



# AVAILABILITY, PREFERENCE AND FREQUENCY OF UTILISATION OF INSTITUTIONAL PROGRAMMES BY DAIRY ENTREPRENEURS OF THRISSUR DISTRICT\*

C. A. Pradeep<sup>1</sup> and P. J. Rajkamal<sup>2</sup>

Department of Veterinary and Animal Husbandry Extension  
College of Veterinary and Animal Sciences  
Mannuthy- 680 651, Thrissur, Kerala

## Abstract

*A study was undertaken to focus on the dairy entrepreneurs to analyse the availability, preference and frequency of utilization of institutional programmes for dairying. It was found that the low availability of training programmes, symposium and farm clinics resulted in their low utilisation. Since seminars, farm visits and vaccination camps were the most preferred institutional programmes, they should be organised periodically.*

**Key words:** Dairy entrepreneurs, availability, utilisation, institutional programmes

The development of dairy sector in a state like Kerala with serious resource constraints depends on how best the merit of scientific research is being applied. As a group of motivated and dedicated people who have taken up dairying as a commercial venture, dairy entrepreneurs have a big role. It is time that institutional programmes should focus on these forward looking people and analyse the availability, preference and frequency of utilisation of institutional programmes by them. The present study was undertaken with the above objectives.

## Materials and Methods

The locale of study was Ollukkara Rural Development Block of Thrissur district in Kerala. Ten milk co-operative societies

were selected at random from 32 societies in this block. Six dairy entrepreneurs were selected again at random from each society. Thus in all 60 dairy entrepreneurs constituted the sample. The data were collected with the help of a structured interview schedule.

Availability of institutional programmes meant the extent of availability of various programmes to the respondents. Based on the review of literature and discussion with scientists and extension personnel, 11 major extension programmes were identified as given in Table 1. The scoring procedure employed was as readily available, available to some extent and not available with respective scores of 3, 2 and 1. A total score for each programme, over all the respondents, was worked out. Since the total score of all 11 programmes ranged from 60 to 180, three class intervals were fixed as low, medium and high availability with scores 60 to 100, 101 to 140 and 141 to 180 respectively.

Frequency of utilization of institutional programmes meant how frequently the dairy entrepreneurs attended these programmes. The scoring procedure employed was mostly utilised, occasionally utilised and never utilised with respective scores of 3, 2 and 1. A total score for each programme, over all the respondents, was worked out. Since the total score of all 11 programmes ranged from 60 to 180, three class intervals were fixed as low, medium and high frequency of utilization with

\*Part of M.V.Sc. thesis submitted by the first author to the Kerala Agricultural University, Thrissur

1. Veterinary Surgeon, AHD, Kerala

2. Professor and Head

scores of 60 to 100, 101 to 140 and 141 to 180 respectively.

Preference for institutional programmes meant the choice of programmes by the respondents. Each respondent was asked to rank the selected eleven programmes from one to eleven by giving first rank to the most preferred programme and last rank to the least preferred one. Ranks were then converted into scores by giving a score of 13 to first ranked programme and a score of 1 to thirteenth ranked one. A total score of each programme over all the respondents, was worked out and depending on the programme-wise total score, the programmes studied were ranked from one to eleven.

## Results and Discussion

Data revealed that vaccination camp was a highly available programme.

Symposium, training and farm clinic were low in availability while farm visit, seminar, health care camp, infertility camp, exhibition, calf rally and cattle show were available to a medium level.(Table 1). The fact that vaccination camp was relatively a highly available programme indicated the importance given to disease prevention by institutions.

Table 2 revealed that vaccination camp was in the highly utilised category whereas symposium, training and farm clinic were in low utilisation category and farm visit, infertility camp, health care camp, exhibition, calf rally, cattle show and seminar, were in medium utilisation category. Dairy entrepreneurs utilised vaccination camp frequently probably because of the awareness created by institutional agencies about disease prevention. The programmes which were

**Table 1.** Availability of institutional programmes

Availability	Institutional programmes
Low(60-100)	Symposium, training programme, farm clinic
Medium (100-140)	Farm visit, seminar, healthcare camp, infertility camp, exhibition, calf rally, cattle show
High(140-180)	Vaccination camp

**Table 2.** Frequency of utilisation of institutional programmes

Frequency	Institutional programmes
Low(60-100)	Symposium, training programme, farm clinic
Medium (100-140)	Farm visit, infertility camp, healthcare camp, exhibition, calf rally, cattle show, seminar
High(140-180)	Vaccination camp

**Table 3.** Preference for institutional programmes

Sl. No.	Programmes	Score	Rank
1.	Seminar	512	I
2.	Farm visit	425	II
3.	Vaccination camp	412	III
4.	Farm clinic	395	IV
5.	Training	380	V
6.	Symposium	353	VI
7.	Exhibition	335	VII
8.	Healthcare camp	315	VIII
9.	Cattle show	304	IX
10.	Infertility camp	290	X
11.	Calf rally	239	XI

medium or lowly utilised were also available to them only at medium and low levels. This indicated that availability had some relation with frequency of utilisation.

Table 3 revealed that seminar was the most preferred institutional programme by the respondents which was followed by farm visit, vaccination camp, farm clinic, training, symposium, exhibition, healthcare camp, cattle show, infertility camp and calf rally. The finding that seminar, farm visits and vaccination camps were the first three most preferred institutional programmes was a guidepost that these programmes were needed periodically. Hence, they should be given due emphasis by extension agencies.

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