International Journal of Science, Environment and Technology, Vol. 7, No 2, 2018, 618 – 623

ISSN 2278-3687 (O)
2277-663X (P)

PERCEIVED EFFECTIVENESS OF TRAINING AND ADVISORY SERVICES OF DIFFERENT DAIRY SERVICE DELIVERY SYSTEMS IN NAMAKKAL DISTRICT OF TAMIL NADU

S. Karthikeyan[1], M.C. Arunmozhi Devi[2], N. Narmatha[3*], V. Uma[1] and D. Thirunavukkarasu[1]

[1]Assistant Professor, Department of Veterinary and Animal Husbandry Extension Education, Veterinary College and Research Institute, Namakkal

[2]Dairy Extension Division, National Dairy Research Institute, Southern Regional Station, Bangalore

[3]Professor and Head, Department of Veterinary and Animal Husbandry Extension Education, Veterinary College and Research Institute, Namakkal

E-mail: narmadaext@gmail.com (**Corresponding author*)

Abstract: The perceived effectiveness of training and advisory services offered by different dairy service delivery systems was studied in Namakkal district of Tamilnadu. A total of 120 respondents who were availing the dairy services from different service delivery systems were selected using proportionate random sampling and data were collected and analyzed. Dairy co-operatives and public departments were the major training and advisory service providers to the dairy farmers in the study area. The training and advisory service of dairy cooperatives were perceived to be more effective than public departments in terms of knowledge and skills possessed by the extension personnel; infrastructure available with them; attitude and flexibility of the extension staff and need basis of training and advisory services. Hence the state and central governments should undertake sufficient extension initiatives to cater the needs of resource poor dairy farmers.

Keywords: Effectiveness, Service, Training, Advisory, Co-operative, Public department.

INTRODUCTION

Extension of knowledge, technology and service to the grass root level are of critical importance for the growth of dairy sector. But, the extension of dairy related services is at their primitive stage when comparing to the agricultural counterpart which hinders the growth of dairy industry. The NSSO survey in 2013 revealed that only 5.1% of the farmer households in India were able to access any information on animal husbandry against 40.4 % of the Indian households accessing information on modern technology for crop farming. Animal husbandry and dairy sectors are still considered as subsidiary to crop sector and the extension format and methodology developed for crop production are considered to take care of the livestock extension needs.

*Received Mar 15, 2018 * Published April 2, 2018 * www.ijset.net*

In India, various government institutions like Animal Husbandry Department (Central and State), ICAR, ATMA, are broadly referred as public delivery system and they are rendering dairy related services to the farmers, which predominantly focuses on health and breeding overlooking the management aspects of dairy farming and hence they are not much effective in extension service delivery. The livestock service delivery by dairy cooperatives in developing countries is getting attention during the past decade since they are very helpful in overcoming access barriers to assets, information, services and the markets for small-holders (Rathod *et. al.,* 2011). Also, private extension service delivery systems like farmers' organizations, agro processing companies, NGOs, agri clinics, agribusiness houses, individual consultants, consultancy firms and others had taken initiative to provide extension service at the doorstep of the dairy farmers, but it has to go long way forward to become efficient in extension service delivery (Joshi, 2017).

In a pluralistic environment with different dairy service providers, it is important to assess their effectiveness on various criteria in order to identify the best in terms of their service delivery. On this background, the present study was undertaken to analyze the perceived effectiveness of training and advisory services offered by different dairy service delivery systems to the dairy farmers.

MATERIALS AND METHODS

The study was conducted in Namakkal district of Tamil Nadu state. All the four taluks of Namakkal district were purposively included for the study. From each taluk, one village having highest bovine population was selected for the research study. Respondents were selected based on the criteria that the selected individual should have milch animal either a cow or a buffalo in milking condition and should be availing services from different dairy service delivery systems viz., co-operatives, integrators, public departments, veterinarians, para- veterinarians, educational institutes, etc. The different milk procurement channels available in the selected villages were considered as strata and a total sample of 30 respondents from each village was selected proportionately from each stratum by proportionate random sampling method. Thus, a total of 120 respondents were selected for the study and the data were collected by personal interview method using pre-tested interview schedule.

