



PROBLEM FACED BY DAIRY FARMERS OF DISTRICT ASHOK NAGAR GIRD ZONE ADOPTING ANIMAL MANAGEMENT PRACTICES

B.S. Gupta*, S.P.S. Somvanshi¹, V.K. Jain and H.K. Trivedi

*Krishi Vigyan Kendra, Ashok Nagar, R.V.S.K.V.V., Gwalior (M.P.) India

¹Krishi Vigyan Kendra, Mandsaur, R.V.S.K.V.V., Gwalior (M.P.) India

Abstract

The present study was carried out to analyse the constraints faced by the dairy farmers in Ashoknagar, which is located on the northern part of Madhya Pradesh between Sindh and the Betwa rivers. It is situated between the latitude 24.34 N and longitude 77.43 E, This study was conducted in six villages and thirty farmers from each village by personally interviewing of total 180 dairy farmers. Here, for categorize various constraints seeming by dairy farmers. It was apparent from low productivity of milk due to lack of good breed able bull for natural services (50.83 %) under breeding and low rate of conception rate under A.I. whereas knowledge about detection of heat period (50.40%). Major problems of repeat breeding (40.33 %). Poor knowledge about improved feeding practices (45.50 %), Awareness about chaff cutter & chaff feeding under the feeding practices (40.23%). Shrinking of pasture land, Open over grazing of mass dairy herds called (Aera) in district is common. Assistance of veterinary services charges is very high (51.45 %), awareness and knowledge about diseases & vaccination (52.23 %), poor hygiene and sanitation in housing of dairy animals (45.16 %) are main difficulty under the management and health care practices. However, highly problems faced by farmers during takings loans from cooperative banks & other credit societies (65.35%), lack of availability of high yielding animals (65.21%) and poor acceptance of cow milk is low due to low prices and fat content (70.15 %). Lack of milk collection centres and proper milk route channel (70.48%) and Low infrastructure & facilities for marketing and value addition of milk (71.20%) were perceived as other important constraints in adopting dairy farming by majority of dairy farmers. Keeping in view of these constraints, it has been suggested that conclusive strategy should be taken by awareness camps and training programmes should be arranged regarding scientific animal health care and management practices to minimize the knowledge gap of the dairy farmers appropriate credit facility and sufficient targets under central and state sponsored schemes.

Key words: Dairy Farmers, Adoption, Animal Management Practices, knowledge gap

Introduction

India is a vast country with diversified agro climatic conditions. Majority of farmers families are engaged in agricultural operations for about 8-9 months in a year but agriculture alone is unable to provide necessary employment and income to the people. Under such conditions, dairying constitutes an important activity of the rural population, mostly a subsidiary occupation. Livestock plays an important role in the socio-economic life of India. With a large human population and about 250 million economically strong potential consumers, the domestic demand for these food products are increasing rapidly, the demand often exceeding the supply. Milk production alone involves more than 30 million small

producers, each raising one or two cows or buffaloes. The organic fertilizer produced by the sector is an important input to crop production, and dung from livestock is widely used as fuel in rural areas. Livestock also serves as an insurance substitute, especially for poor rural households; it can easily be sold during time of distress. Ashoknagar, which is located on the northern part of Madhya Pradesh between Sindh and the Betwa rivers. It is situated between the latitude 24.34 N and longitude 77.43 E. As per 19th livestock census 5.22 lakhs population of livestock in the district out of 1.83 lakhs bovines population rearing by the farmers, where average milk production 164.8 MT per year and availability of milk. The study have main objective to find out the constraints and extent of adoption by the dairy farmers of Ashoknagar

*Author for correspondence : E-mail : bsgupta@gmail.com

district.

Materials and methods

The present study was undertaken purposively in district Ashok Nagar of Madhya Pradesh to identify and prioritize the constraints faced by dairy farmers in adopting improved animal healthcare and management practices. Six villages were selected purposively were 30 dairy farmers from each village constituting 180 dairy farmers as total respondents, For identifying the constraints semi-structured pretested interview schedule was used. The respondents were asked to rank each of the factors relevant to them according to the degree of importance. Used to ascertain the different constraints as perceived by the farmers in adoption of improved scientific dairy farming practices. The data thus, collected were compiled, tabulated and analyzed by applying mean, percentage, frequency and their rank to draw meaningful conclusion.

Results and Discussion

Constraints related to Breeding Practices:

Constraints imply the problems or difficulties faced by dairy farmers while adopting day-to-day animal husbandry practices in their dairy enterprise. Data as presented in table 1, showed that (40.33 %) respondent reported problems of repeat breeding was one of the major constraints, followed by Lack of knowledge about detection of heat period (50.40%), low genetic potential of local animals (52.33%), among dairy farmers other poor conception rate and appreciation for AI services (45.10%), and Availability of breedable bull for natural service (50.83) The findings were in some similarity with the observation of Meena (1993) Kumar (1995) and Somvanshi *et al.* (2015). In addition to this, our findings particularly, repeat breeding problems were get support as major constraints as observed by Kumar *et al.* (2009). It is therefore, necessary that government must take right step for proper appreciation for AI services within district with proper supply of all essential inputs. The animal husbandry department should conduct animal health camps relevant to breeding aspects under the proper guidance of scientist of Animal Sciences of concern Krishi Vigyan Kendra, so that problems related to breeding could be minimized.

