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## **Case study: Effect of information seeking behaviour with constraints analyzed by women entrepreneurs**

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### **Abstract**

The present study was conducted on 120 women dairy farmers selected from 8 villages of Mathura district to assess the effect of information seeking behavior with constraints analysed by dairy farmers. The data were collected through pre-tested structured interview schedule by holding personal interview with the dairy farmers during 2016-17, the result revealed that information seeking behavior in personal localite category it was found 41.67 percent, in personal cosmopolite category it was found 50 percent, in impersonal cosmopolite channel category 48.33 percent. And Constraint is something that imposes a limit or restriction or that prevents something from occurring. Thus the constraints perceived by the respondents was measured as cognitive constraints, institutional constraints, input constraints, extension services, feeding constraint and breeding constraints, marketing constraints. Constraints perceived by the farmers were that majority of respondents 84.90 percent perceived constraints in institutional category, 80.49 percent had perceived constraints in extension services, 70.18 percent had perceived constraints in marketing ranked III, 68.25 percent in cognitive category ranked IV.

**Keywords:** Information seeking behavior, dairy farmers, constraints, channel, respondents

### **Introduction**

The role of information seeking behavior is very important in decision making and subsequent use of information for the adoption of technologies, to be successful in any kind of venture, farmers' need varieties of information which leads to change in their mind set in gathering information. A good information seeking behavior will definitely leads to fewer constraints perceived by the farmers as they refer or follow good sources for their information.

### **Methodology**

This study was conducted in Mathura district of Uttar Pradesh which is purposively selected for the study. Mathura geography has a major influence on its climate and topography. Mathura lies between the coordinates 27°41'North latitude and 77° 41 ' East longitudes. This city in Uttar Pradesh is located on the beautiful banks of the river Yamuna. Mathura, popularly known as Brajbhoomi, is 145 km south of the capital city, New Delhi. The holy city is just 50 km from Agra, where the beautiful Taj Mahal is located. Total population of Mathura district is 2,541,894 in which 70.32 percent rural population and 29.68 percent urban population and constitutes 1.27 percent of total population of Uttar Pradesh Mathura was an economic hub, located at the junction of important caravan routes. Today, it is a fast expanding city with over 2.5 million residents. Mathura has been divided into four tehsils and ten Blocks with Geographical Area of 3340 Sq Km. Mathura had 89 Nyaya Panchayat 479 Gram Panchayats and 736 Revenue villages. The study was conducted during 2016-2017, to know the personal and socio-economic characteristics and extent of adoption of recommended improved dairy management by the practices by the famers. 8 villages were selected from the district randomly. From each village 15 respondents were selected on random sampling techniques, thus the total sample constituted for the study was 120. The information was gathered from the respondents personally using pre tested structured interview.

### **Information Seeking Behaviour**

It refers to the frequency with which the sources were consulted by the respondents in order to seek information regarding animal husbandry and agriculture related information. Sources of information included personal localite channels, personal cosmopolite channels and impersonal cosmopolite channels.

To find out the extent of consultation of information to each of these sources were fitted in three point continuum that is regularly, occasionally and never. The scoring of 2, 1 and 0 followed respectively. The sources of information were classified into following categories:

**Personal-localite**

Personal localite are the people who belong to the farmers’ own social system. It was measured in terms of family members, relatives, friends, progressive farmers and village quacks. The response of the respondents was obtained on three point continuum. The respondents were classified into low, medium and high on the basis of cumulative square root frequency method.

SL. No.	Category	Range
1.	Low	<4.0
2.	Medium	4.0 – 6.0
3.	High	>6.0

**Personal cosmopolite**

Personal cosmopolites are the source of information from outside the social system of farmer. It includes veterinary officer, livestock extension officer, paravet, subject matter specialist, university personnel, dairy cooperatives, inputs dealers etc. The response of the respondents was obtained on three point continuum. The respondents were classified into low, medium and high on the basis of cumulative square root frequency method.

SL. No.	Category	Range
1.	Low	<5.0
2.	Medium	5.0 –8.0
3.	High	>8.0

**Impersonal cosmopolite**

Impersonal cosmopoliteness is the degree to which an individual is exposed to the mass media. It was measured in terms of exposure to newspaper, radio, TV, magazine, awareness campaigns, computer, mobile phone, CD/DVD etc. with respect to various aspects of dairying and animal husbandry. The respondents were classified into low, medium and high on the basis of cumulative square root frequency method.

