

Livestock farmer's perception towards delivery of animal husbandry and health services in Uttar Pradesh

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Abstract

Livestock farming is one of the important component of farming as it contribute towards economic independence of the farmers. To attain the target of sustainable production from livestock there is increase in demand of livestock services viz breeding, feeding treatment, management, extension services delivered by various organizations. The livestock farmer use to judge the services based on the parameters like their efficiency and cost effectiveness. There for the study was conducted to assess the livestock farmer's perception towards delivery of animal husbandry and health services. The study was purposively conducted in Mathura district with a total of 160 livestock owners among which 80 are beneficiaries and 80 are non-beneficiaries of livestock series. The result state that most of beneficiaries' farmers' used mass media as source of information whereas among non-beneficiaries of farmers used mass media which is quite low. It was further observed that majority of farmers had high level of satisfaction for pregnancy diagnosis, mineral mixture, deworming, vaccination, medical treatment, livestock advisory services, farm consultancy services. Thus there is need to build multi institutional cooperation in providing livestock services, transfer of technology and to enhance the capacity of the farmers.

Keyword: Awareness, information seeking behaviour, Livestock, Health care services, Satisfaction

Introduction

Uttar Pradesh having a considerable livestock population and had a large animal health and production support infrastructure which includes State veterinary hospitals, Veterinary dispensaries, polyclinics and AI centres. These were managed by professional Veterinarians, para-veterinary and other supporting staff, who provides timely services at the ground level. Livestock services play a central role in livestock production and in animal husbandry development. But in terms of efficiency and cost effectiveness, it is becoming increasing clear that many of the existing livestock service delivery systems are hardly sustainable in the long run and in future. The livestock sector is highly livelihood-intensive and provides supplementary income opportunities to millions of rural households, who are landless agricultural labourers or marginal or small farmers. The rising population, income growth and urbanization are fuelling the radical changes in dietary patterns in favour of livestock food

products (Bardhan, *et al.*, 2015). Small holder livestock producer's hope for efficient and timely livestock service delivery and on the basis of service delivery they evaluate the organisations that deliver services. The farmers at present need a bundle of service which varies from clinical veterinary care for treating the animals, Artificial insemination services, marketing services, credit, Insurance, feed supply and extension services at their door steps (Yadav *et al.*, 2018). Several studies indicated that Department of Animal Husbandry is the main service provider in the area of animal husbandry, apart from this other agencies like dairy cooperatives, various NGOs and research institute, Veterinary University are also involved in providing health, breeding services, disease control and extension services at the doorstep of livestock owners. There is no clear institutional structure catering specifically towards extension education activities oriented to livestock development (Ravikumar and

Chander, 2011). Livestock owners always have a demand of quality service that to from a qualified veterinarian or even a livestock extension officer. Therefore there is need to fulfilling the livestock owners demand at the earliest by providing timely and satisfactory service delivery in cost effective manner. Keeping in view the importance of livestock service delivery systems, this study was designed to know the awareness of farmers about the services provided by agencies and their satisfaction level about the services. This study will help in identifying the factors necessary for developing a smooth livestock service delivery mechanism for the livestock owners, in order to provide a maximum benefit to the livestock owners.

Methodology

This study was purposively conducted in Mathura district of Uttar Pradesh since state department, Veterinary University and other line department are functional who delivers livestock services in rural areas. Ex-post facto research design was selected for the study. A multistage random sampling was applied for selecting the respondents from 8 villages. Thus two villages each were selected from four blocks out of ten blocks in Mathura district. As per the objective of study the randomly selected livestock owner must possess at-least a livestock either cattle or buffalo in addition to their basic agricultural occupation. Hence a list of livestock owners was

prepared and 20 livestock owners were selected from each village, thus comprising a total of 160 livestock owners for the present study. The respondents were classified into beneficiaries and non-beneficiaries. Beneficiaries' are those respondents that have availed at least one service from any one of the described organizations, while Non-beneficiaries' are those respondents that have not availed any service from any one of the organizations. A pretested interview schedule was used to study the farmer's perception towards the delivery of animal health services with regards to their awareness, adoption of services and satisfaction level of the farmers towards the services. The data was analysed using statistical tools like mean, SD, frequency, percentage and results were interpreted accordingly.

