programmes of Intensive Cattle Development Programme in Hisar district of Haryana. Venkatasubramanian and Ramachand (1992 and 1993) reported that inadequate supply of medicines, equipments and furniture to veterinary center, non cooperation of villagers in disease control work, distant location of various veterinary units, lack of incentive for hard work, inadequate communication facilities and inadequate transport facilities were the major constraints perceived by the field veterinarians in Tamil Nadu. Dukare and Dakhore (1993) also reported that lack of opportunity of undergoing in-service training and farmers inadequate response to the advice were the major constraints perceived by the livestock supervisors in implementing the programmes of Intensive Cattle Development Project in Parbhani district of Maharashtra. Venkatasubramanian and Fulzele (1996) reported that the farmers negligence in bringing the animals at right time of heat for insemination, repeat breeding and high incidence of reproductive disorders, farmers ignorance about balance feeding, inadequate supply of medicines and inadequate recognition of good work by their superiors were the major constraints perceived by the veterinarians in implementing Cattle Development Programmes in Tamil Nadu. Sasidhar *et al.* (2001) also reported in his study that inadequate supply of medicines by the departments, lack of knowledge and skills of advanced surgical techniques and treatments, non cooperation from livestock owners, lack of infrastructure to organize training programme, lack of contact with research scientists and inadequate technical resources were the main constraints perceived by randomly selected 90 Veterinary Assistant Surgeons in Andhra Pradesh. According to Natchimuthu and Ramkumar (2004), expectation of farmers

**Table 3 : Suggestions elicited by livestock owners to improving the services under the scheme**

Sr. No.	Suggestions	Plain (n=60)		Hilly (n=60)		Total (N=120)	
		Frequency	Rank	Frequency	Rank	Frequency	Rank
1.	Frequent organization of camps	45 (75.00)	III	53 (88.33)	II	98 ( 81.67)	II
2.	Adequate follow up and timely services after camps	32 (53.33)	VII	49 (81.67)	III	81 (67.50)	IV
3.	Adequate free and subsidized inputs supply	36 (60.00)	VI	43 (71.67)	IV	79 (65.83)	V
4.	Conduction of camps in pre and post monsoon period	28 (46.67)	VIII	34 (56.67)	VII	62 (51.67)	VII
5.	Arrangements for regular service through new veterinary institution set up for long term remedy	52 (86.67)	I	56 (93.33)	I	108 (90.00)	I
6.	Arrangements for mobile veterinary service at least twice or thrice a week after camp	47 (78.33)	II	36 (60.00)	VI	83 (69.17)	III
7.	Arrangements for communication facilities in veterinary dispensaries to get timely services and extension contact	22 (36.67)	XI	27 (45.00)	VIII	49 (40.83)	IX
8.	Adequate extension activities then and their	23 (38.33)	X	16 (26.67)	X	39 (32.50)	XI
9.	Adequate advisory and technical guidance for live- stock farming, marketing and government schemes	39 (65.00)	V	21 (35.00)	IX	60 (50.00)	VIII
10.	Provision of credit facilities for new and existing livestock units	40 (66.67)	IV	38 (63.33)	V	78 (65.00)	VI
11.	Provision of prize and awards for best maintained animals and birds other than dairy cattle	26 (43.33)	IX	14 (23.33)	XI	40 (33.33)	X

Figures in parentheses indicate percentage

for free inputs and services from government were the most serious constraints perceived by dairy development personnel in the implementation of dairy development programmes in Pondicherry. Ravikumar (2005) in his recent study indicated that lack of extension infrastructure facilities, lack of institutional mechanism for identifying the livestock owners' needs, inadequate staff, lack of sufficient time and lack of proper policy initiatives for extension activities were the other major constraints perceived by the veterinarians in Tamil Nadu.

#### **Suggestions put forward by livestock owners to improve the services under the scheme:**

The livestock owners were also asked to elicit the suggestions to improve the services of the scheme for its better utilization by them in the remote areas. On perceived intensity and frequency, each of listed suggestion was ranked. Table 3 reveals that about 90.00 per cent of the respondents (86.67% in plain and 93.33% in hilly areas) suggested that arrangements for regular service through setting the new veterinary institution in remote areas might improve service delivery after camp and also long-term remedy for their inadequate veterinary facilities stands first suggestion. Secondly frequent organization of camp in their remote areas revealed by about 82 per cent the beneficiaries selected from hilly areas and plain areas. Respondents from the plain and hilly areas (69.17%) however, suggested that arrangements for mobile veterinary service at least twice or thrice a week will improve the animal health delivery system in remote areas as third suggestion. Table further revealed that adequate follow up and timely services after camps and adequate free and subsidized inputs supply through camps well benefit the weaker sections emerged as a fourth and fifth overwhelming suggestion revealed by about 67.50 and 66 per cent respondents, respectively in pooled sample. Provision of credit facilities for new and existing livestock units in the scheme components was emerged as sixth major suggestions under the scheme. Organizing camps in pre and post monsoon period, adequate advisory; training and technical guidance on livestock farming; marketing and government schemes, arrangements for communication facilities in veterinary dispensaries to get timely services and extension contact, regular provision of prize and awards for best maintained animals and birds in calf rallies and livestock shows and adequate extension activities were the other suggestions elicited by the livestock owners in descending order irrespective of the locale.

