

DEVELOPMENT OF PERCEPTION AND KNOWLEDGE SCALES FOR SERVICE DELIVERY SYSTEMS AMONG DAIRY FARMERS

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Abstract: A study was proposed regarding the perception of livestock farmers on service delivery systems which mandated an attempt to develop perception and knowledge scales for testing dairy farmers' perception and knowledge on different service delivery systems. Preliminary lists of about 23 statements for perception and 35 statements for knowledge were prepared and experts such as academic professionals in veterinary sciences, extension professionals, social scientists and field veterinarians' opinions were recorded to develop the scales based on the statistical analysis of the responses obtained. Thus, a total of 20 statements were retained for each of perception and knowledge scales based upon the weighted mean value obtained for each statement and by overall mean values of 2.2297 and 2.3074 for perception and knowledge respectively. All the statements were obtained by assigning scores of 3, 2, 1 for most relevant, relevant and least relevant responses respectively.

Keywords: Service delivery systems, Perception, Extent of Knowledge, Dairy farmers.

INTRODUCTION

Worldwide, the dairy sector production is growing faster than any other agricultural sector and undergoing major changes (FAO, 2003) and India is not an exception to this. The dairy farmers at the receiving end of clinical, advisory and extension services in India are mainly served by mix of public and private service delivery systems. Service Delivery Systems which are popularly known as SDS has become an integral part of the dairy development. The service delivery system evolved over a period of last six decades has undergone tremendous changes and changed to address the changing needs of farmers. Now under the sustainable development goals, increasing emphasis is being laid on participatory development and decentralized policy formulation which seeks an urgent need of empowerment of all stakeholders. Farmers being important stakeholders in service delivery system needed to know changing trends in dairy development and understand the various

factors affecting service delivery system. To empower the farmers for inclusive participatory development, one needs to assess their existing knowledge and thereby develop the strategies accordingly. Hence to provide an empirical tool for measuring the farmers' knowledge on service delivery systems an attempt has been made in this particular study.

METHODOLOGY

Lists of 23 and 35 statements related to SDS regarding perception and knowledge respectively were prepared after reviewing available literature and judgment sheets were subjected to 50 expert judges such as professionals in veterinary sciences, extension professionals, social scientists and field veterinarians. The judges were asked individually to rate these statements in the order of their relevance in measuring the farmers' perception and knowledge on a three point continuum viz. most relevant (MR), relevant (R) and least relevant (LR). The responses obtained were assigned scores as 3 for most relevant, 2 for relevant and 1 for least relevant. After assigning scores to the responses, weighted mean was calculated for each statement and "Overall Mean" of all the statements was also calculated for each schedule of perception and knowledge. The statements which were having weighted mean value above the overall mean value 2.2297 in case of perception and 2.3074 for knowledge obtained were retained in the final perception and knowledge scales. Thus, finally 20 out of 23 in perception and 20 out of 35 for Knowledge scales were retained under the study. The list of all the statements along with their weighted mean values including the overall mean value were furnished in the judgment sheets were provided further.

CONCLUSION

Several research studies on livestock service delivery have emphasized the need to involve the farmers in livestock development and policy making regarding the service delivery in various aspects such as treatment, education and extension. In this context, the thus developed scales to assess the farmers' perception and knowledge about the service delivery systems were found to be much useful while assessing the perception and extent of knowledge of dairy farmers on service delivery systems in Andhra Pradesh.

JUDGEMENT SHEET FOR ASSESSMENT OF PERCEPTION OF DAIRY FARMERS ON SERVICE DELIVERY SYSTEMS

S.No	Statement	MR	R	LR	'Z' value
1.	Service delivery systems are providing wide information on new technologies				2.703*
2.	Present service delivery systems are providing services round the clock				2.444*