Results and Discussion

Information Seeking Behaviour of Respondents

The information seeking behaviour of the respondents refer to the frequency with which the sources are consulted by the farmers in order to seek information regarding livestock health delivery services for various livestock practices. It is further classified into personal localite, personal cosmopolite and impersonal cosmopolite sources. The data shown in Table 1 revealed that majority (52.50%) of the beneficiaries' were having low information through local sources, while the non-beneficiaries' were

Table 1: Information seeking behaviour of the respondents

(n=160)

S. No.	Beneficiaries'		Non-beneficiaries'		Total		x ²
	F	%	F	%	F	%	
A Personal localite sources							
Low (5-8)	42	52.50	12	15.00	57	35.62	37.2**
Medium (8-11)	23	28.75	17	21.25	40	25.00	
High (11-15)	15	18.75	51	63.75	66	41.25	
B Personal cosmopolite source							
Low (5-8)	10	12.50	27	33.75	37	23.125	15.8**
Medium (8-11)	27	33.75	32	40.00	57	35.625	
High (11-15)	43	53.75	21	26.25	61	38.125	
C Impersonal cosmopolite sources							
Low (5-8)	17	21.25	33	41.25	50	31.25	14.2**
Medium (8-11)	23	28.75	29	36.25	52	32.50	
High (11-15)	40	50.00	18	22.50	58	36.25	
Total	80	100	80	100	160	100	

acquiring maximum account of information from these sources. While in case of personal cosmopolite source of information, majority (53.75%) of the beneficiaries' were getting from veterinary doctors, LEO, para professionals etc.

Whereas in case of non-beneficiaries' respondents approximately 40.00 percent respondents were falling in medium level of contact followed by 33.75 percent in low category and just 26.25 percent with high level sources of information from these sources. However the data further reveals that there is difference in usage of mass media as source of information. Majority (50.00%) of the beneficiaries' were harnessing the mass media as source of information, while only 22.50 percent of the non-beneficiaries were having high level sources of information. The veterinary service is well used by all categories of livestock owners – men and women, wealthier and poorer practising all systems with all livestock species. However, there were greater variations in the use made of veterinary staff for services other than those related to health (Chander *et al.*, 2010). Further analysis of the data reveals that

the chi-square value in case of formal and mass media sources of information reveals no significant difference among beneficiaries' as well as non-beneficiaries'. However the chi-square value in case of informal sources of information reveals highly significant difference value among beneficiaries' as well as for non-beneficiaries'.

Awareness for livestock Services delivered by various organizations

Awareness, which is the first stage in the adoption process, is basically a mental process where respondents come to know about a practices or product but lack sufficient information to adopt it. Awareness of the respondent was estimated for various livestock services in respect to breeding, feeding, management, disease control and extension services delivered by various institutions.

Breeding services

The results presented in Table 2, reveal that awareness for artificial insemination and pregnancy diagnosis among beneficiaries' respondents were 95.00 and 90.00 percent, While among non-beneficiaries' respondents it was 87.50 and 81.25 percent

Table 2: Distribution of the respondents according to their awareness

S.No	Types of Services	(n=160)			
		Beneficiaries'		Non-beneficiaries'	
		F	%	F	%
A	Breeding services				
i.	Artificial insemination	76	95.00	70	87.50
ii.	Pregnancy diagnosis	72	90.00	65	81.25
B	Feeding services				
i.	Mineral mixture	56	70.00	44	55.00
ii.	Distribution of seedlings	34	42.5	22	27.50
C	Prophylactic services				
i.	Deworming	63	78.75	45	56.25
ii.	Vaccination	68	85.00	51	63.75
D	Curative services				
i.	Treatment	65	81.25	47	58.75
ii.	Minor surgical treatment	68	85.00	58	72.50
iii.	Major surgical treatment	70	87.50	65	81.25
iv.	Gynaecological& obstetrical treatment	72	90.00	66	82.50
E	Management services				
i.	Livestock advisory services	55	68.75	34	42.50
F	Extension services				
i.	Exhibition /kisanmela/Gosthi/pashugyanchaupal /camp/farm visit	48	60.00	34	42.50
ii.	Consultancy services	34	42.50	28	35.00
iii.	Educational tour	45	56.25	38	47.50
iv.	Supply of publication	57	71.25	32	40.00
v.	Training for respondents	68	85.00	28	35.00

respectively. Thus it shows that the respondent were quite aware about the importance of artificial insemination and pregnancy diagnosis among the dairy animals.