#### **Conclusion:**

The scheme provided a platform to meet, interact and cooperate the animal husbandry personnel and livestock farmers. It reduced the information gap, improved the farmers' knowledge and motivated them to adopt the scientific practices in livestock and poultry farming with the ultimate goal of augmenting production and improvement in health status of

animals. The scheme also provided a way to the people participation in terms of organizing the camps along with animal husbandry personnel to acquire their services in their remote areas and rural community. However, respondents revealed some of the constraints with respect to the distant location of veterinary unit for receiving services, less frequent organization of camp, inadequate input supply, inaccessibility of timely service after camp, sparse follow up activity, inadequate knowledge on government schemes, lack of timely services during pre and post monsoon period, meagre extension activities like exhibition and demonstration, and lack of cooperative dairies and marketing facilities hindered them in full and effective utilization of scheme services and their livestock and poultry farming in remote areas were the demanding factors. Thus, these are the challenges in front of the veterinarians and state department of Animal husbandry in providing effective services and smooth implementation of scheme in remote areas in more befitting manner.

## **LITERATURE CITED**

- Dhuria, R.K. and Bairathi, R. (2002). Livestock keepers view on usefulness of animal treatment camp - A case study. *Rajasthan J. Extn. Edu.*, **10**: 48-51.
- Dukare, S.G. and Dakhore, K.M. (1993). Problem faced by livestock supervisors in Parbhani district. *Maharashtra J. Extn. Edu.*, **12**: 219-220.
- Kumaran, D. (1999). Impact of Integrated Tribal Development Programme in Salem district. M.V.Sc. Thesis, Tamil Nadu Veterinary and Animal Science University, Chennai, T.N. (INDIA).
- Kumar, S. and Rao, S.V.N. (1999). Awareness and utilization of dairy production inputs and services by the farmers of Bihar. *Rural India*, **6**:155-157.
- Meena, M.S. and Chauhan, J.P.S. (1998). Constraints faced by the dairy farmers in seeking information regarding improved dairy farming practices. *Rural India*, **9-10** : 199-201.
- Natchimuthu, K. and Ramkumar. (2004). Constraints in utilization of dairy development programmes in Pondicherry. *Indian J. Dairy Sci.*, **57**(3):198-202.
- Rajput, D.S. (2006). Animal health delivery system among pastoralists in arid zone of Rajasthan. Ph.D. Thesis, Indian Veterinary Research Institute, Izatnagar, Bareilly, U.P. (INDIA).
- Ravikumar, R.K. (2005). Livestock extension activities under the state departments of animal husbandry (SDAH) in India: An institutional analysis. Ph.D. Thesis, Indian Veterinary Research Institute, Izatnagar, Bareilly, U.P. (INDIA).
- Sasidhar, P.V.K., Rao, B., Sudhakar and Kumar, S.R.V. (2001). Constraints perceived and suggestions expressed by Veterinary Assistant Surgeons. *Indian Veterinary J.*, **78**(6): 540-541.
- Shah, U., Fulzele, R.M. and Kumar, S. (2002). Correlates of perception related to improve dairy breeding practices in hilly areas of Uttaranchal State: A Gender perspective. *Indian J. Dairy Sci.*, **55** (4):230-236.

Solanki, V.S. (2001). Constraints in cross breeding programme in cattle. M.V.Sc Thesis, Indian Veterinary Research Institute, Izatnagar, Bareilly, U.P. (INDIA).

Sharma, R.K. and Makhijia, V. K. (1991) Constraints encountered by field veterinarians in implementing the programmes of I.C.D.P. *Indian J. Dairy Sci.*, **44** (7): 419-

Venkatsubramanian, V. and Fulzele, R.M. (1996). Constraints perceived by veterinarians in implementing cattle development programmes. *Indian J. Dairy Sci.*, **49** (4):234-243.

Venkatsubramanian, V. and Ram Chand (1992). Constraints perceived by field veterinarians of Tamil Nadu. *Indian J. Dairy Sci.*, **45**(2): 644-646.

Venkatsubramanian, V. and Ram Chand (1993). Socio-psychological constraints perceived by field veterinarians of Tamil Nadu. *Indian Vet. J.*, **70** (5): 472-473.

\*\*\*\*\*