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Farmers' perception regarding livestock services delivered by the Banas Milk Cooperative Union

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Abstract

The present investigation was conducted to study the farmers' perception regarding livestock services delivered by the Banas Milk Cooperative Union. The Present study was conducted in Banaskantha district of Gujarat, from Banaskantha district three talukas, namely Deesa, Dantiwada and Palanpur were randomly selected. From each taluka five dairy cooperative were randomly identified. The list of members was collected from that identified cooperatives and 20 members were selected randomly from that list. Thus the total 300 respondents were selected for the present study. The data were collected with the help of a suitable interview schedule by using the method of personal interview. The data were analyzed by using different descriptive statistics. The result shows that maximum number of farmers have medium level of socio- economics characteristics. It was found that overall the respondents had a positive perception about the livestock and input services delivered by Banas dairy.

Keywords: Banas Milk Cooperative Union, livestock services, dairy cooperative, farmers' perception

Introduction

Dairy cooperatives play a significant role in delivering the livestock services in rural areas of Gujarat. The success of dairy cooperatives in Gujarat is also depends on the quality of services provided by these cooperatives. The dairy cooperatives in Gujarat provides many livestock services to its members like, organizing cattle camp, first aid, treatment of cases, visits, AI etc. Though the cooperatives provide huge potential for growth and development, the institution can be evaluated by the quality of its services delivered to its members. A significant improvement can be achieved by studying the perception of the members of the cooperatives about the services delivered by these cooperatives. Hence the present study has been designed to explore and address the perception of the dairy farmers about livestock services delivered by the dairy cooperatives with the following objectives:

Objectives

1. To study the profile of the dairy farmers
2. To study the perception of the dairy farmers about the livestock services delivered by Banas dairy

Methodology

The present study was conducted in Banaskantha district of Gujarat, as the district ranks first in daily milk collection in the state. The Banas Milk Cooperative Union operates in the district successfully. It has almost 1200 cooperatives working in the district. The multistage sampling technique

was used in present study. From Banaskantha district three talukas, namely Deesa, Dantiwada and Palanpur were randomly selected. From each taluka five dairy cooperative were randomly identified. The list of members was collected from that identified cooperatives and 20 members were selected randomly from that list. Thus the total 300 respondents were selected for the present study. The data were collected with the help of a suitable interview schedule by using the method of personal interview. For measurement of perception a structure schedule was used indicating how respondents perceive the livestock services delivered by the Banas milk co-operative union. The data were analyzed by using different descriptive statistics.

Results and Discussion

Table 1: Distribution of respondents according to their age (n = 300)

Age	Frequency	Per cent
Young (Up to 35 years)	60	20.00
Middle age (36 to 50 years)	146	48.66
Old age (Above 50 years)	94	31.34
Total	300	100.00

Table 1 indicated that slightly less than half (48.66%) of the farmers fall under the category of middle age group, followed by the old age group (31.34%) and young age group (20.00%).

Table 2: Distribution of respondents according to their education level (n = 300)

Education Level	Frequency	Education Level
Illiterate	11	03.67
Can read and write	13	04.33
Primary (1 st to 8 th standard)	93	31.00
Secondary (9 th to 10 th standard)	114	38.00
Higher secondary (11 th to 12 th standard)	48	16.00
Graduate	18	06.00
Postgraduate and above	3	01.00
Total	300	100.00

The data in Table 2 showed that slightly less than two-fifth (38.00%) of the farmers had a secondary level education followed by 31.00 and 16.00 per cent of them had primary and higher secondary level education, respectively. Only 03.67 per cent of farmers were illiterate.

Table 3: Distribution of respondents according to their caste (n = 300)

Caste	Frequency	Per cent
SC	30	10.00
ST	00	00.00
OBC	182	60.66
General	88	29.34
Total	300	100.00

The data in Table 3 indicated that slightly more than three fifth (60.66%) of the farmers belonged to OBC caste followed by General (29.34%) and SC (10.00%) respectively.