3.	Service delivery systems doesn't possess proper infrastructure facilities				1.592
4.	Service delivery systems are partial towards large farmers				2.111
5.	Service providers of the service delivery systems are visiting livestock farms regularly				2.407*
6.	Service delivery systems has brought a perceptible increase in knowledge among farmers				2.666*
7.	Service delivery systems has empowered the decision making process				2.481*
8.	Service delivery systems are providing need based services				2.555*
9.	Service delivery systems are helping to improve livestock production				2.592*
10.	Service delivery systems are not distributing farm literature				2.296
11.	Service delivery systems are not providing market information				2.481*
12.	Service delivery systems are providing opportunities for skill development				2.592*
13.	Service delivery systems are conducting need based training programmes				2.555*
14.	Service delivery systems are giving more importance to organizing farmers groups				2.444*
15.	Service delivery systems are not carrying out follow up actions regularly				2.518*
16.	Service delivery systems are providing services in livestock related income generating activities				2.592*
17.	Service delivery systems are having less staff in delivering the services				2.444*
18.	The services provided by service delivery systems varies with the number of livestock owned by a farmer				2
19.	Insurance facility given for the livestock by the service delivery systems is not appreciable in all circumstances				1.481
20.	Post mortem of the animals is done by all service delivery systems in your locality				1.555
21.	The services provided by the service delivery systems are not reaching up to the grass root level				2.851*
22.	The subsidies in purchasing animals are being provided by service delivery systems are satisfactory				2.481*
23.	The services provided by service delivery systems can be fruitful to the livestock farmers only when they transform in to paid services				2.481*

****Statements having Weighted mean values more than Overall Mean (2.2297) {were retained for Perception scale development}.**

**JUDGEMENT SHEET FOR ASSESSMENT OF EXTENT OF KNOWLEDGE
AMONG DAIRY FARMERS ON SERVICE DELIVERY SYSTEMS**

The following statements are concerned with the Extent of knowledge of dairy farmers on Service delivery systems.

Please go through each statement carefully and record your response by tick (✓) mark against the appropriate category. Please attempt all the statements.

S.No	Statement	MR	R	LR	'Z' value
1.	Veterinary and extension services are provided by public sector				2.851*
2.	Veterinary and extension services are provided by private sector				2.444*
3.	Veterinary and extension services are provided by Non Government Organizations				2.555*
4.	Veterinary and extension service delivery systems differ in their functions				2.481*
5.	There are differences in the services assigned to a Veterinary doctor, Veterinary Assistant and a Gopalamitra				2.703*
6.	There are hierarchies with specific designations for the people providing services through various veterinary and extension service delivery systems				2.703*
7.	Pregnancy diagnosis and Artificial Insemination are the services that can be provided by the persons in any veterinary service delivery system.				2.407*
8.	Training is given to Gopalamitras in doing various minor veterinary related activities prior to his appointment in delivering the services				2.666*
9.	Veterinary doctors are the ones who got a degree and license for giving various services to the livestock				2.703*
10.	A livestock farmer can treat his animals without any prescription from the Veterinary doctor				2.148
11.	Veterinary extension is a part in livestock service delivery systems concerned with the overall development of livestock farmers				2.703*
12.	A veterinary doctor is essential for every village in obtaining quality veterinary services				2.592*
13.	Insurance service is provided by public service delivery systems alone				2.444*
14.	Insurance service is provided by private service delivery systems alone				2.185*
15.	From time to time different livestock development projects are taken up by public service delivery systems				2.703*
16.	Vaccines are produced and distributed by public service delivery systems				2.518*
17.	Subsidies are provided by public service delivery systems				2.777*
18.	Subsidies are provided by private service delivery systems				2.111
19.	Mobile veterinary services are provided by public service				2.296

	delivery systems				
20.	Mobile veterinary services are provided by private service delivery systems				2.444*
21.	Public service delivery systems are only meant to serve dairy animals				2.074
22.	NGO's are only meant to serve urban people				1.925
23.	Marketing facilities are being provided by service delivery systems				2.407*
24.	Extension services are a part of service delivery systems				2.777*
25.	Service delivery systems vary in their association with the government officials				2.296
26.	Service delivery systems are involved in the village development activities				2.481*
27.	All Service delivery systems will provide incentives for good response from the farmers				2.037
28.	Farming equipment is provided at free of cost by public service delivery systems				2.296
29.	Farming equipment is provided at free of cost by private service delivery systems				1.851
30.	Drugs for deworming are supplied by public service delivery systems				2.592*
31.	Drugs for deworming are supplied by private service delivery systems				1.888
32.	Public private partnership extends the services to remote areas				2.222
33.	Government will not provide any funds to services provided in Public Private Partnership mode				1.740
34.	New breeds are introduced by Public service delivery systems alone				2.296
35.	New breeds are introduced by Private service delivery systems alone				1.962

***Statements having Weighted mean values more than Overall Mean (2.3074) {were retained for Knowledge scale development}.**

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