

Knowledge based adoption practices and information oriented advisory services in livelihood security of small animal farmers under various agro-climatic zones of eastern region of India

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Small animal farming practice plays a pivotal role in livelihood security of small family farmers of rural India as well as in global rural scenario since time immemorial. Realizing the present day challenge, like food and rural livelihood insecurity, Poverty, malnutrition and environmental crisis, scientific orientation for empowering rural small animal based family farmers through knowledge based adoption process and information based rural advisory services are urgently needed under various agro-climatic zones of Eastern India (West Bengal). To formulate the required strategic approach for sustainable vis-à-vis profitable small animal farming practices and to define the role of extension system as well as RASs for empowering these farming communities a vivid study was promulgated in sample small animal farmers of 06 Agro-climatic Zones (ACZ) of Eastern region (West Bengal) of India.

METHODS: In the study, one district from each agro-climatic zone of Eastern India i.e. West Bengal was purposively selected. Out of total 3360 Gram Panchayets (GP), 1178 GPs were selected purposively from six different districts of six different agro-climatic Zones. 5% of 1178, i.e., 61 GPs have been covered randomly. All the villages under 61 GPs have been taken into consideration for this study. Therefore, total number of villages selected for the study was 524 nos. From each village, two small livestock owners (sheep, goat & pig owners) were selected randomly. In this way, 1048 nos. of small animal owners were selected randomly. The field investigation was carried out during December, 2007 to December, 2008 with the help of the pre- tested structured interview schedule constructed for the study. Thirty five (35) no's of independent variables were selected in which 14 no's of socio-economic, 02 no's Communication, 03 no's administrative and 16 no's socio-psychological variables applied to assess the adoption status of selected small animal owners of various Agro climatic zone of W.B, India. Adoption of selected improved Animal Husbandry practices was dependent variable which was measured by adoption index method (Dasgupta, 1968)..

KEY WORDS: Knowledge, Adoption, Information Advisory, Livelihood, Small Animal, Farmers, Agro-climate.