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Constraints faced by dairy farmers in utilization of web module in dairying

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Abstract

In order to ensure that digital tools successfully boost production, income, and sustainability in the dairy industry, it is imperative to investigate the barriers dairy farmers experience during usage of web modules. Random sampling method was followed to select 25 dairy farmers rearing dairy cattle / buffalo and possessing an android smart phone, from each district making a final sample size of 100 respondents from four districts of Karnataka. This study revealed that majority of dairy farmers faced the constraint of operational difficulties (97.00%), followed by high maintenance cost (96.00%), lack of offline functionality (90.00%), lack of immediate interaction for better understanding (82.00%), human element is missing (81.00%) and lack of power supply (75.00%). Specific suggestions were enlisted by few dairy farmers, in order to overcome the constraints faced in utilization of web module in dairying and also for effective utilization of e-modules. Constraints perceived by dairy farmers would facilitate the service providers and policy makers to develop suitable and sustainable strategies for effective implementation of web modules.

Keywords: Constraint, dairy farmers, Karnataka and web module

Introduction

Global rank of India is 1st in milk production. The total Milk production in the country is estimated as 247.87 million tonnes during 2024-25, production has increased from 239.30 million tonnes in 2023-24 registering a growth of 3.58 per cent in 2024-25 over the previous year. The Per Capita Availability has increased from 319 gm/ day in 2014-15 to 485 gm /day in 2024-25 GOI (2025) ^[2].

Web modules are crucial for modernizing dairy farming because they automate daily tasks, improve data-driven decision-making, and provide rapid access to scientific knowledge. In order to ensure that digital tools successfully boost production, income, and sustainability in the dairy industry, it is imperative to investigate the barriers dairy farmers experience during usage of web modules. In this context, the present study was undertaken to study the constraints faced by dairy farmers in utilization of web module in dairying.

Materials and Methods

The study was conducted in four districts of Karnataka i.e., Bidar, Gadag, Shivamogga and Hassan district each from Kalburgi, Belagavi, Bengaluru and Mysuru divisions respectively. One district from each administrative divisions was purposively selected due to presence of veterinary colleges in these districts.

Random sampling method was followed to select 25 dairy

farmers rearing dairy cattle / buffalo and possessing an android smart phone, from each district making a final sample size of 100 respondents from four districts of Karnataka. Through review of literature and expert suggestions, 13 constraints were enlisted and the structured interview schedule was prepared for dairy farmers.

Results and Discussion

Perusal of table 1, revealed that majority of dairy farmers faced the constraint of operational difficulties (97.00%), followed by high maintenance cost (96.00%), lack of offline functionality (90.00%), lack of immediate interaction for better understanding (82.00%), human element is missing (81.00%), lack of power supply (75.00%), lack of practical exposure (70.00%), illiteracy / poor educational status of farmers (64.00%), lack of mobile compatability in vernacular language (64.00%), non-availability of complete information about dairy farming in one source/ platform (63.00%), non-availability of information from authentic sources such as universities, department, etc (55.00%), lack of authenticity of the information available on web module (54.00%) and lack of updated information (49.00%).

The probable reason for such distribution might be due to lack of proper technical knowledge and skills among dairy farmers. The results are in agreement with the findings of Rathod and Chander (2016) ^[4], Huda *et al.* (2017) ^[3] and Bansal *et al.* (2019) ^[1]. Further, Syiem and Raj (2015) ^[5]

also reported that lack of confidence in operating ICTs, was the major problem faced by farmers. Specific suggestions were enlisted by few dairy farmers, in order to overcome the

constraints faced in utilization of web module in dairying and also for effective utilization of e-modules (Table 2).

Table 1: Constraints faced by dairy farmers in utilization of web module in dairying

Sl. No.	Responses of dairy farmers	Yes		Rank
		F	%	
1	Illiteracy / Poor educational status of farmers	64	64.00	8
2	Non-availability of information from authentic sources such as Universities, Department, etc	55	55.00	11
3	Lack of authenticity of the information available on web module	54	54.00	12
4	Non-availability of complete information about dairy farming in one source/ platform	63	63.00	10
5	Lack of mobile compatability in vernacular language	64	64.00	8
6	Lack of immediate interaction for better understanding	82	82.00	4
7	Human element is missing	81	81.00	5
8	Lack of practical exposure	70	70.00	7
9	Lack of updated information	49	49.00	13
10	Lack of offline functionality	90	90.00	3
11	Lack of power supply	75	75.00	6
12	Operational difficulties	97	97.00	1
13	High maintenance cost	96	96.00	2

Table 2: Specific suggestions of dairy farmers to overcome the constraints faced in utilization of web module in dairying and also for effective utilization of e-modules

Suggestions of dairy farmers
Educate the farmers about web module through trainings and capacity building programmes
To make availability of authentic and credible information sources
Creating dairy information sources in one platform
Make information sources available in local languages
Regular power supply facility should be made available in rural areas
Development of cost-effective and farmer friendly e-modules
Development of e-modules with low maintenance cost
Providing regular updated information to farmers through e-modules

Conclusion

Constraints refer to problems which are affecting negatively to dairy farmers in effective utilization of e-modules. The study has depicted various constraints or problems faced by dairy farmers in utilization of web module in dairying. In this study, few respondents have given their suggestions to overcome the constraints faced in utilization of web module in dairying and also for effective utilization of e-modules. Constraints perceived by them would facilitate the service providers and policy makers to develop suitable and sustainable strategies for effective implementation of web modules.

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