

Constraints Perceived by Dairy Farmers in Accessing Various Information Sources in Haryana

Manish Kumar Singh, Awadhesh Kumar Singh* and K. S. Kadian

Dairy Extension Division, NDRI, Karnal, Haryana

*Corresponding Author E-mail: awadheshndri@gmail.com

Received: 9.07.2018 | Revised: 16.08.2018 | Accepted: 22.08.2018

ABSTRACT

A study was conducted, to ascertain the constraints as perceived by the respondents in terms of accessibility to various information sources in Haryana. The study was restricted to 240 respondents from four agro-climatic zones of Haryana. From each zone one district was selected purposively on the basis of milch animal population. From each district two blocks were selected randomly. From each block two villages were selected randomly. From each village 15 dairy farmers were selected randomly. From the study, it was observed that the most important constraint faced by the dairy farmers in accessing various information sources was “Inadequate knowledge of farmers” and lest important constraint was “Livestock assistant has lacks of proper knowledge for treatment of animals”. Some other constraints observed by the farmers were, Poor information dissemination system, Non-availability of mass media sources, Negative attitude of extension personnel, Distance from other farmers etc. The study suggests that, training may be organized to extension personnel for improving information dissemination system of the state.

Key words: Constraints, Information. Accessibility, Knowledge, Sources

INTRODUCTION

Dairying has remained the leading occupation for the people of the State since its inception. The dairy Sector has always been an important contributor to the Gross State Domestic Product (GSDP). The ‘White Revolution’ took place in the State giving a major boost to the growth of dairy Sector. Recent decades have been witnessing speedy development of

technologies in the field of dairying. Unfortunately, the dairy farmers have been tardy in understanding, assimilating and adopting such technologies. Farmers need updated information on new, cost effective and adoptable milk production, milk processing and value addition along with market information and weather reports. However, farmers are not accessible to all these.

Cite this article: Singh, M.K., Singh, A.K. and Kadian, K.S., Constraints Perceived by Dairy Farmers in Accessing Various Information Sources in Haryana, *Int. J. Pure App. Biosci.* 6(4): 581-586 (2018). doi: <http://dx.doi.org/10.18782/2320-7051.6708>

It is the extension organization, which can provide the pertinent and timely information. Although, literature on information dissemination and its pattern of flow from the research system to client system through extension system has indicated some of the important factors in improving the flow of dairy information to the farmers, a number of bottlenecks remain to be overcome. The problems related to information management system by farmers remain to be understood. Therefore, new techniques need to be communicated to the dairy farmers as such extension programmes are to be attended with due cares. Adequate knowledge about the communication behavior of dairy farmers is very much lacking in the state. This necessitates an in-depth probe into the matter. Although, Haryana is playing important role in the milk production in the country, the average milk yield per animal is low. The main reasons behind this, are the poor information dissemination system, lack of communication facilities at the farmers' doorsteps, low frequency of visits by the veterinary assistant surgeon, lack of information about use of scientific practices in milking, unavailability of veterinary health services providers, technological bottleneck etc. Keeping this in mind, the constraints faced by the dairy farmers in accessing various information sources was studied purposively in Haryana. Hence, this study was undertaken with following objective:

1. To ascertain the constraints as perceived by the respondents in terms of accessibility to various information sources.

MATERIAL AND METHODS

For the present study the constraints have been operationalized as certain obstacles, forces or problems experienced by the respondents in accessing various information sources.

The study was conducted in purposively selected four agro-climatic zones of Haryana namely, Northern, Southern, Central and Western zone. From each zone one district was selected purposively on the basis of milch animal population. From each

district two blocks were selected randomly. From each block two villages were selected randomly. From each village 15 dairy farmers were selected randomly. Thus, in total 240 dairy farmers were selected, as the respondents for this study. The information regarding constraints perceived by the respondents were collected through personal interview. To make this list more comprehensive, items collected from literature, experts and field personals were also included. They were required to respond to each one of the statements in terms of their agreement on three point continuum scale, i.e., most serious, serious and not so serious. These choices were assigned the score of 3, 2 and 1 respectively. The frequency of each constraint perceived was analyzed and on the basis of total obtained score the rank was accorded. Higher score indicate more severe constraints as perceived by the respondents, regarding the accessing various information sources.

RESULT AND DISCUSSION

Constraints faced by the respondents related to accessing of information from the various sources, were assessed with the locale of the study area i.e. Haryana. It was found that, many of these constraints were very serious, less serious and not so serious and put forth variable limitations on the operational efficiency and more importantly, accessing of information by the respondents.

