JETIR.ORG ISSN: 2349-5162 | ESTD Year : 2014 | Monthly Issue
JOURNAL OF EMERGING TECHNOLOGIES AND INNOVATIVE RESEARCH (JETIR)
An International Scholarly Open Access, Peer-reviewed, Refereed Journal

Effectiveness of online media mix approach for Livestock owners during Covid

Dr. ARPITA SHARMA[1], Dr. SUNIL KUMAR[2] and [3]NARESH KUMAR KANDPAL
[1]Assistant Professor, Department of Agricultural Communication, G. B. Pant University of Agriculture & Technology, Pantnagar, 263145, Uttarakhand, India
[2]Associate Professor (Animal Genetics and Breeding), Department of Animal Genetics and Breeding, College of Veterinary and Animal Sciences, GB Pant University of Agriculture &Technology, Pantnagar, Udham Singh Nagar.
[3]Senior Sub Editor, Hindustan.

ABSTRACT

Present research investigation was conducted into district Udham Singh Nagar of Uttarakhand. Total 100 livestock owners were selected. Data was collected through online questionnaire. After assessment of the needs and need prioritization, online media mix approach was executed through Google meet platform. Results revealed that majority of respondents were middle age group having primary level of education, joint family size. Majority were using mobile phone to take information. Majority of respondents were using social media as whatsapp, facebook and you tube. Majority of respondents were unaware about mineral mixture, vaccination schedule and formulation of ration etc. An online media mix approach was applied and data revealed that gain in knowledge was increased after implementation of this approach.

KEY WORDS: livestock owners, need, media mix

INTRODUCTION

Livestock is one of the prominent enterprises, which supports the rural households by providing profitable employment and steady income. **(Sharma *et.al.* 2020).**

The total Livestock population is 535.78 million in the country showing an increase of 4.6 per cent over Livestock Census 2012. Total Bovine population (Cattle, Buffalo, Mithun and Yak) is 302.79 Million in 2019 which shows an increase of 1.0 per cent over the previous census. The total number of cattle in the country is 192.49 million in 2019 showing an increase of 0.8 per cent over previous Census. The Female Cattle (Cows population) is 145.12 million, increased by 18.0% over the previous census (2012). The Exotic/Crossbred and Indigenous/Non-descript Cattle population in the country is 50.42 million and 142.11 million respectively. **(20th Livestock Census).**

Uttar Pradesh had the highest buffalo population across India, at about 33 million in 2019. Rajasthan ranked second that year by a large difference, followed by Gujarat. Buffalo population across the country grew by over one percent between 2012 and 2019. Furthermore, livestock population amounted to nearly 535.8 million with cattle, buffaloes and goats making up the largest share. **(Statista Research Department, 2020).**

Thus, we can say that in India many of the rural people are involved in livestock as major occupation. Past researches revealed that study of existing knowledge level and information needs of the dairy farmers and livestock owners are very important in understanding the farming situations at filed level as most of the time farmers themselves may not be aware that they are deficient in some information. (S**ubash *et. al.*, 2015).** Majority of respondents were unaware about many of the aspects related to livestock. **Kumari *et al.*, (2015)** reported that major constraints in the

growth of dairying in lack of knowledge regarding silent heat, high cost of dry fodder, lack of knowledge about feeding practices, milk record keeping and high cost of treatment. Thus, we can say that livestock owners are facing many problems due to lack of knowledge, information and education on many aspects. Present research investigation was carried out with following objectives:

[1] To study the socio-economic characteristics of livestock owners.
[2] To assess the needs of livestock owners.
[3] To study the effectiveness of media mix approach.

MATERIALS AND METHODS

Total 100 livestock owners were selected by the whatsapp group of "*Krishak Bandhu USN"*. This group was created under the ATMA project, *Vikash Bhawan*, Rudrapur. Data was collected through online questionnaire. After assessment of the needs and need prioritization, online media mix approach was executed on Google meet platform. Media mix approach means Videos plus Online lecture and Whatsapp messages were given to livestock owners. A knowledge test was also administered on the respondents before and after implementation of media mix approach. Data was calculated through proper statistical tools.

