

CONSTRAINTS PERCEIVED BY OFFICIALS OF DAIRY UNION IN SOUTHERN RAJASTHAN

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Abstract: This study explores the constraints expressed by the officials of dairy union. Data were solicited from 24 officials working in procurement and input unit of Udaipur Dairy Union, Rajasthan. Results shows that major constraints perceived by the officials are “inadequate staff at field level and vast area of jurisdiction under a single supervisor” (88.90 MPS), “financial shortage for programme execution” (56.90 MPS), and “irresponsible and mischievous transporter” (55.60 MPS). Inadequate staff and financial problem break down the transfer of technology at door step of dairy farmers.

Keywords: Constraints, officials, dairy union.

INTRODUCTION

Dairy Union plays significant role on knowledge empowering of dairy farmers (Singh and Sharma 2004-05). Therefore, level of adoption of dairy technology of dairy farmers is higher (Singh *et al.*, 2014). Women members of Dairy Cooperative Societies have active participation in dairy activities (Upadhyay *et al.* 2014). Dairy union provides by initiating various input facility programmes of breeding, feeding, health care and management of dairy animals for their members. (Singh and Sharma 2009 & 10). It results in higher income of dairy farmers (Rathore 2000, Singh and Sharma 2006). Although, dairy farmers perceiving constraints (Singh *et al.* 2015). The extension personnel perceived either medium or higher level of the constraints (Verma *et al.* 2014). Various institutes are working for overcoming the constraints perceived by different stockholders through transforming their knowledge and skill. Field functionaries are satisfied with the training programmes (Singh *et al.* 2016).

Rajasthan Cooperative Dairy Federation with its milk unions engaged in regular activities of

milk collection, processing and marketing of milk and its products. The 'Udaipur Dairy' is one of the largest milk union in milk procurement, number of dairy cooperative societies and number of registered members in the tribal area of Southern Rajasthan. Therefore study was conducted to ascertain the constraints perceived by officials of dairy union.

RESEARCH METHODOLOGY AND METHODS

The "Udaipur Zila Dugdh Utpadak Sahakari Sangh Limited" (Udaipur Dairy Union) was purposively selected for the present study. Udaipur district is situated in the Southern part of Rajasthan. There were 24 union officials working in P and I unit of Udaipur Dairy Union, all union officials were selected for the present investigation. An instrument consisted 14 items of constraints perceiving by dairy officials was developed and data were recorded on three-point continuum *viz.*, "most important", "important" and "less important" by assigning scores 3, 2 and 1, respectively. The constraint index for each aspect was calculated by using the following formula:

$$\text{Mean Per cent Score} = \frac{\text{Constraints score obtained by an individual}}{\text{Maximum obtainable score}} \times 100$$

RESULTS AND DISCUSSION

Constraints as expressed by officials of dairy union

The existing rate of milk procurement has been found much below than desired level, owing to constraints at union level. A critical analysis of these constraints is presented in Table 1. The data reveal that "inadequate staff at field level and vast area of jurisdiction under a single supervisor" was the most important constraint as expressed by union officials with MPS 88.90 and ranked first. This may be due to the fact that most of the supervisors covering more than 40 DCSs and majority of supervisors want to decrease their area of jurisdiction. The next important constraint expressed by union officials were "financial shortage for programme execution" (56.90 MPS), "irresponsible and mischievous transporter" (55.60 MPS), "lack of proper rapport between management committee and others" (43.10 MPS), "inadequate infrastructural facilities in the veterinary hospitals and A.I. centers" (41.70 MPS), "lack of community approach for effective participation in society affairs" (35.70 MPS) and "lack of timely communication in the departments" (34.70 MPS). These constraints were ranked 2nd, 3rd, 4th, 5th, 6th and 7th, respectively by the respondents.

Table 1. Constraints perceived by union officials

S.No.	Constraints	MPS	Rank
1.	Financial shortage for programme execution	56.90	2
2.	Inadequate staff at field level and vast area of jurisdiction under a single supervisor	88.90	1
3.	Lack of coordination and cooperation between society and union	11.10	12
4.	Lack of proper rapport between management committee and others	43.10	4
5.	Lack of community approach for effective participation in society affairs	35.70	6
6.	Inadequate infrastructural facilities in the veterinary hospital and AI centre	41.70	5
7.	Lack of facilities for conducting extension activities	23.60	8
8.	Lack of interest among executive staff	2.78	14
9.	Inadequate knowledge of field staff in providing guidance to farmers	18.10	10
10.	Incompetency of field supervisors to persuade farmers for selling milk	19.40	9
11.	By-laws of union are not satisfactory	12.50	11
12.	Lack of technical experience of secretaries of societies	5.56	13
13.	Irresponsible and mischievous transporter	55.60	3
14.	Lack of timely communication in the department	34.70	7

MPS = Mean per cent score.

Table further shows that “lack of facilities for conducting extension activities”, “incompetence of field supervisors to persuade farmers for selling milk”, “inadequate knowledge of field staff in providing guidance to farmers”, “by-laws of union are not satisfactory”, “lack of coordination and cooperation between society and union” were perceived as important constraints, respectively by the union officials. While “lack of technical experience of secretaries of societies” (5.56 MPS) and “lack of interest among executive staff” (2.78 MPS) were the least important constraints as perceived by the union officials.

The above findings are in line with the findings of Acharya (1984) who reported that inadequate infrastructural facilities in the veterinary hospital and AI centers was the important constraint perceived by the dairy personnel. Rao (1987) and Shrotri (1989) observed that inadequate field staff is one of the most important constraint in dairy development. Bairathi (1993) pointed out inadequate fund, financial shortage for programme execution were the most important constraints perceived by the union officials. Pareek (1998) found that vast area of jurisdiction under a single supervisor, inadequate funds, and inadequate staff at field level was the important constraints expressed by the personnel of dairy union.

CONCLUSION

It can be concluded from above results that most important constraint perceived by the dairy officials was “inadequate staff at field level and vast area of jurisdiction under a single supervisor”. Second and third important constraints of dairy official were “financial shortage for programme execution” (56.90 MPS), and “irresponsible and mischievous transporter” (55.60 MPS), respectively. Other important constraints were “lack of proper rapport between management committee and others” (43.10 MPS), “inadequate infrastructural facilities in the veterinary hospitals and A.I. centres” (41.70 MPS), “lack of community approach for effective participation in society affairs” (35.70 MPS) and “lack of timely communication in the departments” (34.70 MPS).

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