Table 4: Distribution of respondents according to their land holding (n = 300)

Land holding (ha.)	Frequency	Per cent
Marginal (Up to 1.00 ha)	46	15.34
Small (1.01 to 2.00 ha)	73	24.33
Semi- Medium (2.01 to 4.00 ha)	144	48.00
Medium (4.01 to 10.00 ha)	24	08.00
Large (above 10.00 ha)	13	04.33
Total	300	100.00

The data provided in Table 4 showed that slightly less than half (48.00%) of the farmers had semi-medium land holding followed by 24.33, 15.34, 08.00 and 04.33 per cent of them had small, marginal, medium and large land holding, respectively.

Table 5: Distribution of respondents according to their annual income (n = 300)

Annual income (in rupees)	Frequency	Per cent
Very low (Up to ₹1,50,000)	54	18.00
Low (₹1,50,001 to ₹3,00,000)	109	36.33
Medium (₹3,00,001 to ₹4,50,000)	83	27.67
High (₹4,50,001 to ₹6,00,000)	38	12.67
Very high (Above ₹6,00,000)	16	05.33
Total	300	100.00

Table 5 indicates that slightly more than one-third (36.33%) of the farmers had a low level of annual income (₹1,50,001 to ₹3,00,000) followed by 27.67 per cent of the farmers had

a medium level of annual income (₹3,00,001 to ₹4,50,000), 18.00 per cent of the farmers had very low annual income (up to ₹1,50,000) and 12.67 per cent of the farmers had high level of annual income (₹4,50,001 to ₹6,00,000). Only, 05.33 per cent of farmers had above ₹6,00,000 annual incomes.

Table 6: Distribution of respondents according to their herd size (n = 300)

Herd size	Frequency	Per cent
Small herd size (Up to 10 animals)	100	33.33
Medium herd size (11 to 20 animals)	141	47.00
Big herd size (More than 20 animals)	059	19.64
Total	300	100.00

The data in Table 6 shows that slightly less than half (47.00%) of farmers had 11 to 20 animals in their herd, followed by upto 10 animals and more than 20 animals in their herd with 33.33 per cent and 19.64 per cent, respectively.

Table 7: Distribution of respondents according to their experience in livestock farming (n = 300)

Experience	Frequency	Per cent
Low (Less than 10 years)	105	35.00
Medium (11 to 20 years)	150	50.00
High (Above 20 years)	45	15.00
Total	300	100.00

Table 7 indicated that half (50.00%) of the farmers had medium experience in livestock farming followed by 35.00 per cent and 15.00 per cent of the farmers who had low and high experience in livestock farming, respectively.

Table 8: Distribution of respondents according to their sources of information usage (n = 300)

Sources of information usage	Frequency	Per cent
Very Low (Below 6.88 score)	12	04.00
Low (6.88 to 7.12 score)	36	12.00
Medium (7.13 to 11.29 score)	142	47.33
High (11.30 to 13.37 score)	92	30.67
Very High (Above 13.37 score)	18	06.00
Total	300	100.00

Mean = 9.21, SD = 2.08

Table 8 shows that 47.33 per cent of the farmers had medium level of usages of information sources followed by 30.67 per cent of the respondent had high level of information sources usages. Less than one fifth (16.00%) of the respondent had low to very low level of information sources usages.

Table 9: Distribution of respondents according to their social participation (n = 300)

Social participation	Frequency	Per cent
No participation	00	00.00
Membership in one organization	189	63.00
Membership in more than one organization	72	24.00
Membership with office bearer	39	13.00
Total	300	100.00

Table 9 shows that slightly more than three-fifth (63.00%) of the farmers had membership in one organization followed by 24.00 per cent of the farmers who had membership in more than one organization and 13.00 per cent of the farmers had membership with office bearer, respectively. This finding can be explained based on the fact that all the respondents had membership of either one or more than one organization.

Table 10 inferred that slightly more than half (56.00%) of the farmers had medium economic motivation followed by 30.00 per cent had low and 14.00 per cent had high

economic motivation.