SL. No.	Category	Range
1.	Low	<2.0
2.	Medium	2-4
3.	High	>4.0

**Constraint analysis:** Constraint is something that imposes a limit or restriction or that prevents something from occurring. Thus the constraints perceived by the respondents was measured as cognitive constraints, institutional constraints, input constraints, extension services, feeding constraint and breeding constraints, marketing constraints. This constraint analysis is done by Garrette Ranking technique. By using this technique, the order of merits given by the respondents was changed into ranks by using the following formula:

$$Percent\ position = \frac{100(R_{ij} - 0.5)}{N_j}$$

Where,  $R_{ij}$  –Rank given from  $i^{th}$  factor by  $j^{th}$  individual.  
 $N_j$ – Number of factors ranked by  $j^{th}$  individual.

The percent position of each rank was converted into scores by referring table given by Garrette (Garrette and Woodworth, 1969) [12].

**Results and Discussion**

The results in Table 1 reveal that information seeking behavior size was categorized into three groups, viz, Personal localite, Personal cosmopolite and Impersonal Cosmopolite Channel.

**Table 1:** Distribution of respondents according to Information seeking behavior (n=120)

SL. No.	Variable	Categories	Frequency	Percentage
1.	Personal localite	Low (<4)	26	21.67
		Medium (4 – 6)	44	36.67
		High (>6)	50	41.67
2.	Personal cosmopolite	Low (<5)	48	40.00
		Medium (5 – 8)	62	36.67
		High (>8)	10	8.33
3.	Impersonal Cosmopolite Channel	Low (<2)	7	5.83
		Medium (2 – 4)	55	45.83
		High (>4)	58	48.33

The respondents in the study areas have high (41.67%) personal localite contact followed by medium contact (36.67%) respectively.

The results of Personal cosmopolite shows that majority of the respondents (8.33% & 36.67%) have high and medium contact with service provider.

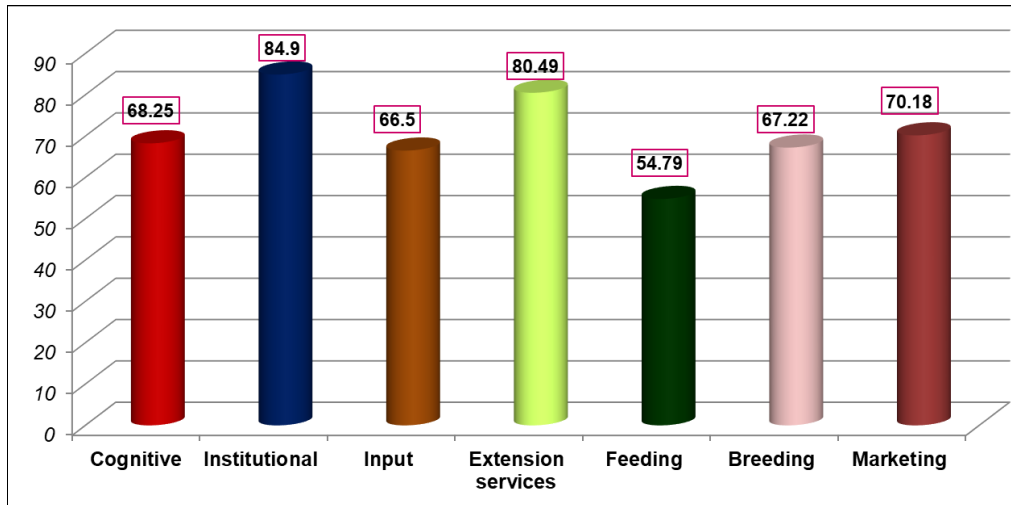
The respondents have high Impersonal Cosmopolite Channel 48.33 percent followed by medium category 45.83 percent and only 5.83 percent has low impersonal source of information respectively. Respondents mainly source of information is personal localite in this category they generally consult with family members, relatives, local leaders and friends. In impersonal cosmopolite source of information respondents like to gather their source of information from TV, radio and newspaper they prefer leaflet and poster occasionally.

**Constraints perceived by the respondents**

The result regarding the constraints perceived Table 2 And Figure 1 by the respondents indicates that institutional constraints (84.90%), followed by extension services constraints (80.49 %) and constraints related to the marketing (70.18 %) ranked as first, second and third based upon their seriousness respectively. It was further stated that cognitive constraint, breeding constraint, input constraints and feeding constraint were ranked fourth, fifth, sixth and seventh respectively.

**Table 2:** Distribution of respondents according to the pooled constraints perceived (n=120)

SL. No.	Category	Garrette Score	Rank
1.	Cognitive	68.25	IV
2.	Institutional	84.90	I
3.	Input	66.50	VI
4.	Extension services	80.49	II
5.	Feeding	54.79	VII
6.	Breeding	67.22	V
7.	Marketing	70.18	III



**Fig 1:** Distribution of respondents according to the constraints perceived

The relative ranking of constraints by women farmers was presented in table 3 the major cognitive constraints perceived by the respondents were inadequate information about silage making, inadequate information about disease management, and inadequate information about improved breed which ranked first, second and third respectively.

