



# Training Willingness of Beneficiaries under Mini Kamdhenu Dairy Scheme in Lucknow Mandal of Uttar Pradesh

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## ABSTRACT

The study was conducted over 93 beneficiaries in Lucknow Mandal of Uttar Pradesh under Mini Kamdhenu Dairy Scheme (MKDS) to find out willingness of beneficiaries concerned to training in the areas of dairy farming. In order to identify perceived willingness of beneficiaries, the responses of individual beneficiary were recorded on four point continuum as most preferred, preferred, least preferred and not preferred with respective scores 4, 3, 2 and 1 by pre tested structured interview schedule of MKDS beneficiaries. Total weighted mean was calculated for each aspect by adding up frequencies and multiplied with respective continuum scores and ranked accordingly. The study revealed that majority of MKDS beneficiaries (73.1%) perceived most preferred off-campus training, lecture followed by question- answer and practical (59.1%), frequency of training (one to three month) by (61.30%), duration of training (1-3 d) by (60.4%) and organization of training in rainy session by 61.3 per cent.

**KeyWords:** Beneficiaries, MKDS, Training, Willingness.

## INTRODUCTION

Mini Kamdhenu Dairy Scheme (MKDS) has been a recent dairy development scheme of government of Uttar Pradesh for the sake of increasing milk production by introducing good quality germ plasm from outside the state. It is a popular and capital intensive scheme which includes establishing units of cows of only either cross-bred Jersey, or cross-bred Holstein Friesian, or Shahiwal breed and buffaloes of Murrah breed. Farmers/beneficiaries decide whether the unit would be of cows only or buffaloes only or a mix of the two with limited to 50 numbers. However, the cows to be kept in a dairy unit are to be of only one breed i.e. either all of them are cross-bred Jersey or cross-bred Holstein Friesian or Sahiwal breed. All the animals under this scheme need to be purchased from outside the state. Besides this, the beneficiary

should have at least 0.8 ha of land, excluding the land required for construction of sheds and store houses etc. Beneficiaries of this scheme were new entrants in organised dairy farming and training was necessary to provide a constant support of technological knowledge to farmers (Pharate *et al*, 2010). Hence, training programme should be according to willingness of beneficiaries. The time, method, training interval, venue of training must be according to preferred choice of beneficiaries in order to get fruitful results. Therefore, the present study was undertaken to note down the willingness of trainees selected under MKDS about training programmes.

## MATERIALS AND METHODS

A descriptive and exploratory research design was applied to investigate the Mini Kamdhenu

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Dairy Scheme. The present study was carried out in the state of Uttar Pradesh which comprises 75 districts and 18 mandals. Out of these, the present study was purposively carried out in Lucknow mandal because its highest number of dairy animals (54.56 lakh) possession (Anon, 2015). Lucknow mandal comprises 6 districts, viz., Hardoi, Lakhimpur Kheri, Lucknow, Rai Bareli, Sitapur and Unnao. From each of the six selected districts, an exhaustive list of beneficiaries was prepared under the Mini Kamdhenu Dairy Scheme with the help of competent authority. From these listed beneficiaries, all beneficiaries who had established MKDS unit till December 2015 were selected.

There were total 133 MKDS units but the sample size taken was of 93 adult members who were actively involved in the operation of Mini Kamdhenu Dairy Scheme Unit. The respondents were interviewed on various identified parameters through an interview schedule, which was developed in accordance of the specific objectives of the study. Training willingness of MKDS's beneficiaries were operationalised as the perception of beneficiaries about different aspects of training related to dairy farming viz., type and methods of training, duration and place of training which

were vital for formulating a suitable strategy. The perceived willingness of the beneficiaries in major areas of training concern with organised dairy farming were assessed on four point continuum *i.e.*, most preferred (MP), preferred (P), least preferred (LP) and not preferred (NP) with their respective scores of 4, 3, 2 and 1. After that total weighted mean score was calculated and choices ranked on the basis of total weighted mean score

## RESULTS AND DISCUSSION

### Type of training

Table 1 revealed that off-campus training was most preferred by 73.10 per cent beneficiaries followed by distance learning (58.1%) whereas on-campus training was least preferred (46.2%) of MKDS beneficiaries. This might be because of the involvement of MKDS beneficiaries in more than one enterprise or activity at a time. Hence, beneficiaries might have preferred off-campus trainings at their villages and distance learning without physical mobility from their village.

