CONSTRAINTS PERCIEVED BY FUNCTIONARIES IN DAIRY EXTENSION SYSTEM

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ABSTRACT

The study on constraints in Dairy Extension system perceived by Directors of Animal Husbandry and Veterinary Sciences, Chief Veterinary Officers, Managing Directors, General Managers and Managers in dissemination of information. Study was conducted in twenty-five states of India. The total numbers of constraints selected for the study were six. Out of these the 'technical' and 'socio-religious' constraints were most effective and 'marketing' followed by 'communicational' constraints were least effective in dairy extension systems.

INTRODUCTION

The article focuses on determination of constraints in the functions of the functionaries. These constraints have been studied from the angle of state level as well as district level functionaries of state department of Animal Husbandry and dairy federation/ unions. In behevioural researches, these were difficulties in conceptualizing the constraints as variable because they did not lend themselves easily to observations. Such ntions as adoption behaviour and acceptance of practices of innovations suffered from vague and contradictory formulation to such an extent that there was little consensus concerning the adoption and acceptance of such segments of techriologies, their degree, directionality and the problem of their measurement. Constraints exist primarily in terms of how they are defined and conceived in organization. Constraints are projections of collective sentiments rather than simple mirrors of objective conditions. According to some authors, there exists interaction among the different constraints. It is argued that many constraints exist simultaneously at several stages of development and patterns of progressive from one stage to another depending upon the time, place and other sets of conditions.

The group of individuals in an organisation may come from many sectors of the society and may have varying goals and define the constraints differently, which reviewed in the form of movement and counter movement. Constraints as the state or quality of service being restricted but the problems that came in the way of adoption of the technology.

MATERIAL AND METHODS

The study was conducted in 25 states of India. One district was selected randomly from each state, so, that the total number of districts included in the study were twenty-five. Selection of respondent was done from state level functionaries of Animal Husbandry and Dairying and Dairy Federation/Union. Two respondents from each organisation at district and state level were selected for interview. So, there were a total of two hundred respondents representing 25 states. Two hundred questionnaires were mailed to the functionaries. Total perception score of the every constraint as given by the respondents was worked out and then they were categorized accordingly. The constraint, which obtained highest score than others, was most effective and those which obtained least score than others was least effective in own category.

RESULTS AND DISCUSSION

Two hundred questionnaires were mailed to the functionaries but the researcher obtained only 47 %. It was the actual score of the individual perception of the constraints that an extension system of the country was facing.

It was gratifying to note that six constraints were found in Dairy Extension. The constraints 'technical' and 'socio-religious' constraints were most effective and 'marketing' followed by 'communicational' constraints were least effective in Dairy Extension systems. These constraints were arranged according to their mean score and Standard Deviation (Table 1).

TABLE 1: Rank Order of various constraints in Dairy Extension Systems

Name of constraints	Mean	S.D	Rank
Technical	13.98	4.111	I
Socio-religious	12.27	3.608	II
Administrative	11.03	3.244	III
Miscellaneous	11.00	3.235	IV
Marketing	9.58	2.817	V
Communicational	6.88	2.023	VI

As discussed above, the first ranking of technical constraints by respondents confirmed the serious. However, ranking of the different areas of constraints under broad heads were non sufficient enough to elucidate any definite conclusion. It was hence, thought appropriate to identify few important constraints in the six areas of constraints individually as follows (Tadle 2).

Table 2 shows that lack of technical expertise was ranked first amongst the technological constraints. The mean value was 1.44 with 0.497 SD. Juneja (1967), Gill (1979), Patel et al. (1979), Sharma (1980), Vithal (1986) and Singh (1992) also reported similar type of findings. The functionaries also perceived the constraints, which showed its gravity. The inadequate training of stockman for evaluation of semen was the ranked second. Inadequate follow-up of AI cases next in order of importance with the mean value was 1.42 and 0.494 SD. It was followed by susceptibility in crossbred animal. The lack of progeny tested bull was ranked fifth with mean value 1.40 with 0.489 S.D. The poor conception rate of AI in buffaloes was ranked eighth. The mean value was 1.38 with 0.485 SD followed by use of poor quality of roughages for feeding cattle.

Finally the inadequate knowledge of field staff in providing guidance to the farmers on cheep scientific housing of animal was ranked last. The mean value was 1.34 with 0.474 SD.

The poor involvement of members in decision-making and lack of motivation among members was first ranked jointly as indicated in socio-religious constraints. The mean value was 1.40 with 0.490 SD. These results were in line with those of PEO (1960), Sharma (1967), Mohanan (1972), Kohli (1978) and Singh (1992). Caste conflict was the second ranked with absence of loyalty of members in social-religious constraints with mean value 1.40 and 0.489 SD, followed by domination of privileged section, farmers faith in quacks, poor knowledge of farmers regarding the facilities available at the society with ranked third and fourth respectively. The faction among members of the execution committee was the last ranked. The mean value was 1.33 with 0.473 S.D.

