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EVALUATION OF EXTENSION ACTIVITIES OF LIVESTOCK AND DAIRY DEVELOPMENT (L & DD) DEPARTMENT IN DISTRICT TOBA TEK SINGH

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This study was conducted to evaluate the extension activities of L & DD Department in District Toba Tek Singh. Analysis was made of the data collected through two separate interview schedules administered to randomly selected 120 farmer-respondents and 45 veterinary field staff-respondents (VFSR) respectively. The study indicated that more than 50% of the farmer-respondents knew Stock Assistant/Veterinary Compounder both by face and name, while the Veterinary Officer was known by face only. About 72.50% of the farmer-respondents reported that these officials paid weekly to monthly visits to them. Awareness in respect of regular vaccination programme was quite high, while the adoption was comparatively low. However, adoption of various other improved practices such as formulation of balanced rations, treatment of rice/wheat straw with urea and fattening of sheep/goats/calves was extremely low except artificial insemination. The VFSR pointed out problems faced by them such as lack of extension education training, conveyance facility and medicines.

INTRODUCTION

Pakistan being primarily an agricultural country, livestock play a significant role in the lives of about 40% of the total population of the country . Moreover, the activities of this sector provide 10-25% of the income to the small farmers and landless livestock producers (Anonymous, 1988-89). The development of farming business largely depends upon the extent of adoption of latest research findings the communication of which in turn depends on the efficiency of veterinary field staff of L&DD Department (Extension). This could be evaluated by determining the opinion of farmer-respondents about the actual working of the veterinary field staff. Therefore, this study was undertaken to know the functioning of veterinary field staff, their effectiveness in terms of their contacts with the farming community resulting in the adoption of recommended livestock practices, draw-backs if any, and to make suitable recommendations for improving the extension programme.

MATERIALS AND METHODS

Keeping in view the importance of the area, Toba Tek Singh District, which comprised three tehsils namely Toba Tek Singh, Kamalia and Gojra, was selected for this study. The study was conducted within 40 km radius taking the district headquarters as centre. This area included 24 veterinary hospitals (8 in each tehsil). For the collection of data, 12 veterinary hospitals (4 from each tehsil) were taken on random basis. Then 10 respondents from the villages falling in the jurisdiction of the respective veterinary hospital were picked up randomly. Thus, in all, 120 farmer-respondents made sample-A. Similarly, the veterinary field staff-respondents engaged in extension activities in these hospitals (total number 45), constituted sample-B. Both types of respondents were interviewed using two separate interview schedules (1 and 2) respectively.

RESULTS AND DISCUSSION

Table1 reveals that a fair majority

(63.33%) of the farmer-respondents was acquainted with Stock Assistant/Veterinary Compounder both by face and name, while a simple majority (51.67%) of the farmer-respondents was acquainted with Veterinary Officer of their area by face only. An overwhelming majority (82.50%) had no acquaintance with the Assistant Director, L & DD, in any respect. These findings are partially in agreement with those of Hussain (1983).

The study further reveals that a large majority (72.50%) of farmer-respondents reported that weekly to monthly visits were paid to them by veterinary field staff. The rest (24.17%) of the respondents reported that quarterly, half-yearly and yearly visits were paid. However, a negligible segment (3.33%) of the farmer-respondents complained that the veterinary field staff neither visited their farm nor met them at home. The findings of the present study were somewhat contrary to those of Chaudhry (1987).

Table 1. Acquaintance of the farmer-respondents with the veterinary field staff

Type of acquaintance	Assist.Director		Vety. Officer		Stock Assist./ Vety. Comp.	
	No.of respondents	(%)	No. of respondents	(%)	No.of respondents	(%)
By face only	5	4.17	62	51.67	33	27.50
By name only	7	5.83	10	8.33	6	5.00
Both by face and name	9	7.50	36	30.00	76	63.33
No acquaintance	99	82.50	12	10.00	5	4.17

Table 2 reflects that a fair to overwhelming majority (62.50 – 93.33%) of farmer-respondents was aware of vaccination programme against New castle Disease, Entero – Toxaemia, Foot and Mouth Disease and Haemorrhagic Septicaemia, while the adoption rate of these practices ranged between 25.00–88.33%. The awareness and adoption position regarding various other recommendations was extremely low except artificial insemination. However,the adoption of a recommended practice in respect of establishment of livestock cooperative societies was nil. These observations are partially in line with those recorded by Ahmed (1977) and Chaudhry (1987).

Table 2. Awareness and adoption of livestock recommended practices among farmer-respondents

Extension activities	Awareness		Adoption	
	No.of respondents (%)		No.of respondents (%)	
Registration of dairy units	42	35.00	22	18.33
Regular vaccination	75 – 112	62.50 – 93.33	22 – 106	25.00 – 88.33

Table 2 continued

Treatment of rice/ wheat straw with urea	8	6.67	0	0
Formulation of balanced rations	32	26.67	23	19.17
Establishment of live-stock cooperative societies	33	27.50	0	0
Artificial insemination	120	100.00	75	62.50

Table 3 shows that 64.44 and 40.00% of the respondents pointed out that lack of finances on the part of farmers, extension education training on the part of veterinary field staff were the main problems which hindered the adoption process.

Table 3. Problems faced by the VFSR in educating the farmers regarding the recommended practices

Problems	Respondents	
	No.	(%)
Lack of finances on the part of farmers	29	64.44
Lack of extension education training	18	40.00
Lack of audio-visual aids	13	28.89
Lack of published material	7	15.56
Too vast field area to cover	9	20.00
Lack of medicines	23	51.11

The following conclusions were drawn from this study :

i) Majority of the farmer- respondents was acquainted with VeterinaryOfficer and Stock Assistant /Veterinary Compounder and was visited by them.

ii) A large majority of the farmer-respondents was aware of regular vaccination programme in respect of NDV,ETV,FMDV,and HSV while the adoption was comparatively low. However, the awareness and adoption of all other improved practices was extremely low except artificial insemination.

iii) Lack of finances on the part of farmers, lack of extension education training, lack of published material and medicines and vast field area to cover were some of the problems faced by the veterinary field staff.

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