Constraints related to Feeding Practices : In order to make a dairy business profitable, it is not only essential to keep genetically high producing milk breed, but it should also be kept in mind that there is a provision of feeding to milch animals with least cost balance ration for sustaining higher economic returns. It is evident from table-1, that

farmers of the district give preference for cultivation of cash crops (soybean, onion and garlic) instead of fodder crops. Knowledge about improved feeding practices of dairy animals (45.50%), Awareness about chaff cutter and chaff feeding (40.23%). Cost of concentrate ration (47.88 %), whereas unavailability of Soybean de-oiled cakes and mustard cakes as cheap feed ingredient also hurdle for preparation of low cost feed ration in district. Poor availability of high yielding varieties of fodder seeds (55.50%) and availability of green fodder throughout the year (54.00%). Other constraint is feeding of mineral mixture and common salt (35.25 %). Common vice by the dairy farmers is open over grazing of mass dairy herds called (Aera) in district is common due to shrinking of pasture land and scarcity of crop residues during dry season. Similar findings were also reported by Dabas *et al.* (2004) and Pal (2006). However, our findings were not in accordance with Chaudhary and Intodia (2000) Mavi *et al.* (2006) and Somvanshi *et al.* (2015). This may be due to different levels of adoption of improved feeding practices in the area. There should be linked programmes to be Initiated with department of veterinary and animals husbandry, KVK and other developing agencies must encourage the farmers for storage & making Hay and Silage. Besides that, KVK should conduct on farm trail as well as front line demonstration on Balance nutrition ration for optimum milk production in dairy animals. Awareness and training programmes for farmers to upgrade their knowledge level about making low cost balance ration, improve feeding practices. However, Animal Husbandry and Agriculture department of Ashok nagar had providing high variety seeds of fodder among the farmers. Besides that, dairy development department had also provided subsidies for concentrate mixture, mineral block that farmers could be encourage for better feeding practices.

Constraints related Dairy Management and Health Care Practices: Better management and proper health care of dairy animals, is one of the major basis for successful dairy business. It is revealed Table 1 High charge levied by veterinary staff for performing medical assistance (51.45%), lack of awareness and knowledge, about diseases and importance of vaccination (80.00%) and poor awareness about importance of deworming (78.28 %), poor knowledge about clean milk production (53.66 %), poor hygiene and housing of dairy animals (45.16 %), Lack of staff at veterinary dispensaries (50.33%) were important constraint under health care and management of dairy animals as perceived in that order by respondent. These findings were in close conformity with the findings of Choudhary and Intodia

Table 1: Constraints of Dairy Farming by respondents. (N =180)

S.No.	Constraints	Percent	Rank
1. Breeding			
	Knowledge about detection of heat period	50.40	III
	Low genetic potential of animals	52.33	I
	Problem related repeat breeding	40.33	V
	Conception rate and time of A.I.	45.20	IV
	Availability of breedable bull for natural service	50.83	II
2. Feeding			
	Knowledge about balanced feeding	45.50	III
	High cost of concentrate feed and fodder	47.88	II
	Availability of high yielding varieties of fodders	55.50	I
	Awareness of mineral mixture and common salt	35.25	V
	Unawareness about chaff cutter & chaff feeding	40.23	IV
3. Management & Health care			
	Knowledge about diseases & Vaccination	80.00	I
	Awareness about importance of deworming	78.28	II
	Charges for medical assistance levied by veterinary staff	51.45	IV
	Hygiene and housing of dairy animals	45.16	VI
	Lack of staff at veterinary dispensaries.	50.33	V
	Awareness for clean milk production	53.66	III
4. Marketing and Development			
	Lack of credit facilities and high rate of interest	65.35	III
	lack of availability of high yielding animals	65.21	IV
	Poor infrastructure for marketing & value addition	71.20	I
	Poor milk route & lack of collection centres	70.48	II

(2000), Podikunju *et al* (2001) Kumar *et al.* (2009) Somvanshi *et al.* (2015) and Chaurasiya *et al.* (2016) who had also reported almost similar constraint in adoption of improved management practices including prevention and control of milch animals. Therefore, it become necessary to have well organized veterinary services in the villages of Ashok nagar district which should be equally better supported by the extension services involved in transfer of technology. Different dairy development agencies like KVK, Veterinary

& animal husbandry department, should conduct scheduled vaccination/ deworming/Health care supply of medicines and other supplements so programmes regularly to create awareness about advantages of vaccination and deworming in the dairy animals.

Constraints of Marketing and development: As evident from the table 1, However, highly problems faced by farmers during takings loans from cooperative banks & other credit societies (65.35%), lack of availability of high yielding animals (65.21%) and poor acceptance of cow milk is low due to low prices and fat content (70.15 %). Lack of milk collection centres and proper milk route channel (70.48%) and Low infrastructure & facilities for marketing and value addition of milk (71.20%) to the farmers for dairy business was also the constraints encountered by farmers. These constraints had also been reported by Yedukondala *et al.* (2000), Podikunju *et al* (2001) Kumar *et al.* (2009) Kumar *et al.* (2014) and Somvanshi *et al.* (2015). Therefore, government and state dairy federation should take necessary action. But, more work need to be done for enhancing milk production. Bank of local area should motivate the farmers for dairy business by easily availability of loans with reasonable interest.

Conclusion

It can be concluded that lack of knowledge about balanced feeding, lack of veterinary services in the village, unavailability of concentrate feeds and fodder with high price, unorganized and unchanneled marketing of milk, and unawareness about vaccination and deworming were the main constraints as perceived by farmers in adoption of improved dairy husbandry practices. Keeping in view of these constraints, it has been suggested that conclusive strategy should be awareness camps and training programmes should be arranged regarding scientific animal health care and management practices to minimize the knowledge gap of the dairy farmers. Community mobilization for rearing good breeding bulls, setup of fodder bank need to be effectively addressed. The capacity building for dairy farmers is necessary to bring a change orientation, attitude and approach. Active support services, availability of key inputs (vaccines, breeding bull etc.) and a policy support for better access to micro-credit will have to be ensured for making more profitable dairy farming.

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