Feeding services

The results reveal that considerable (70.00%) beneficiaries' respondents were aware about the importance of feeding mineral mixture while only 55.00 percent among non-beneficiaries' respondents were feeding the mineral mixture to their animals. The fodder seedlings were distributed to farmers from various institution and was seen that 42.50 percent of the beneficiaries' and 27.50 percent in case of non-beneficiaries' were taking advantages of the scheme.

Disease control

Disease control is divided into prophylactic and curative services. The prophylactic services that were included are deworming and vaccination provided by the institutions. It was seen that 78.75 and 85.00

percent of the beneficiaries' respondents were aware about the prophylactic services while only 56.25 and 63.75 percent of the non-beneficiaries' respondents were aware about these services respectively. This clearly shows that there is a deficit in the communication between these members.

Curative services

The results further reveal that awareness for treatment, minor and major surgeries held at the institutions and treatment related to gynaecological & obstetrical cases among beneficiaries' respondents were significantly higher than the non-beneficiaries' respondents.

Management services

It was seen that there is low awareness about management practices, which clearly indicate that very limited number of institute were only providing advisory services to the farmers, while non-beneficiaries' respondents have to depend on other non-reliable sources for getting these information.

Extension services

The results further revealed that awareness among beneficiaries' respondents was 60.00 percent while among non-beneficiaries' respondents was 42.50 percent. However in case of farm consultancy services the awareness among beneficiaries' respondents was 42.50 percent and 35.00 percent in case of non-beneficiaries' respondents. Chander *et al.*, (2010) state that the shortage of funds for transport and travel allowances limits the ability of staff to travel, which especially affects extension activities. Data further reveals that in case of educational tours the awareness among beneficiaries' respondents were 56.25 percent and 47.50 percent in case of non-beneficiaries' respondents. However in case of supply of publication materials the awareness among beneficiaries' respondents was nearly 71.25 percent and in case of non-beneficiaries' it was 40.0 percent. In case of awareness through training programmes the data reveals that 85.0 percent of beneficiaries' respondents and 35.00 percent of non-beneficiaries' respondents were aware. The study of Bardhan *et al.*, (2015) also shows that significant proportion of poor households availed the services of private practitioners, which shows higher dependence of poor householdson the services of this type of AHS provider. It was followed by para-veterinarians who are government employees attached to government veterinary hospitals and have formal training on basic animal health care.

Table 3: Distribution of respondents according to their Level of satisfaction

S. No.	Types of Services	Level of satisfaction
A	Breeding services	
i.	Artificial insemination	Medium
ii.	Pregnancy diagnosis	High
B	Feeding services	
i.	Mineral mixture	High
ii.	Distribution of seedlings	Low
C	Prophylactic services	
i.	Deworming	High
ii.	Vaccination	High
D	Curative services	
i.	Medical treatment	High
ii.	Minor surgical treatment	Medium
iii.	Major surgical treatment	Low
iv.	Gynecological & obstetrical treatment	Medium
E	Management services	
i.	Livestock advisory services	High
F	Extension services	
i.	Exhibition /kisanmela/Gosthi/ pashugyanchaupal /camp/farm visit	Low
ii.	Consultancy services	High
iii.	Educational tour	Moderate
iv.	Supply of publication	Low
v.	Training for farmers	Moderate

Degree of Satisfaction of livestock services

The respondents were categorized as per the level of satisfaction in availing the services from different organization (Table 3). The results shows that the level of satisfaction among the respondents was medium for artificial insemination services followed by high level of satisfaction for pregnancy diagnosis, mineral mixture, deworming, vaccination, medical treatment, livestock advisory services, farm consultancy services, whereas low level of satisfaction was reported for distribution of seedlings, major surgical treatment and organization of exhibition /camp/farm visit. However moderate level of satisfaction was reported for educational tour and training for respondents. The study of Singodia *et al.*, (2019) also have similar finding.

The analysis of delivery of animal health services associated with various organizations had revealed that proximity of the organization or the concerned person was the major constraining factor in uptake of animal health services rather than affordability and quality. The primary function of veterinary infrastructure remains provision of clinical veterinary services. So there should be provision to impart extension services to the farmers to improve their scientific knowledge in relation to animal husbandry services.

Conclusion

It can be concluded from the present study that majority of livestock farmers had favourable perception towards livestock services with the available human, physical and financial resources. But with this globalized economy, tremendous changing internal and external demands of livestock products there is need to make the livestock service delivery systems more dynamic and need oriented. Thus there is need to build multi institutional cooperation in providing livestock services, transfer of technology and to enhance the capacity of the farmers.

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