The result reveals that in institutional category procedure for getting claim in livestock insurance, loan/credit from financial institution and inadequate financial institution in rural areas are the major constraints.

The major constraints that the respondent faced in input

category were cost of improved breed /varieties, cost of basic input like feed, medicine and equipment and labour availability which ranked as first, second and third respectively.

The results also state that advice by unqualified person on solving repeat breeding problem, inadequate entrepreneurship development oriented training, high feeding cost, methods for preparing balance ration and unavailability of green fodder were also major constraints faced by the respondents.

**Table 3:** Distribution of respondents according to the constraints perceived (n=120)

SL. No.	Variables	Garrette mean Score	Rank
<b>1.</b>	<b>Cognitive</b>		
i.	Inadequate knowledge about the management of disease in animal	72.92	II
ii.	Inadequate knowledge about improved breed	64.17	III
iii.	Inadequate knowledge about silage making	93.75	I
iv.	Inadequate knowledge about feeding of mineral mixture	54.58	V
v.	Difficulty in keeping milk during summer	55.83	IV
<b>2.</b>	<b>Institutional</b>		
i.	Inadequate financial institution in the rural areas	77.50	IV
ii.	Difficulty in getting loans	80.83	III
iii.	Difficult procedure for getting loan from bank	87.08	II
iv.	Difficult procedure to get the claim for animal insurance	94.17	I
<b>3.</b>	<b>Input</b>		
i.	High cost of improved breed /varieties	87.92	I
ii.	High cost of feed ingredient, equipment and medicine	85.00	II
iii.	Unable to prepare proper records for dairy animal	55.83	IV
iv.	Inadequate availability of labour for dairy farm	59.17	III
<b>4.</b>	<b>Extension services</b>		
i.	Inadequate veterinary hospitals in the village	67.08	VI
ii.	Inadequate artificial insemination center	75.00	V
iii.	Inadequate entrepreneurship development oriented training	85.83	II
iv.	Advice from unqualified person on solving repeat breeding	89.58	I
v.	Unawareness about the improved dairy farming practices	82.50	IV

vi.	Inadequate programme for enhancing the knowledge for farmers	82.92	III
<b>5.</b>	<b>Feeding practices</b>		
i.	Inadequate availability of green fodder	35.83	III
ii.	High cost of concentrate feed	76.25	I
iii.	Inadequate availability of dry fodder	34.58	IV
iv.	Unable to prepare balanced ration for dairy animals	72.50	II
<b>6.</b>	<b>Breeding practices</b>		
i.	Poor conception rate and treatment of repeaters is not rewarding	81.25	II
ii.	Inadequate knowledge and poor appreciation for AI services	60.42	V
iii.	Lack of good breedable bulls for natural service	85.00	I
iv.	High incidence of reproductive disorders	80.83	III
v.	Scarcity of resources to maintain crossbreed/ superior breed of milch animals	78.33	IV
vi.	Problem with heat detection	17.50	VI
<b>7.</b>	<b>Marketing practices</b>		
i.	Lack of proper marketing facility	77.92	II
ii.	Low price of milk	86.67	I
iii.	Lack of proper knowledge about clean milk production	65.42	V
iv.	Non availability of dairy cooperative societies	77.08	III
v.	Lack of knowledge in making value added dairy products	46.25	VII
vi.	Delay in payment by unorganized sector	61.67	VI
vii.	Inadequate transport facilities	75.00	IV

Table 3 Shows that quality breedable bulls for natural service, poor conception rate of animals and higher incidence of reproductive disorders are the major constraints faced by them in breeding category which ranked first, second and third respectively.

The important constraint faced by the respondent in marketing category were low price of milk (86.67), proper market facility (77.92), unavailability of milk cooperatives (77.08) and inadequate transport facilities to transport the milk (75.00) respectively.

### Conclusion

Leaflets and poster were used very less as source of information. It might be due to the reason that the dairy farmers had fair formal education, better rapport with extension agencies, more exposure with different media etc. The findings are in tune with those of Baidha (2011) [7], Kayensuza (2012) [8], Lawrence and Ganguli (2012) [10] and Patel (2013) [9]. Similarly Suresh (2004) [11] reported that majority of dairy farmers had medium level of information seeking behaviour. Kayensuza (2012) [8] reported 94.37% of the respondents had medium information seeking behaviour, whereas Lawrence and Ganguli (2012) [10] and Patel (2013) [9] reported this figure to be 56 percent and 73.75 percent, respectively. Lack of scientific knowledge of cattle farming practices, high incidence of animal diseases, distance location of veterinary hospital and inadequate marketing intelligence for bovines were the major constraints face by the farmers in study area. This finding is in consonance with that of Bairathi *et al.* (1997) [13] who reported that lack of technical guidance was expressed as a very serious constraint faced by the respondents.

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