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Perception of the dairy farmers about veterinary services provided by livestock supervisor

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Abstract

The present study was undertaken to know the perception of dairy farmers about various veterinary services provided by livestock supervisor in the study area. The descriptive and diagnostic design of social research was used. In all, 120 respondents were selected by simple random sampling method. Perception of the dairy farmers studied under three point continuum as availability of services, cost efficiency of services and satisfaction level of the respondents for the services. Regarding the availability of the services, services were timely available (39.38%), perceived services were delayed (23.54%), services totally unavailable (37.08%). Regards to cost efficiency of services, services were free (65.00%), charges were nominal (27.29%) and services were highly charged (07.71%), respondents were satisfied with services (41.25%), partially satisfied (23.34%) and not satisfied with services (35.41%) delivered by livestock supervisor in study area.

Keywords: Perception, Dairy Farmer, Veterinary Services

Introduction

In India, Dairy farming is becoming increasingly popular. It has grown tremendously from a traditional family-run business to a well-organized industry with technological innovations. The Dairying is seen to be effective asset to the marginal and landless farmers as it can provide for the additional income to these families and again can contribute to national economy as there is vast scope for sell abroad of processed dairy products, which can significantly add to country's foreign exchange pool. It has contribution in rural livelihoods, employment, and poverty alleviation by complementing crop production and integrating crop production, serving as a savings bank.

According to 2012 Livestock Census, the total Livestock population is 535.78 million in the nation presenting an increase in livestock population (4.60%). India has the unique distinction of establishing and running the world's first animal hospitals over the duration of the great Emperor Ashoka. Organized communities had been providing animal healthcare services even prior to that in ancient India. India has been the home to several records or treaties on animal healthcare. Animal husbandry plays a major role in the economic and industrial growth of the country. Most of the rural people (70.00%) depend upon animal husbandry activity for their daily income and the livestock farming forms the backbone of rural economy especially when there is failure of monsoon. The government's effort for poverty alleviation and creation of self-employment opportunities among the rural masses are successfully channelized through animal husbandry activities in villages. Moreover, growing human population, rapid urbanization, increasing domestic income, and changes in people's lifestyles have led to the demand for better healthcare in the interest of the farm and companion animals. While, the major thrust of animal husbandry department is currently towards augmenting animal production through innovative breeding and feeding strategies, health cover, and diseased animal care that usually take the back seat in planning and implementation. The increasing production levels exert enormous stress on farm animals, predisposing them to diseases.

Methodology

The study was undertaken in Kolhapur district from Maharashtra state. Hatkanangale Shirol and Kagal tahsils were selected on the basis of random selection method of sampling. Data were collected from 120 respondents from 12 villages of three two tahsils. Frequency, percentage, mean and range these statistical tools were used to analyze the data. Responses regarding perception of the dairy farmers about veterinary services provided by livestock supervisor were recorded with the help of structured interview schedule.

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Result and Discussion

1. Perception of the dairy farmers about veterinary services provided by livestock supervisor

“Perception about the livestock services delivery by livestock supervisor is considered as general feeling of the individual about the livestock services provided by livestock supervisor. In the present research study, the perception was studied

under three heads as service availability, cost efficiency and satisfaction level of the dairy farmers for the services.”

1.1 Regards to Service Availability

Availability of livestock service was studied to know the dairy farmers perception about; in what time the livestock supervisor provided the veterinary services.

Table 1: Perception of the respondents towards service availability (n=120)

Services	Timely Availability		Delayed Availability		No Availability		Total	
	Respondents		Respondents		Respondents		Respondents	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Animal Health Services	43	35.84	37	30.83	40	33.33	120	100.00
Animal Breeding Services	49	40.83	34	28.34	37	30.83	120	100.00
Animal Production/ Management Services	57	47.50	24	20.00	39	32.50	120	100.00
Consultancy / Diagnostic Services	40	33.34	18	15.00	62	51.66	120	100.00
		39.38		23.54		37.08		

It is concluded that from the above data in Table No.1 shows that, livestock supervisor is executing well with regards to veterinary services delivery in study area.

In Animal Health Services, from the above furnished data reveals that, respondents interviewed for the service provider of animal health, 35.84% of the dairy farmers replied that services were available in within time and 30.83% of them perceived that the animal health services were deferred and remaining respondents 33.33% perceived that veterinary services totally unavailable.

In Animal Breeding Services, the present study indicated that 40.83% the respondent perceived that animal breeding services were available in within time and 28.34 per cent of dairy farmers replied that the services were delayed and remaining 30.38 per cent farmers perceived that services totally unavailable.

In Animal Production / Management Services, with regards to these services, 47.50 per cent of the respondents found that services were available in within time while, 20.00 per cent dairy farmers perceived that veterinary services were delayed and remaining respondents 32.50 per cent farmers perceived that services totally unavailable.

