Motivational Factors and Constraints of Dairy farmers trained by Krishi Vigyan Kendra

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Abstract

The study was conducted in Shivamogga district of Karnataka state to analyse the motivational factors, constraints and to enlist suggestions of farmers trained on dairy management practices by KVK, Shivamogga. In all 120 trained farmers from 12 villages constituted the sample for the study. The findings revealed that the factors viz., to increase income from dairy by learning new practices (76.66%), to have contact with the extension agency (55.00%), to get self-employment by attending training programmes (44.16%) motivated the respondents to attend the training. The trained farmers expressed that constraints such as, financial problems (71.67%), shortage of green fodder during summer season (59.17%), low price for the milk (44.17%) and inadequate veterinary services (39.17%) are adversely effecting the dairy enterprise. Majority of KVK trained farmers sought more number of extension activities to be organized based on the needs of the farmers (75%), followed by, remunerative price for milk (72.50%).

Keywords: Training, motivation, self-employment, constraints, dairy farmers

Introduction

Training is an important input which can help farmers to practice techniques scientifically. It is the process of improving knowledge, skills and changing the attitude of an individual for doing a specific job. As the situation changes, people also need to acquire new knowledge, skills and attitude to cope up with the changing environment. Therefore, training has continued to be the most important mechanism for developing an individual's work efficiency. In India, various training institutions, like Krishi Vigyan Kendras (KVK), Agricultural and Veterinary Universities, Rural Home Science Centres, Khadi and Village Industries Centres, Rural Development and Self-Employment Training Centres,

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Agricultural Schools, Government and Non-Government Organizations and Development Departments are involved in providing training on various aspects to the farmers. One of the mandate of KVK is to organize need based training for farmers to update their knowledge and skills in modern agricultural technologies related to technology assessment, refinement and frontline demonstrations and other modern agricultural technologies. KVK, Shivamogga, Karnataka under the umbrella of the University of Agriculture and Horticulture Sciences, Shivamogga imparted training on dairy management practices to the needy farmers in its jurisdiction. The present study was undertaken to ascertain the motivational factors for attending KVK training, to understand constraints faced by farmers and to document suggestions offered by dairy farmers for improvement of dairy enterprise.

Objectives

1) To study the profile of the trained farmers.
2) To study the motivational factors for attending KVK training.
3) To analyse the constraints faced by dairy farmers.
4) To enlist the suggestions offered by dairy farmers for improvement of dairy enterprise.

Methodology

The study was conducted in Shivamogga district of Karnataka. KVK, Shivamogga conducted seven training programmes on dairy management practices for 293 trainees during the period 2012 to 2014. A list of villages was prepared and villages were selected using the criteria of availability of maximum number of trained farmers. In all 12 villages were selected and 10 trainees from each village who had reasonably enough time to adopt the practices (1 to 3 years after training) were randomly selected. Thus 120 farmers constituted the sample for the study. The information was collected from the respondents with the help of a structured interview schedule through personal interview method in an informal atmosphere. Ex-post facto research design was employed for the study. The profile of dairy farmers may be seen in Table 1.

Table 1. Profile of Dairy Farmers

N=120

Characters	No	Per cent
Education categories		
Illiterate	4	3.33
Primary school (1-4 standard)	15	12.50
Middle school (5-7 standard)	18	15.00
High school (8-10 standard)	43	35.83
College Education	40	33.33
Family type		
Nuclear Family	88	73.33
Joint Family	32	26.66
Occupation		
Agriculture	115	95.83
Dairy	120	100.00
Others(labor, business and services)	64	53.33
Agriculture	115	95.83
Annual Income (Rs.)		
Low (up to 30,000)	16	13.33
Medium (30,001-50,000)	20	16.67
High (50,001 & Above)	84	70.00
Land Holding (ha)		
Marginal (Up to 2.50)	48	40.00
Small (2.51 to 5.00)	52	43.33
Medium (5.01 to 10.00)	15	12.50
Big (Above 10.00)	5	4.17
Marginal (Up to 2.50)	48	40.00
Possession of Dairy Animals		
Cross breed cows/Buffaloes		
1 Owned	46	38.33
2 Owned	40	33.33
3 and above	20	16.67
Local Cows /Buffaloes		
1 Owned	29	24.17
2 Owned	13	10.83
3 and above	3	2.50

