RESEARCH PAPER

Research Journal of Animal Husbandry and Dairy Science
Volume 4 | Issue 1 | June, 2013 | 16-18

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

K.D. KUNCHALA, C.P. DESAI **AND** J.K. PATEL

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

HOW TO CITE THIS PAPER : Kunchala, K.D., Desai, C.P. and Patel, J.K. (2013). Feasibility of private extension services in dairy farming as perceived beneficial by the farmers, *Res. J. Animal Hus. & Dairy Sci.*, **4**(1) : 16-18.

INTRODUCTION

Country's estimated milk production for 2010-11 is 121 million tonnes, close to 17% of the world's milk production it increased from 17 million tons in 1950-51 and in the present context of globalisation and liberalisation and shift taking place in the dairy sector from mere subsistence to the more commercial level, it is the bounden responsibility of the extension workers to meet the diverse needs and expectations of the stakeholders. The backbone of all agricultural extension endeavours is the transfer of agricultural information and technologies to enhance the productive capacity of milk producers. As economy slowed down, adjusted, and/or gradually phased out because of existence of problems. Alternative ways of financing agricultural extension services have, therefore, been considered and enacted. They have been moves towards privatisation, commercialization and cost recovery schemes. Many private extension service providers are working in Gujarat but at what extend the benefit derived and suppliers feasibility towards farming community is needs to be answer and hence present study entitled "feasibility of private extension services in dairy farming sector was under taken" with following objective.

Objectives:

– Identify the areas of private extension services perceived beneficial by the farmers.

MATERIAL AND METHODS

The present study was carried out with the help of 120 proportionate seleced farmers of two talukas of Anand district namely Anand and Borsad of Gujarat state. Thereafter, ten villages having maximum total number of small, medium and large farmers were selected from each taluka. In all, 120 farmers were selected to serve as the respondents for the study, interview schedule was prepared with the light of objective in gujarati language and pre-testing was done on non-sampled farmers. The statistical tools which was utilised to analyzed collected data were mean and per cent.

RESULTS AND DISCUSSION

In case of Dairy farming dairy farming advisory services, market information, new-technologies and animal health services were covered. The responses were recorded in

MEMBERS OF RESEARCH FORUM

Address for correspondence :
K.D. Kunchala, Department of Extension Eduction, B.A. College of Agriculture, Anand Agricultural University, ANAND (GUJARTA) INDIA
Email : krishnakunchala123@gmail.com

Associated Authors' :
C.P. Desai, Department of Extension Eduction, B.A. College of Agriculture, Anand Agricultural University, ANAND (GUJARTA) INDIA
J.K. Patel, Extension Education Institute, ANAND (GUJARTA) INDIA

advisory services and in input supply services in to two groups responses were recorded such as free and paid services. The responses were ranked on the basis of number and percentage of respondents.

As evident from the data in Table 1 that 17.50 per cent of respondents preferred free advisory services for selection of milch breads. While market information was concerned a little number (10.00 %) of respondents preferred free advisory services for storage/products of milk. It might be because of awareness of farmer regarding cross bread and knowledge to achieve more market value they must go for value addition of milk and making milk products like curd, shekhand etc.

In case of new technologies slightly more than one-fifth (22.50 %) of the farmers said that literature / demonstration is an important area of private extension services. While in case of animal health services 18.33 per cent of farmers felt that vaccination is an important area of private extension services, because they know importance of animal health and to overcome illness in animals they have to take precaution *i.e.* vaccination.

Farmers are well aware that some of the advisory services can be provided free but sometimes material may be costly so private extension services providers can't make it available as free for farmers. However, such aspects are important in production so, farmers are ready for paid services. The data in this regard are presented in Table 1.

In dairy farming marketing is one of the important areas of private extension services. Milk is highly perishable in nature. Understanding this fact 10.00 per cent of farmers felt that transport of milk is important area of private extension services. While in areas of new technologies farmers preferred to pay for A.I. practices (10.83 %). The probable reason behind this might be that farmers realized the importance of crossbred to produce more milk so they are ready to make payment for such services. In case of animal health services diagnosis of diseases (05.00 %) of animal was felt an important area of private extension services by the farmers on payment basis.