1.1 Distribution of respondents as per constraints faced by the dairy farmers in accessing various information sources

Inadequate knowledge of farmers was ranked first by the respondents as major constraints in accessing information. More than half 51.66 per cent of respondents reported that they most of time faced it as major constraint due to their lower level of education status. While, 38.76 per cent respondents reported it as serious constraint. Whereas Only 9.58 per cent said that they had never faced it as constraint because their families were not entirely illiterate and they belonged to a higher education status. Chocchini, also reported illiteracy as a major constraint in access of

information. Poor radio and television signals were ranked second constraint as 50.83 per cent respondents reported that they had faced it most serious, it was followed by 37.92 per cent respondents who reported facing it serious. Only 11.25 per cent respondents not felt it as a constraint. Lack of communication facilities at the farmers' doorsteps were ranked third constraint as 49.58 per cent respondents reported that they had faced it most serious constraint, it was followed by 36.67 per cent respondents who reported facing it serious. Sambha and Timothi, also reported the same. Only 13.75 per cent respondents not considered it as a constraint. Constant power interruption in communities that have electricity supply was ranked fourth constraint as 48.33 per cent respondents reported that they had faced it most serious, it was followed by 36.25 per cent respondents who reported facing it serious because many industries were situated near to Haryana state and their demand of electricity was very high so Government provide maximum power supply to industries, hence Government unable to provide electricity to villages most of the time. Only 15.42 per cent respondents did not report it as a constraint because they had generator and inverter so they never felt interruption of power supply. Nagappa², also reported constant power interruption in communities that have electricity supply as a major constraint in access of information. Lack of veterinary doctor at village level was ranked fifth constraint as 47.50 per cent respondents reported that they had faced it most serious, it was followed by 35.84 per cent respondents who reported facing it serious because no. of villages in most of the blocks were very high so it was not possible to appoint veterinary doctor in every village. Only 16.66 per cent respondents had reported it as a constraint because they had modern transportation facility. Ineffective communication was ranked sixth constraint as 47.08 per cent respondents reported that they had faced it most serious, it was followed by 35.00 per cent respondents who reported facing it serious. Only 17.92 per cent respondents did not report

it as a constraint. Poor information dissemination system was ranked seventh by the respondents as a major constraint in accessing information. A large per cent i.e. 45.84 of respondents reported that they most of the time faced it as major constraint. While 34.58 per cent reported it as for sometime. Alamraj *et.al.*, also observed the same. Whereas 19.58 per cent respondents did not report it as a constraint. Eighth rank was assigned to Lack of resources with farmers as a constraint related with access information. A large per cent i.e. 45.00 of respondents reported that they most of the time faced it as major constraint. While 34.16 per cent reported it as for sometime. Whereas 20.84 per cent respondents did not report it as a constraint. No room for interactive communication was ranked ninth constraint as 44.16 per cent respondents reported that they had faced it most serious, it was followed by 32.92 per cent respondents who reported facing it serious because of scarcity of infrastructural facility at village level. Only 22.92 per cent respondents did not report it as a constraint because they had all the modern communication facility. Subhash *et.al.*³, also revealed that no room for interactive communication as a major constraint in access of information. Lack of access roads for easy community visit of extension workers was ranked tenth constraint as 43.33 per cent respondents reported that they had faced it most serious, it was followed by 32.09 per cent respondents who reported facing it serious because the roads of villages were in worst condition. Cochlin¹, also revealed the same. Only 24.58 per cent respondents did not report it as a constraint. Eleventh rank was assigned to high cost of equipment as a constraint related with access information. About 42.50 per cent of respondents reported that they most of the time faced it as major constraint. While, 31.66 per cent reported it as for sometime because they did not want to pay more money on equipment. Whereas, 25.84 per cent respondents did not report it as a constraint because they had ability to pay for costly items. 12th rank was assigned to negative

attitude of extension personnel as a constraint related with access information. 41.96 per cent of respondents reported that they most of the time faced it as major constraint. While 30.84 per cent reported it as for sometime because they thought that extension personnel had some stereotypes about farmers in adoption of modern technology. Whereas, 27.50 per cent respondents did not report it as a constraint. Saha, A. found negative attitude of extension personnel a major constraint, present finding also have some coincide with these results up

to some extent. Input suppliers are not doing education work was ranked 13th by the respondents as a major constraint in accessing information. About 40.83 per cent of respondents reported that they most of the time faced it as major constraint because input supplier were less educated. While, 30.42 per cent reported it as for some time. Whereas, 28.75 per cent respondents did not report it as a constraint because they had already more exposure and knowledge about new practices.