The perceived effectiveness of training and advisory services were ascertained in terms of knowledge and skills possessed by the extension personnel; infrastructure available with the service delivery system; attitude and flexibility of the extension personnel and need basis.

The scores were assigned on a three - point continuum for the indicators in order to analyze the perceived effectiveness of dairy cooperatives and public departments. Weighted score for each dairy service delivery system was calculated by assigning 3 for 'good', 2 for 'average' and 1 for 'poor' then multiply the per cent of observation by the respective score and finally adding the total observation.

Results and discussion

Training and advisory services availed from different dairy service delivery systems

It could be inferred from Table 1 that training and advisory services offered by various dairy service delivery systems were not used extensively by the dairy farmers in the study area. It was found that only 28.33 per cent of the dairy farmers utilized the training and advisory services offered by public departments. Being state owned department; professional competency of the extension personnel and cost free nature of the service, the dairy farmers predominantly approached public departments as the first option for their training and advisory needs. Since the dairy farmers predominantly avail health services from public departments which made them credible for their training and advisory needs.

Table 1: Training and advisory service availed from different service delivery systems

Sl. No	Dairy service delivery systems (n = 120)	Training and advisory service	
		Frequency*	Per cent
1	Dairy co-operatives	27	22.50
2	Private integrators	4	3.33
3	Public departments	34	28.33
4	Educational institutes	7	5.83

* Multiple response

Next to the public departments, 22.50 per cent of the dairy farmers availed the training and advisory services of the dairy co-operatives. Though the co-operative union and federation are provided with robust training and advisory facilities, their membership has limited their availability to all the dairy farmers in the study area. However, the training and advisory services of the educational institutes (5.83 per cent) and private integrators (3.33 per cent) are not frequently availed by the dairy farmers owing to their remote location and lack of interest in service delivery.

Perceived effectiveness of training and advisory service offered by different dairy service delivery systems

Only two service providers i.e., dairy co-operatives and public departments who were providing training and advisory services to the dairy farmers in the study area, were considered for the comparison and the results are presented in Table 2. Since the number of observation for the dairy service providers viz., private integrators and educational institutes were less, they were not included for analyzing their perceived effectiveness of training and advisory services.

Table 2: Perceived effectiveness of training and advisory service offered by different dairy service delivery systems

Indicators	Dairy co-operatives (n = 27)				Public departments (n = 34)			
	Good (%)	Average (%)	Poor (%)	**Weighted Score**	Good (%)	Average (%)	Poor (%)	**Weighted Score**
Knowledge & skills	92.59	7.41	0.00	**292.59**	50.00	47.06	2.94	**247.06**
Infrastructure	70.37	25.93	3.70	**266.67**	52.94	44.12	2.94	**250.00**
Staff attitude	96.30	3.70	0.00	**296.30**	61.76	38.24	0.00	**261.76**
Flexibility	81.48	18.52	0.00	**281.48**	52.94	47.06	0.00	**252.94**
Need basis	88.89	11.11	0.00	**288.89**	50.00	44.12	5.88	**244.12**

Dairy co-operatives

Based on the weighted scores calculated, it could be inferred that the dairy farmers perceived the training and advisory service of dairy co-operatives as most effective in terms of knowledge and skills (292.59), infrastructure (266.67), staff attitude (296.30), flexibility (281.48) and need basis (288.89). The results are in concurrence with the findings of Rathod *et al*. (2011) who stated that significant number of competent and reliable human resource team delivered extension services effectively in the form of training, advisory service, farmers educational tour, farm visits, exhibitions, etc.

Popker and Raju (2014) reported that 73.33 per cent of the dairy co-operative members in south Goa felt that the training services provided to improve animals husbandry practice was satisfactory and with regard to advisory services, 44.44 per cent of them felt as satisfactory. Also, he reported that the attitude of the staff were indifferent among the members of the co-operative societies.