Table 10: Distribution of respondents according to their economic motivation (n = 300)

Economic motivation	Frequency	Per cent
Low (Up to 12.42)	90	30.00
Medium (12.43 to 26.68 score)	168	56.00
High (Equal and above 26.69 score)	42	14.00
Total	300	100.00

Mean = 19.55, S.D. = 07.13

Table 11: Distribution of respondents according to their statement wise perception (n=300)

Sr. No.	Statements	SA	A	DA	SDA
1	Technical services and different kinds of product provided by Banas are adequate	74(24.67)	208(69.33)	18(6.00)	0(0.00)
2	Nutrition supplements provided by Banas are of good quality	62 (20.67)	192 (64.00)	43 (14.33)	3 (1.00)
3	Banas provides timely deworming service	84(28.00)	183(61.00)	33(11.00)	0(0.00)
4	Banas arranges good quality semen	58(19.33)	224(74.67)	18(6.00)	0(0.00)
5	The veterinarian of Banas are technically sound	78(26.00)	198(66.00)	24(8.00)	0(0.00)
6	Curative services like surgical, gynecological& obstetrical treatment provided by Banas are satisfactory	90(30.00)	164(54.66)	38(12.67)	8(2.67)
7	Veterinarian of Banas visits my farm timely	42(14.00)	246(82.00)	12(4.00)	0(0.00)
8	Medicines provide by Banas are very effective	83(27.67)	176(58.67)	28(9.33)	13(4.33)
9	Other facilities like fodder seed, bonus provided by Banas are satisfactory	37(12.33)	211(70.33)	34(11.34)	18(6.00)
10	Banas provides useful technical lectures to farmers	41(13.67)	193(64.33)	44(14.67)	22(7.33)
11	Banas educates farmers about need for deworming and vaccination	78(26.00)	182(60.67)	36(12.00)	4(1.33)
12	Banas organizes animal treatment campaign regularly	32(10.67)	268(89.33)	0(0.00)	0(0.00)
13	Banas regularly organizes training, field days for farmers	57(19.00)	182(60.66)	47(15.67)	14(4.67)
14	Banas experts provide effective consultancy services to livestock farmers	88(29.33)	196(65.33)	12(4.00)	4(1.33)

Table 11 indicates statement wise perception of the respondents about the livestock and input services delivered by Banas dairy. It is clear from the table that overall the respondents had a positive perception about the livestock and input services delivered by Banas dairy. Although there was some dissatisfaction regarding technical lecture (22.00%), organisation of training, field days for the farmers (20.34%), surgical, gynecological & obstetrical services provided by Banas dairy (15.34%) and the nutrition supplements provided by the dairy (15.33%).

Table 12: Distribution of respondents according to their overall perception about the livestock and input services delivered by Banas dairy (n=300)

Perception	Frequency	Per cent
Low (Up to 38.89)	13	04.33
Medium (38.90 to 46.17 score)	204	68.00
High (Equal and above 46.18 score)	83	27.67
Total	300	100.00

Mean = 42.53, S.D. = 3.64

Table 13: Relationship between variables and perception of dairy farmers

Variable	r Value
Age	-0.12
Education	0.38**
Caste	0.08
Land holding	0.25*
Annual income	0.47**
Herd size	0.32**
Experience in livestock farming	-0.15
Sources of information usage	0.51**
Social participation	0.28*
Economic motivation	0.45**

Table 12 clearly indicated that slightly more than two-third (68.00%) of the farmers had medium level of overall perception about the livestock and input services delivered by the Banas dairy followed by 27.67 per cent had high and only 04.33 per cent had low overall perception about the livestock and input services delivered by the Banas dairy.

Significance levels are indicated at 5% (*) and 1% (**)

It is apparent from the data depicted in Table 13 that out of ten independent variables, seven variables viz., education (0.38**), land holding (0.25*), annual income (0.47**), herd size (0.32**), source of information usage (0.51**), social participation (0.28*) and economic motivation (0.45**) had positive and significant relationship with the perception regarding livestock services provided by Banas dairy. Other three independent variables namely age (-0.12), caste (0.08) and experience in livestock farming (-0.15) were found non-significant correlation with their perception regarding livestock services provided by the Banas dairy.

Conclusion

It can be concluded that maximum number of farmers have medium level of socio- economics characteristics. It was found that overall the respondents had a positive perception about the livestock and input services delivered by Banas dairy. The results also show that variables like education, land holding, annual income, herd size, source of information usage, social participation and economic motivation have a positive and significant relationship with their perception regarding livestock services provided by Banas dairy. While variables like age, caste and experience in livestock farming were found non-significant correlation with their perception regarding livestock services provided

by Banas dairy.

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