In case of market information was concerned a little number (13.33 %) of respondents preferred free services for transportation of milk. Reason behind such finding may be

Table 1 : Distribution of respondents according to the areas of private extension advisory services felt beneficial to the farmers (n=120)

Areas of private extension advisory services		Types of services	
		Free	Paid
1.	**Advisory services:**		
	Selection of milch breds	21 (17.50%)	--
	Selection of proper feed for animals	18 (15.00%)	--
	Cattle management practices	17 (14.16%)	--
2.	**Market information:**		
	Storage / Products of milk	12 (10.00%)	--
	Transportation of milk	04 (03.33%)	12 (10.00%)
3.	**New-technologies:**		
	Knowledge regarding A.I. practices	04 (03.33%)	13 (10.83%)
	Literature / Demonstrations	27 (22.50%)	--
4.	**Animal Health Services (A. H. S.):**		
	Vaccination	22 (18.33%)	--
	Diseases diagnosis	07 (05.83%)	06 (05.00%)
	Castration	12 (10.00%)	--

Table 2 : Distribution of respondents according to the areas of private extension input services supply felt beneficial to the farmers (n=120)

Areas of private extension input services supply		Types of services	
		Free	Paid
1.	**Market information:**		
	Transportation of mil	16 (13.33%)	21 (17.50%)
2.	**New-technologies:**		
	Supply of A.I. related inputs	--	27 (22.50%)
3.	**Animal Health Services (A. H. S.):**		
	Vaccination	--	21 (17.50%)
	Provision of laboratory testing facility	--	12 (10.00%)
	Provision of diseases diagnosis services	11 (09.16%)	18 (15.00%)
	Provision of castration facility	--	03 (02.50%)

that farmers were aware of milk is highly perishable in nature and after milking it should be marketed speedily. While in case of animal health services a meagre number (09.16 %) of farmers felt that provision of diseases diagnostic services was an important area of private extension input services because farmers can take precautions to spread diseases after diagnosis only.

In case of dairy farming marketing is one of the important areas of private extension services. Storage and transportation of milk is most need because it cannot store longer in natural condition. Understanding this fact, 17.50 per cent of farmers felt that transport of milk is important area of private extension services.

While in areas of new technologies, farmers preferred to pay for supply of A.I. related inputs (22.50 %). The probable reason behind this might be that farmers have realized the importance of crossbred to produce more milk so they are ready to make payment for such services to have cross breads. In case of animal health services, 17.50 per cent of the farmers preferred paid services for vaccination. It was followed by provision of diseases diagnosis services (15.00 %), reason may be that they know importance of animal health and young animals can be secure after proper vaccination at the same time spreading of diseases can be check by diagnostic services.

Conclusion:

Preference or areas for free advisory services were preferred by farmers in sequantioal order as, Advisory services (selection of milch breads), Market related information (storage / products of milk), New technologies (literature / demonstration) and Animal Health Services (vaccination). In the areas of dairy farming for paid advisory services they preferred (1) Market information (transport of milk), (2) New technologies (knowledge regarding A.I. practices) and (3) Animal Health Services (diagnosis of diseases).

Among the areas of dairy farming for free input services they preferred marketing (transportation of milk) and Animal Health Services (diseases diagnosis) followed by paid input services in the areas of dairy farming Marketing (transportation of milk), New-technologies (supply of A.I. related inputs) and Animal Health Services: (vaccination).

LITERATURE CITED

Pandya, R.D. (1998). A study on the privatization of extension services in south Gujarat, Ph.D. Thesis, Gujarat Agricultural University, Sardarkrushinagar, GUJARAT (INDIA).

Saravanan, R., Shivalange, N.S. and Lalith Achoth (2000). Farmers characteristics in association with attitude towards privatization of agricultural extension service. *Mysore J. agric. Sci.,* **34**: 369-375.

Received : *21.08.2012;* ***Revised:*** *20.04.2013;* ***Accepted :*** *21.05.2013*