Public departments

The perceived effectiveness of training and advisory service of public departments was not on par with dairy co-operatives in terms of knowledge and skills (247.06), infrastructure (250.00), staff attitude (261.76), flexibility (252.94) and need basis (244.12). Ravikumar and Chander (2011) reported that only 13.50 per cent of the Veterinary Assistant Surgeons and 7.50 per cent of the livestock inspectors in Tamil Nadu were trained exclusively in the area of extension education and the remaining are less competent in delivering extension services to the farmers. Rathod *et al.* (2015) also reported that state department of animal husbandry conducted various training programmes for the farmers which were woefully inadequate to cater to the needs of farmers and also they did not have adequate infrastructure in terms of men and materials to conduct any of the extension education activities.

Similarly, Rajput and Tripathi (2010) also reported the lack of various infrastructural and basic amenities in the public departments to carry out the activities effectively. Further, the trainings conducted by SDAH for field functionaries were highly biased since they were skewed towards animal breeding and health care and not towards extension. Similarly, Gill (1996) and Alex *et al,* (2001) also pointed out that extension services offered by the public extension staff are more supply driven rather than demand driven and use top down approach. Extension programmes leave very little flexibility to extension functionaries to modify programmes as per requirement of the area (Sulaiman *et al.,* 2005).

Conclusion

It could be concluded from the study that dairy co-operatives and public departments were the major training and advisory service providers to the dairy farmers in the study area. However, the training and advisory services of dairy co-operatives and public departments were sporadic, casual, occasional and highly unorganized and hence their services were not extensively utilized by the dairy farmers. Overall it was perceived by the dairy farmers that the training and advisory service offered by the dairy co-operatives were more effective when compared to that of public departments in terms of knowledge and skills possessed by the extension personnel; infrastructure available with them, attitude and flexibility of the extension staff and need basis. Hence, the public departments to undertake sufficient initiatives to improve the accessibility and quality of region wise flexible and need based extension services through competent extension staff. Further, the state and central government should have the mandate of allocating more funds for extension activities and to ascertain the judicial use of the same for the upliftment of resource poor farmers.

References

[1] Alex G.W., Zijp and Byerlee, D. (2001). Rural extension and advisory services: New directions. *Rural Development Strategy Background,* 9 ARD. Washington, D.C.; World Bank.

[2] Gill D.S. (1996) Reframing agricultural extension education services in industrially developed countries: A Canadian perspective, University of Alberta, Department of Rural Economy, Staff Paper #96-10.

[3] Joshi, P. (2017). Livestock Extension Service Delivery System in India: A Review**.** *Agricultural Rural Development*. **4** : 29-34

[4] Popker, S.M. and Raju, G.A. (2014). Socio-Economic status of milk producers of primary milk Societies: A case study. *International Journal of Business Ethics in Developing Economies*. **3** (1): 19-27.

[5] Rajput, D.S. and Tripathi, H. (2010). Constraints perceived by field veterinarians for providing animal health services in arid zone of Rajasthan. *Veterinary Practitioner*. **11** (2):158-161

[6] Rathod, P., Chander, M. and Singh, Rajput, D.S. (2015). Livestock Extension Service Delivery by State Department of Animal Husbandry, Karnataka: A SWOT Analysis. *Veterinary Practitioner*, **16** (1): 157-161.

[7] Rathod, P., Nikam, T.R., Landge, S. and Hatey, A., (2011). SWOT Analysis of Dairy Cooperatives: A Case Study of Western Maharashtra. *International Journal of Research in Commerce and Management*. **2** (8): 35-41.

[8] Ravikumar, R.K. and Chander, M. (2011). Livestock extension education activities of the state departments of animal husbandry (SDAH) in India: A case of Tamil Nadu state. *Indian Journal of Animal Science*. **81** (7):757–762.

[9] Sulaiman V.R., Hall, A. and Suresh, N. (2005). Effectiveness of private sector extension in India and lessons for the new extension policy agenda. *Agriculture Research and Extension Network,* 141.