Table-1.1: Distribution of respondents on the basis of constraints in accessing various information sources
N=240

Sl. No.	Statements	Most Serious	Serious	Not Serious	Severity	Rank
1.	Inadequate knowledge of farmers	124 (51.66)	93 (38.76)	23 (9.58)	80.69	I
2.	Poor radio and television signals	122 (50.83)	91 (37.92)	27 (11.25)	79.86	II
3.	Lack of communication facilities at the farmers' doorsteps	119 (49.58)	88 (36.67)	33 (13.75)	78.61	III
4.	Constant power interruption in communities that have electricity supply	116 (48.33)	87 (36.25)	37 (15.42)	77.63	IV
5.	Lack of veterinary doctor at village level	114 (47.50)	86 (35.84)	40 (16.66)	76.94	V
6.	Ineffective communication	113 (47.08)	84 (35.00)	43 (17.92)	76.38	VI
7.	Poor information dissemination system	110 (45.84)	83 (34.58)	47 (19.58)	75.41	VII
8.	Lack of resources	108 (45.00)	82 (34.16)	50 (20.84)	74.72	VIII
9.	No room for interactive communication	106 (44.16)	79 (32.92)	55 (22.92)	73.75	IX
10.	Lack of access roads for easy community visit of extension workers	104 (43.33)	77 (32.09)	59 (24.58)	72.91	X
11.	High cost of equipment	102 (42.50)	76 (31.66)	62 (25.84)	72.22	XI
12.	Negative attitude of extension personnel	100 (41.96)	74 (30.84)	66 (27.50)	71.38	XII
13.	Input suppliers are not doing education work	98 (40.83)	73 (30.42)	69 (28.75)	70.69	XIII
14.	Long distance from other information sources	95 (39.58)	71 (29.58)	74 (30.84)	69.58	XIV
15.	Distance from other farmers	93 (38.75)	69 (28.75)	78 (32.50)	68.75	XV
16.	Poor communication network	91 (37.92)	67 (27.92)	82 (34.16)	67.91	XVI
17.	Lack of knowledge about subscription of newsletter, leaflets on agricultural information	89 (37.08)	65 (27.09)	86 (35.83)	67.08	XVII
18.	Non-availability of mass media sources	87 (36.25)	64 (26.66)	89 (37.09)	66.38	XVIII
19.	Inadequate extension contact	85 (35.42)	63 (26.25)	92 (38.33)	65.69	XIX
20.	Sufficient agricultural information in their language is not broadcasted on radio and television	84 (35.00)	62 (25.84)	94 (39.16)	65.27	XX
21.	Low frequency of visits by the veterinary assistant surgeon	83 (34.58)	61 (25.42)	96 (40.00)	64.86	XXI
22.	Agricultural information on radio and television is always aired at odd hours when farmers who desire such information have gone to their farms	81 (33.75)	59 (24.58)	100 (41.67)	64.02	XXII
23.	Lack of time due to busy in farming activities	80 (33.34)	57 (23.75)	103 (42.91)	63.47	XXIII
24.	Livestock assistant lacks proper knowledge for treatment of animals	78 (32.50)	55 (22.92)	107 (44.58)	62.63	XXIV

*Figures in parentheses indicate percentage

Long distance from other information sources was ranked fourteenth by the respondents as a major constraint in accessing information. About 39.58 per cent of respondents reported that they most of the time faced it as major constraint because most of the dairy farmers were busy in their agricultural practices because agriculture was their main occupation so they had not sufficient time to waste in travel for accessing information. While 29.58 per cent reported it as for sometime because they traveled sometime whenever free. Whereas 30.84 per cent respondents did not report it as a constraint because they were very curious to know new things so they took time for accessing information. 15th rank was assigned to Distance from other farmers as a constraint related with access information. About 38.75 per cent of respondents reported that they most of the time faced it as major constraint. While, 28.75 per cent reported it as for some time. Whereas, 32.50 per cent respondents did not report it as a constraint. Sixteenth rank was assigned to Poor communication network as a constraint related with access information. About 37.92 per cent of respondents reported that they most of the time faced it as major constraint. While 27.92 per cent reported it as for sometime. Sambha and Timothi, also explored the same. Whereas 34.16 per cent respondents did not report it as a constraint. Seventeenth rank was assigned to Lack of knowledge about subscription of newsletter, leaflets on agricultural information as a constraint related with access information. About 37.08 per cent of respondents reported that they most of the time faced it as major constraint. While, 27.09 per cent reported it as for some time. Cochlin¹, also found out the same. Whereas, 35.83 per cent respondents did not report it as a constraint. Non-availability of mass media sources was ranked 18th by the respondents as a major constraint in accessing information. About 36.25 per cent of respondents reported that they most of the time faced it as major constraint. While 26.66 per cent reported it as for some time. Whereas 37.09 per cent respondents did not reported it as a constraint because they had their personal