RESULTS AND DISCUSSION

General Information of Livestock owners

Table 1: General Information of Livestock owners

S.No.	Category	Category	Per Centage
A.	**Age**		
1.	Young (>25)	28	28
2.	Middle (25-50)	53	53
3.	Old (50<)	19	19
B.	**Educational Level**		
1.	No formal Education	12	12
2.	Primary Education	45	45
3.	Secondary Education	43	43
C.	**Family Type**		
1.	Nuclear	39	39
2.	Joint	61	61
E.	**Herd Size**		
1.	Upto 2	56	56
2.	2-3	32	32
3.	More than 3	12	12
G.	**Information Sources**		
1.	Internet	100	100
2.	Television	97	97
3.	Radio	51	51
4.	Print Media	49	49
5.	Mobile	100	100
6.	Extension Agents	39	39
7.	Neighbours and Friends	42	42
8.	Personal Consultants	12	12
9.	Cooperative Societies	19	19
H.	**Use of social media**		
1.	Whatsapp	100	100
2.	You tube	83	83
4.	Facebook	71	71
5.	Farmers' Portals	65	65

Age: Majority of respondents were Middle (25-50) age group (53 per cent) followed by Young (>25) age group (28 per cent) and Old (50<) 19 per cent.

Educational Level: Majority of respondents were educated upto Primary level 45 per cent followed by Secondary Education (43 per cent).
Family Type: Majority of respondents have joint family (61 per cent) followed by Nuclear Family (39 per cent).
Herd Size: Most of respondents (56 per cent) have herd size Upto 2 followed by 2-3 herd size (32 per cent) and More than 3 (12 per cent).
Information Sources: All the respondents were using Mobile Phone and Internet. Total 97 per cent were using Television followed by Neighbours and Friends (42 per cent). Total 39 per cent respondents were taking information from Extension Agent followed by Cooperative Societies (19 per cent).
Use of social media: All the respondents were using Whatsapp followed by You tube (83 per cent) and Facebook (71 per cent) and Farmers' portals (65 per cent).

Use of social media for taking information related to livestock

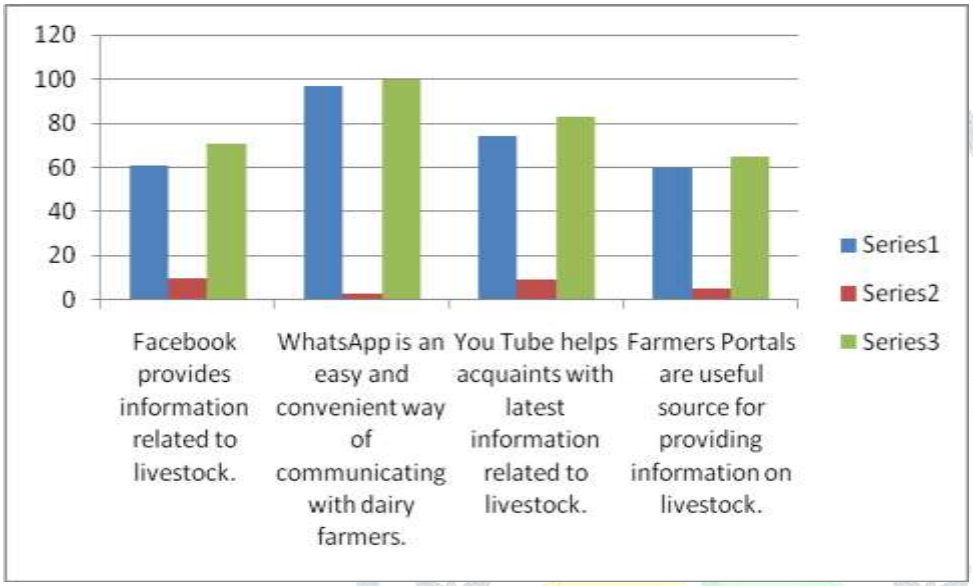


Table 2: Use of social media for taking information related to livestock (N=100)