Lack of finance for programme execution was ranked first followed by lack of trust between supervisors and superiors as indicated in Table 2. Non-involvement of supervisors in decision-making and favouratism and nepotism in administration jointly ranked third, irresponsible supervisory staff was ranked fourth. The lack of proper rapport between management committee and others ranked last in administrative constraints.

In Table 2 it is revealed that non-availability of surplus milk with the farmers ranked first in marketing constraints. The findings were in line with those of Khurodi (1974), Batra (1981) and Singh (1992). The mean value was 1.40 with 0.489 SD were the most serious constraints followed by non trust worthiness of execution committee (mean value 1.39 and 0.488 SD), the presence of milk vendors was serious constraints followed by incompetancy of field supervisors to persuade farmers for selling milk ranked second.

Constraints	Mean	S.D.	Rank
Technical			
Lack of technical expertise	1.44	0.497	I
Inadequate training of stockman for evaluation of semen	1.43	0.495	II
Inadequate follow up of A.I.	1.42	0.494	III
Susceptibility in crossbred animals	1.42	0.493	IV
Lack of progeny tested bulls	1.41	0.493	V
No preservation of fodder during fresh semen	1.40	0.489	VI
Practice of single insemination against the recommendation of double insemination	1.39	0.489	VII
Poor conception rate of A.I. in buffaloes	1.38	0.485	VIII
Use of poor quality of roughages for feeding cattle	1.35	0.478	IX
Inadequate knowledge of field staff in providing guidance to the farmers on cheep scientific housing of animal	1.34	0.474	X
Socio-Religious			
Poor involvement of members in decision making	1.40	0.490	I
Lack of motivation among members	1.40	0.490	I
Caste conflict	1.40	0.489	II
Absence of loyalty of members	1.40	0.489	II
Domination of privileged section	1.37	0.481	III
Farmers faith in quacks	1.34	0.474	IV
Poor knowledge of farmers regarding the facilities available at the society	1.34	0.474	IV
Faction among members of the executive committee	1.33	0.473	V
Administrative			
Financial shortage for programme execution	1.42	0.494	I
Lack of trust between supervisors and superiors	1.40	0.490	II
Non-involvement of supervisors in decision making	1.39	0.489	III
Favouratism and nepotism in administration	1.39	0.488	III
Irresponsible supervisory staff	1.38	0.486	IV
Delay in working by supervisors	1.37	0.484	V
Frequent transfer of staff	1.36	0.481	VI
Lack of proper rapport between management committee and others	1.32	0.467	VII
Marketing			
Non availability of surplus milk with the farmers	1.40	0.489	I
Non trustworthiness of executive committee	1.39	0.488	II
Presence of milk vendors	1.39	0.488	II
Incompetancy of field supervisors to persuade farmers for selling milk	1.39	0.488	II
Untimely payment done by the union to the society	1.38	0.485	III
Advanced payment done by the milk vendors	1.33	0.471	IV
Ease of selling milk to the milk vendors by the members	1.30	0.461	V
Communicational			
Untimeleness of communication in the department	1.42	0.493	I
Lack of upward and horizontal communication	1.39	0.488	II
Lack of communication skills	1.36	0.482	III
Lack of community approach for effective participation in society affairs	1.36	0.482	III
No proper guidance and directions to give information to subordinates	1.35	0.479	IV
Miscellaneous			
Lack of irrigation facility in the area	1.43	0.496	I
Lack of members faith in cattle development programme as a measure for improve economy	1.43	0.496	I
No expenditure on development activities	1.43	0.496	I

Lack of audio-visual aids for educating the members on cooperative programme	1.37	0.485	II
Less number of member in society	1.37	0.485	III
Lack of functional literacy among members	1.34	0.474	IV
Nearness of the society to urban areas	1.33	0.473	V
Due to seasonal variation, members get higher price from milk venders in summers	1.30	0.460	VI

Untimely payment done by the union to the society and advanced payment done by the milk vendors ranked third and fourth respectively. Easiness of selling milk to the vendors by the members ranked last. The mean value was 1.30 with 0.461 SD. This was not so serious constraint in marketing.

Table 2 showed Untimeleness of communication in the departments as the top ranked constraints. Th findings were supported by Fortmann (1985) that the quality of massage and communication with in the extension cadres adversely affected the quality of services. The mean value was 1.42 with 0.493 SD. No proper guidance and directions to give information to subordinates ranked last. The mean value was 1.35 with 0.479 SD.

Lack of irrigation facility in the respective area was the most serious constraints ranked first in miscellaneous constraints. The mean value was 1.43 with 0.496 SD. Lack of member's faith in cattle development programme as a measure for improving economy and no expenditure on development activities also ranked first. The mean value was 1.43 and SD 0.495. Lack of audio-visual aids for educating the members on cooperative programme, less number of members in society, lack of functional literacy among members, nearness of the society to urban area ranked second, third, fourth and fifth, respectively. The last rank of the miscellaneous constraints was due to seasonal variation members get higher price from milk vendors in summer. The mean value was 1.30 with 0.460 SD.

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