Extension Contact		
Low	21	17.50
Medium	96	80.00
High	3	2.50
Age		
Young (18-30 years)	28	23.33
Middle (31-50 years)	74	61.67
Old (Above 50 years)	18	15.00
Mass Media participation		
Low	38	31.67
Medium	60	50.00
High	22	18.33
Economic Motivation		
Low	25	20.83
Medium	30	25.00
High	65	54.16
Extension Participation		
Low	37	30.83
Medium	44	36.67
High	39	32.50
Management Orientation		
Low	31	25.83
Medium	85	70.83
High	4	3.33
Scientific Orientation		
Low	16	13.33
Medium	38	31.67
High	66	55.00

Results and Discussion

Motivational Factors for Farmers to participate in Dairy Training Programme

The data presented in Table 2 reveals that majority (76.66%) of trainees attended the training with a motive to increase their income from dairy by learning new practices. Trained farmers wanted to improve their animal rearing practices. Over half of the respondents (55%) attended training to have contact with the extension agency. The probable reason might be that KVK Shivamogga, other development departments and NGOs are working closely with the farmers. About 44.16 per

cent attended dairy training to get self-employment. Majority of the respondents 35.83 per cent and 33.33 per cent are educated up to high school and college level respectively. They opined that getting a government job is a difficult task these days and hence wanted to start dairying for self-employment. About twenty two per cent of the respondents attended training for having better social status in the village. In the context of Indian agriculture, the farmers have high consciousness on social status. In the society every individual wants to be recognized by others. Social status is partly related to the individual's participation in extension programmes. The above findings were in conformity with Pujar (1993).

Table 2. Motivational factors for participation in dairy training programme

(n=120)

Sl. No.	Motivational factor	No.	Percentage
1	To increase income from the dairy by learning new practices	92	76.66
2	To get self-employment by attending training programme	53	44.16
3	To have contact with extension agency	66	55.00
4	For better social status	27	22.50

Constraints faced by Dairy Farmers

Financial problem was regarded as a major constraint (Table 3) revealed by majority of KVK trained farmers (71.67%). Scientific dairying requires high investment for purchase of crossbred cow /buffalo, concentrate feed mixture, construction of cattle shed, purchase of milking machine and sometimes for purchase of green fodder. Procedural difficulty in getting the loan and sometimes inadequate bank finance to purchase milch animals, are the other constraints. The primary agricultural cooperative societies were lending only for agricultural purposes but not for dairying. The financial assistance given by SHGs and NGOs is not sufficient to maintain a dairy. Dairy cooperative provides supply of some inputs at a subsidized rate, but is not extending the loan facility.

The problem of shortage of green fodder during summer season was expressed by 59.17 per cent of the respondents. Majority of the farmers are having small and marginal land holdings and are cultivating commercial crops like areca nut, ginger, banana and other plantation crops. They are not devoting part of their land exclusively for green fodder. Some of the farmers are growing green fodder on the bunds of their agricultural land, but this is not sufficient to feed the animals throughout the year.

Nearly 44 per cent of the respondents expressed low price for their milk as a constraint. Majority of the farmers sell their milk either to milk producers cooperative society or to local consumers in the village. The present price of milk is as low as Rs. 30/l. This price of milk is not remunerative. The other reasons might be high competition from big dairy units, low quality milk and lack of value added products.