In Consultancy /Diagnostic Services, the present data presents that, 33.34% of the dairy farmers perceived services were timely available while, 15.00% of dairy farmers replied that services were delayed and rest remaining half 51.66% of the dairy farmers perceived that extension services were totally unavailable. The probable reason for this might be poor outreach of the extension activities and general tendency of rural dairy farmers to ignore extension activities as compared to other services.

1.2 Regards to cost efficiency

Table 2: Perception of the respondents towards cost efficiency (n=120)

Services	Free of Cost		Nominal Charge		Costly Services		Total	
	Respondents		Respondents		Respondents		Respondents	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Animal Health Services	76	63.34	31	25.84	13	10.82	120	100.00
Animal Breeding Services	59	49.17	49	40.83	12	10.00	120	100.00
Animal Production / Management Services	73	60.84	40	33.33	07	05.83	120	100.00
Consultancy/ Diagnostic Services	104	86.67	11	09.16	05	04.16	120	100.00
		65.00		27.29		07.71		

It is concluded that from the above data in Table No. 2 depicts that, In Animal Health Services, the results clearly shows that, maximum (63.34%) of the respondents perceived services were free of cost and 25.84% of them told that the charges where nominal, however 10.82 per cent respondents perceived that the charges were costly.

In Animal Breeding Services, the data shows that, nearly half (49.17%) of the respondents perceived that animal breeding services were free of cost and maximum farmers (40.83%) said that the livestock services were nominally charged. Further, the data shows that 10.00 per cent dairy farmers replied the livestock services were highly charged.

In Animal Production / Management Services, the furnished data indicates that, most (60.84%) of the respondents answered the services were available freely and 33.33 per cent of them respondents told that the veterinary services were nominally charged and just (5.83 %) of the respondents perceived that the veterinary services were extremely charged. In Consultancy/ Diagnostic Services, majority (86.67%) of the dairy farmers told that the services were freely available and few (9.16%) of them were answered the veterinary services were nominally charged and very few (4.16%) of them replied the veterinary services were extremely charged.

1.3 Regards to Satisfaction Level

Table 3: Perception of the respondents towards satisfaction level (n=120)

Services	Satisfied		Partially Satisfied		Not Satisfied		Total	
	Respondents		Respondents		Respondents		Respondents	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Animal Health Services	39	32.50	45	37.50	36	30.00	120	100.00
Animal Breeding Services	68	56.67	25	20.83	27	22.50	120	100.00
Production / Management Services	59	49.17	19	15.83	42	35.00	120	100.00
Consultancy/ Diagnostic Services	32	26.67	23	19.17	65	54.16	120	100.00
		41.25		23.34		35.41		

Data furnished in the above Table No.3, indicates that the respondents were satisfied with the animal health services, animal breeding services, production / management services, further the study also pointed that the respondents were not satisfied with the extension services delivered by the livestock supervisor.

In Animal Health Services, the study reported that, more than one third (37.50%) of the respondents were partially satisfied and 32.50% of the dairy farmers were satisfied with the animal health services and rest of the respondents 30.00% were not satisfied with the animal health services provided by livestock supervisor.

In Animal Breeding Services, the data indicates that, more than half (56.67%) dairy farmers were satisfied with the animal breeding services, however, 20.83% of the respondents were partially satisfied and rest of the respondents 22.50% were not satisfied with the animal breeding services provided by livestock supervisor.

In Animal Production/ Management Services, the above furnished data reveals that, nearly half (49.17%) of the respondents were satisfied with the production / management services and 15.83% of the respondents were partially satisfied and rest of 35.00% of the dairy farmers were not satisfied with the production / management services provided by livestock supervisor.

In Consultancy / Diagnostic Services, the data revealed that, one fourth (26.67%) of the respondents were satisfied with the extension services and 19.17% of the respondents were partially satisfied and remaining more than half (54.16%) of the dairy farmers were not satisfied with the extension services. It might be tendency to ignore the extension activities.

Conclusion

In the current study, the perception was calculated in three continuum as availability of veterinary services, cost efficiency of veterinary services and satisfaction level of the respondents for the veterinary services. Regarding the availability of the services, 39.38% of the dairy farmers replied that veterinary services were timely available, 23.54% of them perceived that the veterinary services were deferred and remaining respondents 37.08% perceived that services totally unavailable. About the cost efficiency of services, 65.00% dairy farmers perceived that veterinary services were free and 27.29% per cent farmers replied that charges were nominal while 7.71% farmers answered veterinary services were extremely charged. Regards to satisfaction level of farmer the results presents that 41.25% dairy farmers were satisfied with services, 23.34% were partially satisfied and 35.41% farmers were not satisfied with veterinary services delivered by livestock supervisor in study area.

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