S. No.	Statements	Agree	Disagree	Total Users
1.	Facebook provides information related to livestock.	61	10	71
2.	WhatsApp is an easy and convenient way of communicating with dairy farmers.	97	3	100
3.	You Tube helps acquaints with latest information related to livestock.	74	9	83
4.	Farmers Portals are useful source for providing information on livestock.	60	5	65

Use of social media: Result revealed that out of 71 respondents 61 per cent were agree that Facebook provides information related to livestock. Total 97 per cent respondents were reported that WhatsApp is an easy and convenient way of communicating with dairy farmers. Total 74 per cent respondents reported that You Tube helps acquaints with latest information related to livestock followed by Farmers Portals are useful source for providing information on livestock (65 per cent).

Need Assessment of Livestock owners

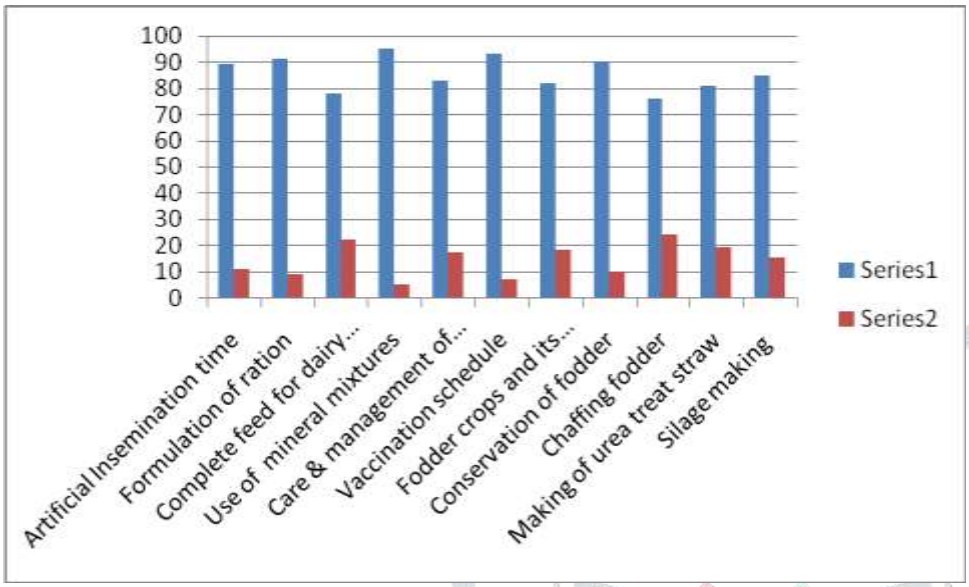


Table 3: Need Assessment of Livestock owners (N=100)

S.No.	Category	Unaware	Aware
1.	Artificial Insemination time	89	11
2.	Formulation of ration	91	9
3.	Complete feed for dairy animals	78	22
4.	Use of mineral mixtures	95	5
5.	Care & management of milch animals and new born calf	83	17
6.	Vaccination schedule	93	7
7.	Fodder crops and its cultivation	82	18
8.	Conservation of fodder	90	10
9.	Chaffing fodder	76	24
10	Making of urea treat straw	81	19
11	Silage making	85	15

