IMPACT OF EXTENSION EDUCATION METHODS USED BY FIELD VETERINARY STAFF FOR THE ADOPTION OF IMPROVED LIVESTOCK FARMING PRACTICES BY THE FARMERS

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The present study was conducted in district Dera Ghazi Khan, in order to adjudge the impact of different extension education methods used by the Field Veterinary Staff for the dissemination of modern livestock farming practices among the farmers, Ten livestock farmers were taken randomly from each Veterinary Hospital area and as such sample A consisted of 100 respondents. Similarly, five Field Veterinary Staff members were drawn randomly from each Veterinary Hospital and thus 50 respondents constituted sample B. It was found that farm and home visits were often used by the Field Veterinary Staff, whereas the remaining extension education methods were used either rarely or never. Adoption of preventive measures against livestock diseases by the farmers ranged 28-68%. Only two improved livestock farming practices i.e. formulation of balanced ration and drenching/dipping, spraying against endoparasites/ectoparasites were adopted by 65 and 55% of them, respectively.

INTRODUCTION

Media play an important role in stimulating the farmers to adopt the recommended practices in order to keep their livestock healthy. Shafi (1969) concluded that communication media like demonstrations, model farms, contacts with local leaders and farm visits tended to have first position in diffusing the improved agricultural practices, whereas radio talks, discussion meetings, printed material and agricultural exhibits occupied second position. Chaudhry (1987) found that about 65% of the respondents had adopted the recommended practices of keeping high yielding animals, use of artificial insemination, feeding of adequate fodder and concentrates, protection of animals from heat and cold and regular vaccination against infectious diseases. Raheel (1989) reported that only 24.16% of the respondents had adopted innovations/recommendations of modern livestock technology such as regular vaccination of animals, raising high yielding and early maturing dairy and other animals, culling of old and diseased animals, use of artificial insemination, feeding adequate colostrum to calves and early weaning of calves. Javaid (1990) concluded that farm and home visits occupied top position among the extension teaching methods followed by discussion meetings, office calls, animal shows and pamphlets. However, movie shows were not used at all for this purpose by the department. The present study was conducted in district Dera Ghazi Khan in order to see the impact of various extension methods used by the Field Veterinary Staff on the adoption of improved

livestock farming practices by the farmers of the area.

MATERIALS AND METHODS

Ten livestock producers were selected at random from the jurisdiction of each of the ten Veterinary Hospitals located in the study area. Thus, 100 farmers selected in this manner formed sample A. Similarly, 5 Field Veterinary Staff were drawn randomly from each hospital area and sample B thus consisted of 50 respondents. Two separate interview schedules were prepared for each category of respondents for the collection of pertinent data. Each respondent was interviewed individually with the help of a relevant interview schedule.

RESULTS AND DISCUSSION

It is evident from the data given in Table 1 that according to 100,14 and 2% of the Field Veterinary Staff respondents, the farm and home visits, radio programmes and demonstrations, respectively were often used by them for the dissemination of improved livestock farming technology in the study area. According to 76, 16, 12, 8, 4 and 2% of them the radio programmes, demonstrations, discussion meetings, animal shows, posters and pamphlets/leaflets respectively were sometimes used as extension methods. However, overwhelming majority of 100, 98, 96, 92, 88 and 82% of them opined that movie shows, pamphlets/leaflets, posters, animal shows, discussion meetings and demonstrations, respectively were never used as extension teaching methods by them.

The data in Table 2 show that awareness of preventive measures of livestock diseases was quite high among the farmers. It ranged between 86 to 97%. However, adoption of preventive measures by the respondents was comparatively low i.e. 62, 54, 53, 41, 30 and 28% of them had adopted the preventive measures against Foot-and-Mouth disease, Rinderpest, Haemorrhagic septicaemia, Enterotoxaemia, Goat pox, Sheep pox and Newcastle disease, respectively.

Table 1. Frequency of extension methods used by the Field Veterinary Staff

Extension methods	Frequency of use					
	Often		Sometimes		Never	
	Number	Per cent	Number	Per cent	Number	Per cent
Farm and home visits	50	100	-	-	-	-
Demonstrations	1	2	8	16	41	82
Discussion meetings	-	-	6	12	44	88
Movie shows	-	-	-	-	50	100
Radio programmes	7	14	38	76	5	10
Posters	-	-	2	4	48	96
Pamphlets/leaflets	-	-	1	2	49	98
Animal shows	-	-	4	8	46	92

Table 2. Awareness and adoption of preventive measures of livestock diseases by the farmers

Control of disease	Awareness		Adoption	
	Number	Per cent	Number	Per cent
Foot-and-Mouth disease vaccination (FMDV)	97	97	62	62
Entertoxaemia vaccine (ETV)	86	86	41	41
Haemorrhagic septicaemia (HSV)	97	97	53	53
Sheep pox vaccine (SPV)	87	87	30	30
Goat pox vaccine (GPV)	89	89	39	39
Tissue culture rinderpest (TCRP)	96	96	54	54
Newcastle disease vaccine (NDV)	88	88	28	28

Table 3. Awareness and adoption of improved livestock farming practices by the farmers

Practices	Awareness		Adoption	
	Number	Per cent	Number	Per cent
Registration of dairy, sheep and goat units	69	69	13	13
Cultivation of improved varieties of fodder and grasses	7	7	1	1
Silage/hay making	18	18	1	1
Formulation of balanced ration	85	85	65	65
Fattening of calves, sheep and goats	9	9	4	4
Drenching/dipping, spraying against endoparasites/ectoparasites	73	73	55	55
Culling of old and diseased animals	87	87	47	47
Dehorning of animals	52	52	27	27
Use of artificial insemination	100	100	48	48

The data embodied in Table 3 indicate that awareness among the livestock producers about certain livestock farming practices like use of artificial insemination, culling of old and diseased animals, formulation of balanced ration and drenching/dipping, spraying against endoparasites/ectoparasites was quite high. However, adoption of various improved livestock farming practices was quite low in most of the cases. Formulation of balanced ration, drenching/dipping, spraying against endoparasites/ectoparasites, use of artificial insemination, culling of old and diseased animals and dehorning of animals were adopted by 65, 55, 48, 47 and 27% of the respondents, respectively. Adoption level in case of other practices was negligible.

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