Wi-Fi connection and other telecommunication facility. Silva⁵, also revealed the same result. Inadequate extension contact was ranked nineteenth by the respondents as a major constraint in accessing information. About 35.42 per cent of respondents reported that they most of the time faced it as major constraint because extension agents were busy in other developmental projects. While, 26.25 per cent reported it as for some time. Whereas, 38.33 per cent respondents did not report it as a constraint. 20th rank was assigned to Sufficient agricultural information in their language was not broadcasted on radio and television as a constraint related with access information. 35.00 per cent of respondents reported that they most of the time faced it as major constraint because they were unable to access other information sources. While, 25.84 per cent reported it as for sometime because they had few other sources of information. Kumar *et.al.*⁶, revealed that sufficient agricultural information in their language was not broadcasted on radio and television as a constraint related with access information. Whereas, 39.16 per cent respondents did not report it as a constraint because they were able to access any sources of information. Low frequency of visits by the veterinary assistant surgeon was ranked twenty first by the respondents as a major constraint in accessing information. About 34.58 per cent of respondents reported that they most of the time faced it as major constraint. While, 25.42 per cent reported it as for some time. Whereas, 40.00 per cent respondents did not report it as a constraint. Agricultural information on radio and television is always aired at odd hours when farmers who desire such information have gone to their farms was ranked twenty second by the respondents as a minor constraint in accessing information. About 33.75 per cent of respondents reported that they most of the time faced it as major constraint. While, 24.58 per cent reported it as for some time. Whereas, 41.67 per cent respondents did not report it as a constraint. Lack of time due to busy in farming activities

was ranked 23rd by the respondents as a minor constraint in accessing information. About 33.34 per cent of respondents reported that they most of the time faced it as major constraint. While, 23.75 per cent reported it as for sometime because most of the farmers were busy in their dairy and agricultural practices because dairy and agriculture was their main profession. Whereas, 42.91 per cent of the respondents did not report it as a constraint. Livestock assistant lacks proper knowledge for treatment of animals was ranked twenty fourth by the respondents as a minor constraint in accessing information. About 32.50 per cent of respondents reported that they most of the time faced it as major constraint. While, 22.92 per cent reported it as for some time. Whereas, 44.58 per cent respondents did not report it as a constraint.

CONCLUSION

Dairying in Haryana plays a major role in economic development. Besides technological advancement, extension plays great role in dairy development. There is need for massive education and extension efforts to modernize the outlook of a common farmer to make him innovative, enterprising and willing to adapt readily to changing situations and technologies. From the study, it can be concluded that, the most important constraint face by the dairy farmers in accessing various information sources in Haryana were, inadequate knowledge of farmers, poor radio and television signals, lack of communication facilities at the farmers' doorsteps, constant power interruption in communities that have electricity supply, lack of veterinary doctor at village level etc. There is a need to strengthen skill, to access information sources by organizing training program on regular interval. Government should take initiative, to extend the knowledge base of the farmers,

related to information technology, along with providing resources and facilities related to, information tools which can help the farmers to deal with the constraints and thereby, open a path towards accessing information sources.

Acknowledgement

The authors thankfully acknowledge Director and Advisor, National Dairy Research Institute, Karnal for providing facilities and valuable guidance for the research work

REFERENCES

1. Cochlin, D. An analysis of farmer's information system for dairy farming in Gujrat. *Journal of Mass Communication*, **88(5)**: 111-115 (2004).
2. Nagappa, M. Bottlenecks in improved dairy farming practices. *Karnataka Journal of Extension Education*, **72(1&2)**: 202-205 (2010).
3. Subash, J., Mishra, B. and Yadav, H. H. Constraints encountered by livestock farmers in adoption of scientific dairy farming practices. *Journal of Applied Agriculture*, **17(2&3)**: 204-209 (2005).
4. Lokhande, J. P., Jha, S. K., & Vaidya, M. D. Constraints perceived by the Dairy farmers in adoption of scientific dairy farming Practices. *Journal of Dairying Foods & Home Sciences*, **31(1)**: 42 (2012).
5. Silva, D. A. Analytical study of livestock farming in Tuljapur district of Maharashtra. *Maharashtra Journal of Extension Education*, **30(3&4)**: 117-121 (2006).
6. Kumar, P. S., Kanojiya, C. P. and Duggal, P. C. Credibility of Communication Sources Used by livestock farmers. *Indian Journal of Extension Education*, **24(3&4)**: 71-73 (2006).