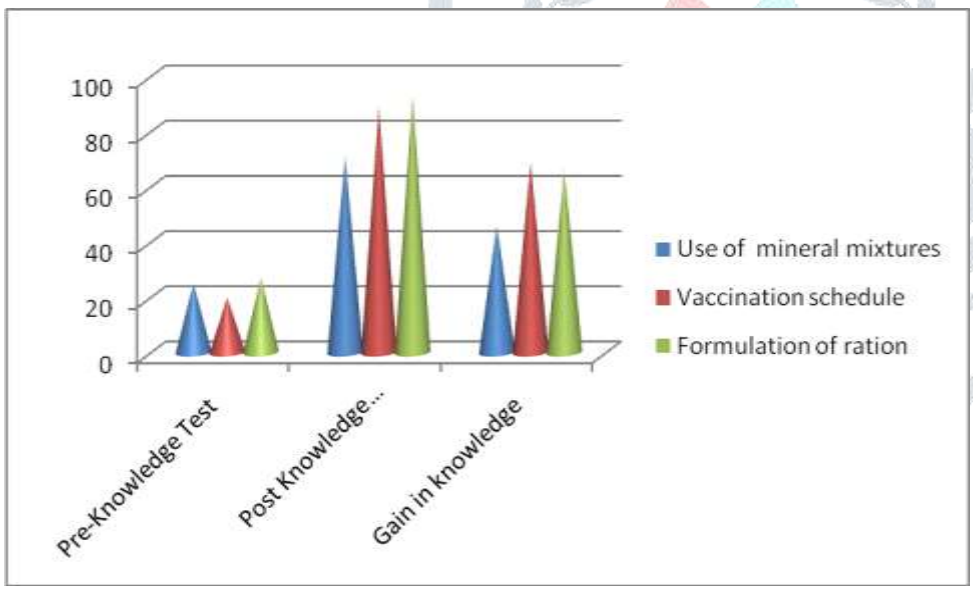
Need Assessment of Livestock owners: Majority of respondents (95 per cent) were unaware about Use of mineral mixtures followed by Vaccination schedule (93 per cent). Total 91 per cent were unaware about Formulation of ration followed by 90 per cent were unaware about Conservation of fodder. Total 89 per cent respondents were unaware about Artificial Insemination time followed by 85 per cent respondents were unaware about Silage making. Maximum respondents (78 per cent) were unaware about Complete feed for dairy animals followed by Chaffing fodder (76 per cent).

Table 4 : Effectiveness of Media Mix Approach (N=100)

S.No.	Category	Pre-Knowledge Test	Post Knowledge Test	Gain in knowledge
1.	Use of mineral mixtures	25.00	71.00	46.00
2.	Vaccination schedule	20.00	89.00	69.00
3.	Formulation of ration	27.00	93.00	66.00

After need assessment need prioritization was done. Three areas were selected in which maximum respondents were unaware about the topic. A media mix approach was applied. In Media mix approach, Videos plus Online lecture and Whatsapp message was given among the livestock owners. Results reported that knowledge level was increased after implementation of media mix approach.

Total 69 per cent knowledge level was increased on the topic of Vaccination schedule followed by Formulation of ration (66 per cent) and Use of mineral mixtures (46 per cent).



CONCLUSION

On the above discussion, this can be concluded that during covid period, ICTs become an effective tool to disseminate the information among the farmers. Farmers, Dairy farmers, Livestock owners are also using social media. Thus, social media is also effective to provide them information on related aspects. During this investigation, it was found that online mode is effective to provide the information among rural communities.

REFERENCES

Sharma, A., Kumar, S. and Kandpal, N.K. (2020). Information Needs of Dairy Farm Women in Nainital District of Uttarakhand. *International Journal of Inclusive Development*, **6**(1): 17-22.

Subash,S. Gupta, J. and Babu, G. P. (2015). Information Needs Assessment and Prioritization of Dairy Farmers. J Krishi Vigyan 2015, 4(1): 51-55

Kumari, S., Sethi, N., Malik, J. S., Yogi, V. (2015). Need Assessment of Women Dairy Farmers. Advances in Social Research December, 2015, **1**(1): 35-42

Statista Research Department. (2020). https://www.statista.com/statistics/1078150/buffalo-inventory-by-state-india/