Table 3. Constraints faced by Dairy Farmers

(n=120)

Sl. No.	Constraints	No.	Percentage
1	Financial problem	86	71.67
2	Delay in milk payment	11	9.17
3	Inadequate knowledge of diseases and their control	13	10.83
4	Low price for the milk	53	44.17
5	High rate of milch animals	47	39.17
6	Low milk production	37	30.83
7	Shortage of green fodder during summer season	71	59.17
8	Inadequate veterinary services	52	43.33
9	High maintenance cost	46	38.33

Inadequate veterinary services in the village were expressed by 52 respondents (43.33%). The Veterinary hospitals are established in big villages. Hence, it is not possible for dairy farmers in far away villages to get timely treatment for their animals. Non availability of full fledged staff of primary veterinary centres is the other reason for inadequate veterinary service. Local magazines on dairy are essential to get appropriate information. However, due to lack of availability of veterinary literature in the village, dairy farmers could not get technical information. This might be due to lack of awareness among the people in the village. Consultancy service of private practitioners was observed to be expensive. The other problems namely high rate of milch animals (39.17%), high maintenance cost (38.33%), low milk production (30.83%), inadequate knowledge of diseases and their control (10.83%) and delay in milk payment (9.17%) were expressed by the respondents. Cross bred animals are costly and are more susceptible to diseases. Further they require high quantity and quality feed for milk production resulting in high maintenance cost on the other hand. Low milk production is due to maintenance of local animals and poor management practices. Inadequate

knowledge of diseases and their control is due to their ignorance and low extension participation. The delay in milk payment is due to inefficient management of the office bearers of some of the milk cooperative societies. Similar constraints have been identified by Mali (2013).

Support sought by Dairy Farmers for improvement

Suggestions offered by dairy farmers for improvement include organization of more number of extension activities based on the needs of the farmers (75%). The extension activities organized by KVK, development departments, cooperative societies and NGOs were not sufficient to cover the entire farming community and there is no follow up programme to refresh knowledge of respondents.

Remunerative price for the milk was sought by 72.50 per cent of the respondents. Present price of milk is Rs 30/liter which is not sufficient to manage the dairy successfully. Increasing herd size, production of premium quality milk, preparation of value added products, may provide remunerative price to the dairy farmer. Seventy percent of respondents sought the loan for the purchase of dairy animals to be increased and felt the need to create awareness about government schemes (70%). As the quantum of loan sanctioned by some of the banks is less than the actual cost of the animals, it becomes difficult for the respondents to pay the difference amount. The respondents at low socio economic level are not aware of the information about government subsidy schemes. Regular and timely supply of concentrate feed at reasonable rate was suggested by 55.83 per cent of the respondents.

Majority of the respondents are not cultivating green fodder due to non availability of additional land. They depend on feed concentrate supplied by dairy cooperative society. Search for non-conventional feed resources and Government support for establishing more cattle feed plants may address the issue. The need for providing better veterinary services was expressed by 45.83 per cent of the respondents. Veterinary services are not available in some of the villages. Wherever veterinary hospitals are available, they are under staffed. Increasing the number of seats in veterinary colleges for producing veterinary professionals and mobile large animal services might help the farmers in the near future. In addition non availability of full fledged staff of primary veterinary centres is the other reason for improper veterinary service. The above findings were in conformity with Mali (2013) and Khin Mar (2005).

Table 4. Support sought by Dairy Farmers for Improvement of Dairy Enterprise

(n=120)

Sl. No.	Suggestions	No.	Percentage
1	More number of extension activities to be organized based on the needs of the farmers	90	75.00
2	Regular and timely supply of concentrate feed at reasonable rate	67	55.83
3	Loan amount for the purchase of dairy animals to be increased and need to create awareness about government schemes	84	70.00
4	Providing better veterinary services	55	45.83
5	Remunerative price for milk	87	72.50

Conclusion

Increase of income from dairy by learning new practices and contact with the extension agency were the most important motivational factors for dairy farmers to attend training programmes The constraints expressed by the trained farmers include financial problems, shortage of green fodder during summer season, inadequate veterinary services and high rate of milch animals. Based on the observations, constraints of dairy farmers can be addressed by strengthening institutional linkages between development departments and financial institutions. KVKs should play a facilitating role to developing backward linkages for fodder and feed supply and to develop forward linkages for marketing of milk and milk products.

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