### Venue of training

The data further revealed that *Krishi Vigyan Kendra* was most preferred venue for training

**Table 1. Distribution of beneficiaries according to choice for type of training and venue. N =93**

Sr. No.	Parameter	MP	P	LP	NP	TS	TWMS	Rank
<b>A.</b>	<b>Type of training</b>							
1	Off- Campus training	73.10	26.90	0.00	0.00	347	3.73	I
2	Distance learning	58.10	30.10	11.80	0.00	322	3.46	II
3	On-Campus training	8.60	9.60	46.20	35.60	178	1.91	III
<b>B</b>	<b>Venue of training</b>							
4.	Krishi Vigyan Kendra	59.10	30.10	6.40	6.40	322	3.50	I
5.	Development Block	53.80	35.50	4.30	6.40	313	3.40	II
6.	SDAH at district level	16.10	64.50	19.40	0.00	276	3.00	III
7.	Own village	1.10	60.30	27.90	10.70	234	2.54	IV
8.	Local institution	9.70	2.20	43.00	45.10	164	1.78	V

MP = Most Preferred, P = Preferred, LP = Least Preferred, NP = Not preferred, TS = Total Score, TWMS = Total weighted mean score

## Training Willingness of Beneficiaries

followed by Development Block. The State Department of Animal Husbandry (SDAH) at district level was preferred by 64.50 per cent of MKDS beneficiaries as training venue, whereas own village (60.30%) and local institutions (43.0%) were least preferred. As MKDS unit is labour intensive which needs continuous supervision on the part of beneficiaries. Hence beneficiaries prefer off-campus training. However, due to non-availability of infrastructural and training material at villages, the farmers prefer training at KVK and development block office where physical facilities for imparting training were available.

### Training method

The results (Table 2) revealed that lecture followed by question-answer and practical was most preferred method of training by 59.10 per cent of beneficiaries, whereas exposure visit with film show and power-point presentation were preferred by 57.00 and 58.10 percent, respectively. Lecture followed by question-answer session and lectures with film shows, was preferred by 12.90 and 10.80 percent of the beneficiaries, respectively. None of the beneficiaries considered working at dairy farm as a training method, whereas 65.60 per cent beneficiaries least preferred. This could be due to their experience in dairy farming.

### Training frequency

Table 3 revealed that majority (61.3%) of MKDS beneficiaries most preferred to undergo training once in every three months, followed by every six month (12.9%) and every year (4.3%). This might be due to the divergence of MKDS beneficiaries from traditional to organized dairy farming.

### Duration of training

Table 3 envisaged that one to three days duration training was most preferred by majority (60.4%) whereas one week and two week duration of training were most preferred by 21.50 and 10.80 per cent, respectively. This could be due to the beneficiaries' involvement in more activities. This finding was in accordance with those of Khan *et al* (2011) and Kumar *et al* (2013).

### Season for training

Likewise, the rainy season was perceived as most preferred season for training, followed by winter season, summer session and lean period in the order of preference. Preferring rainy season for undergoing training could be due to the reason that MKDS beneficiaries were usually free during this period.

**Table 2. Distribution of beneficiaries according to their choice of training method (N=93)**

Sr. No.	Training Method	MP	P	LP	NP	TS	TWMS	Rank
1	Lecture, question- answer and practical	59.10	33.30	4.40	3.20	324	3.48	I
2	Exposure visit with film show	57.00	24.70	11.80	6.50	309	3.32	II
3	Power point presentation	58.10	24.70	1.10	16.10	302	3.24	III
4	Lecture followed by question-answer session	12.90	54.80	32.30	0.00	261	2.80	IV
5	Lecture with film shows	10.80	28.00	41.90	19.40	214	2.30	V
6	Working at dairy farm (Learning by doing)	0.00	1.10	65.60	33.30	156	1.67	VI

MP = Most Preferred, P = Preferred, LP = Least Preferred, NP = Not preferred, TS = Total Score, TWMS = Total weighted mean score

**Table 3. Distribution of MKDS beneficiaries according to their choice, frequency and season of training. (N=93)**

Sr. No.	Parameter	MP	P	LP	NP	TS	TWMS	Rank
<b>A</b>	<b>Frequency</b>							
1	Every 3 months	61.30	25.80	1.10	11.80	311	3.34	I
2	Every 6 months	12.90	6.50	48.40	32.30	186	2.00	II
3	Every year	4.30	3.20	28.00	64.50	137	1.47	III
<b>B</b>	<b>Duration</b>							
4.	One- three days	60.40	24.70	6.50	6.50	319	3.43	I
5.	One week (6 d)	21.50	8.60	49.50	20.40	215	2.31	II
6.	Two weeks	10.80	9.70	26.90	52.60	166	1.78	III
<b>C</b>	<b>Season</b>							
7.	Rainy season	61.30	25.80	1.10	11.80	313	3.36	I
8.	Winter season	10.80	28.00	41.90	19.40	214	2.30	II
9.	Summer season	15.10	10.80	53.80	20.40	205	2.20	III
10.	Lean period	12.90	1.10	53.70	32.30	181	1.94	IV

MP = Most Preferred, P = Preferred, LP = Least Preferred, NP = Not preferred, TS = Total Score, TWMS = Total weighted mean score

### CONCLUSION

The off campus training was most preferred by MKDS beneficiaries and ranked first, followed by distance learning with rank second. The MKDS beneficiaries had chosen *Krishi Vigyan Kendra* as most preferred venue for training and ranked it first on the basis of total weighted mean score. The MKDS beneficiaries rated one to three days duration training as “most preferred” and ranked it first and rainy season was perceived as most preferred time for training on dairy farming.

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