

A CRITICAL ANALYSIS ON TECHNOLOGY AND INFORMATION MANAGEMENT ORIENTATION AMONG FIELD VETERINARIANS OF ANDHRA PRADESH

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Abstract: An ex-post-facto study design was followed to study the Technology and Information Management Orientation among the field veterinarians of Andhra Pradesh. The data was collected from 120 field veterinarians working as Veterinary Assistant Surgeons in Animal Husbandry Department through a pretested, structured interview schedule and was analyzed with standard statistical tools. The results revealed that majority of the field veterinarians had a medium level of Technology and Information Management Orientation. A special focus on curriculum development, trainings in ICTs and infrastructure development will improve the management orientation among the field veterinarians which will further influence the effectiveness of providing quality services for the dynamic development of farming community.

Keywords: Livestock Development, Management Orientation, ICT, TIMO, VAS and Veterinarian.

Introduction

Veterinarian is the key stakeholder in livestock extension at grass root level by performing multidimensional role in livestock development through clinical, advisory and extension activities as a part of rural development and poverty alleviation. Apart from this, the public veterinarian has to carry out certain other functions like employment generation programmes, fodder distribution programmes and all the other preventive programmes to curb the spread of animal diseases as well as zoonotic diseases in both rural and urban scenario. Andhra Pradesh being a state of populous and diversified livestock species and veterinarian in the post of Veterinary Assistant Surgeon (VAS) being the major backer to the State Animal Husbandry Department in carrying out various national and state level livestock development programmes, he/she should be tough enough in handling the robust technology and information which is generated from minute to minute to cater the diversified and dynamic needs of the society. So, managing the novel technologies and information was found to be a key factor in the success of the veterinarians in the present scenario.

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Several studies were conducted on veterinarians, but very scarce were focused on management orientation of the field veterinarians.

Keeping this in view a study entitled “A Critical Analysis on Technology and Information Management Orientation among Field Veterinarians of Andhra Pradesh” was systematically planned and conducted.

Methodology

Ex-post-facto research design was followed in the current research. 40 respondents each from Srikakulam, Guntur and Chittoor districts of Andhra Pradesh were randomly selected to constitute a sample of 120 respondents and they were administered with a pretested and structured interview schedule. The data thus collected was subjected to appropriate statistical tools for analysis and interpretation.

Results and Discussion

Technology and Information Management Orientation (TIMO) among Field Veterinarians

Table: 1 Distribution of respondents according to TIMO

N = 120

S.No.	TIMO	Frequency	percentage
1.	Low	23	19.17
2.	Medium	71	59.16
3.	High	26	21.67
Total		120	100.00

MEAN = 27.31

SD = 2.27

The results from Table 1 indicated that 3/5th of the respondents had medium (59.16 %) level of TIMO while, 1/5th each of the respondents belonged to high (21.67%) and low (19.17%) levels of TIMO. It was surprising to find that extensionists like veterinarians who are well educated and are expected to have high level of TIMO were lagging behind by majority of them falling under medium category of TIMO. It was also found that the minimum educational qualification for the post of VAS was B.V.Sc or B.V.Sc & A.H which was oriented more towards diagnosis and treatment of diseases rather than towards the management of technology and information which are obvious for the VAS working at grass root level. So, without any formal training on management orientation, it is difficult for the

veterinarians to attain higher level of TIMO. Emphasis on implementing training programmes on Technology and Information Management will bring about fruitful results in the achievement of field veterinarians (Roshan Baig, 2015; Suresh Kumar, 1997 and Reddy, 1995).

Relationship between independent variables and Technology and Information Management Orientation among field veterinarians

Table: 2 Relationship between independent variables and TIMO

S.No.	Independent variable	Correlation coefficient (r)
1.	Age	0.001 NS
2.	Gender	-0.045 NS
3.	Work experience	-0.032 NS
4.	Background	0.025 NS
5.	Schooling	0.055 NS
6.	Social participation	0.05 NS
7.	Innovativeness	0.453 ***
8.	Mass media exposure	-0.132 NS
9.	Extent of knowledge	0.155 NS
10.	Familiarity	0.146 *
11.	Information Management Behaviour	0.038 NS
12.	Trainings Acquired	-0.014 NS
13.	ICT utilization	0.209 **
14.	Attitude towards ICT tools	0.136 NS

* : Significance at 0.10 level of significance

** : Significant at 0.05 level of significance

*** : Significant at 0.01 level of significance

NS : Non-significant

The results of coefficient of correlation (Table 2) between independent variables and TIMO has followed a relationship trend as explained below.

The independent variables viz., Innovativeness, ICT utilization and Familiarity with ICT tools had a significantly positive correlation with TIMO at 1 per cent, 5 per cent and 10 per

cent levels of significance, respectively. It could be inferred that these three variables had a strong influence on the technology and information management orientation among the field veterinarians. An innovative individual will always prefer for the trial and adoption of new technologies and to supplement this, he/she has to utilize the modern ICT tools for latest information and thus becomes familiar with the ICT tools which eventually leads to higher level of management orientation.

It was also apparent from Table 2 that the independent variables viz., Age, Background, Schooling, Social Participation, Information Management Behaviour, Extent of knowledge in ICTs and Attitude towards ICT tools had a non-significantly positive correlation while, Gender, Work experience, Mass Media Exposure and Trainings Acquired in ICTs had a nonsignificantly negative correlation with management orientation.

A focus on trainings in ICTs and infrastructure development will improve the TIMO among field veterinarians. Apart from this, exclusive courses for emphasizing TIMO could also be included in the B.V.Sc course curriculum.

Combined effect of independent variables on Technology and Information Management Orientation of the respondents

The Multiple Linear Regression analysis was worked out to determine combined effect of the explanatory variables on the management orientation. The coefficient of determination (R^2) value, partial regression coefficient (b) values and their corresponding 't' values were as given in Table 3. It was evident from these values that Innovativeness had a significantly positive association while, Mass media Exposure had a significantly negative association with management orientation at 1 per cent and 10 per cent level of significance, respectively. The ' R^2 ' value (0.270) explained that all the independent variables put together had brought a variation of 27 per cent in management orientation.

Table: 3 Multiple Linear Regression analysis of independent variables with Technology and Information Management Orientation of the respondents.

S.No.	Independent Variable	Partial regression coefficient value (b)	't' value
1.	Age	0.487	1.141
2.	Gender	-0.065	-0.634
3.	Work experience	-0.484	-1.142
4.	Background	0.015	0.093
5.	Schooling	-0.043	-0.428

6.	Social participation	-0.095	-0.874
7.	Innovativeness	0.404	4.392***
8.	Mass media exposure	-0.185	-1.751*
9.	Extent of knowledge	0.015	0.093
10.	Familiarity	0.105	0.622
11.	Information Management Behaviour	0.005	0.046
12.	Trainings Acquired	-0.046	-0.499
13.	ICT utilization	0.094	0.648
14.	Attitude towards ICT tools	0.082	0.899

* : Significant at 0.10 level of significance $R^2 = 0.27$

** : Significant at 0.05 level of significance

*** : Significant at 0.10 level of significance

Conclusion

The study of field veterinarians in special reference to Technology and Information Management Orientation concluded that majority of the VASs had medium level of TIMO and the same was attributed by their Innovativeness and their familiarity with ICT tools. A special focus on inclusion of courses on TIMO into B.V.Sc curriculum; conducting training programmes and infrastructure development for ICT utilization will improve the Technology and Information Management Orientation among the field veterinarians.

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