

Constraints Experienced by the Veterinarians while Communicating the Information

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ABSTRACT

A survey of 120 veterinarians was conducted in Maharashtra Animal and Fishery Sciences University to study the constraints experienced by the veterinarians while communicating the information. Constraints like non availability of needed literature, lack of time and non availability of funds were experienced in information input, processing and output. The university authorities should take immediate measures against the constraints experienced by the veterinarians.

Key words : Constraints; Veterinarians; Communication

One of the important problems associated with modernization of livestock in India is the lack of steady flow of information to the livestock farmers. Communication of information plays an important role in innovation diffusion. Modernization of animal husbandry greatly depends on creation of livestock technology, but full use of available technology is not being made in many areas of the country. Number of research findings and results remained unused and remain only in laboratories and research stations. Only a fraction of this useful information reaches to the livestock owners and the farmers. The present study was therefore planned and undertaken to study the constraints experienced by the veterinarians while communicating the information

METHODOLOGY

The study was conducted in four colleges under Maharashtra animal and fishery sciences university jurisdiction. A sample size of 120 veterinarians were selected to access the constraints experienced by them while communicating the information. The data was collected by personal interview with the help of pretested semi-structured schedule specially designed for the study.

RESULTS AND DISCUSSION

Information input : The findings pertaining to the constraints faced by the veterinarian in information input are shown in Table 1. It is seen that 'non-availability of needed literature in the library (60.00 per cent) was the major constraint faced by the veterinarian followed by non-availability of location specific technology (50.00 per cent), lack of time (41.67 per cent) and lack of opportunities to interact with the experts in concerned field (35.00 per cent). More than one-fourth of the veterinarian weren't having membership of relevant

periodicals (34.17 per cent), lack of transport facilities to visit the farmers field (30.00 per cent) and poor access to Internet (29.17 per cent). Non-membership of professionals societies and lack of proficiency handling computers were expressed by 16.37 and 12.50 per cent of respondents respectively

Table 1. Distribution of veterinarian according to the constraints experienced in information input (N=120)

S.No.	Category	f	%
1.	Non-availability of needed literature in library	72	60.00
2.	Non-availability of location specific Technology.	60	50.00
3.	Lack of time.	50	41.67
4.	Lack of opportunities of interact with expert in concerned	42	35.00
5.	Non- subscribers of relevant periodicals	41	34.17
6.	Lack of transports facilities to visit the farmer's field.	36	30.00
7.	Poor access to internet.	35	29.17
8.	Non- membership of professionals societies	20	16.37
9.	Lack of proficiency in handling computers.	15	12.50
10.	Lack of encouragement from superiors.	15	12.50
11.	Lack of co-operation from the colleagues.	13	10.83

Information processing : A persual of data In Table 2. clearly revealed that more than three fifth (63.33 per cent) of the veterinarian experienced lack of time followed by non availability of materials for preparation the communication aids (33.33 per cent). More than one-fourth (25.83 per cent) veterinarian expressed non-availability of easy internet connectivity facility in the university followed by lack of co-operation from clients

Table 2. Distribution of veterinarian according to the constraints experienced in information processing (N=120)

S. No.	Category	f	%
1.	Lack of time	76	63.33
2.	Non availability of materials for preparation the communication aids	40	33.33
3.	Non availability of easy internet connectivity facility in the university	31	25.83
4.	Lack of co-operation from clients in evaluation	30	25.00
5.	Inadequate computer facilities in each department / college	28	23.33
6.	Lack of knowledge and skill in preparing communication aids	15	12.50

in evaluation (25.00 per cent). Inadequate computer facilities in each department / college and lack of knowledge and skill in preparing communication aids were expressed by 23.33 per cent and 12.50 per cent of respondents respectively, as the other major constraints in information processing.

Information output : Data depicted in table.3 reveal that non-availability of funds seemed to be the most striking constraint faced by 53.83 per cent of the veterinarian. The other constraints in descending order were lack of time (50.83 per cent), non-availability of transport facilities (36.67 per cent), non availability of relevant information from reliable sources (23.33 per cent) and less opportunity provided (25.83 per cent) respectively. The findings of

the present study are similar with the findings of Kubde and Sinha (1985), Sawant et al (1993) and Abdullah et al. (2002).

Table 3. Distribution of the veterinarian according to the constraints experienced by them in information output

S.No.	Category	f	%
1.	Non availability of funds	67	53.83
2.	Lack of time	61	53.83
3.	Non availability of transport facilities	44	36.67
4.	Less opportunity provided	31	25.83
5.	No knowledge about the time and schedule of extension activities	30	25.00
6.	Non availability of relevant information from reliable resources	28	23.33
7.	Lack of knowledge about technique of preparing for radio talk and T.V. Programmes	20	16.67
8.	Lack of encouragement from the superior	20	16.67
9.	Lack of co-operation from the colleagues	08	06.67

CONCLUSION

Constraints analysis would lead to conclude that the major constraints faced by the veterinarian in information input, processing and output needs to be eliminated and due care should be taken by the concerned to ensure that such problems do not arise in the way of communication process. Immediate measures should be taken by the university authorities to help the veterinarian to overcome the existing constraints.

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