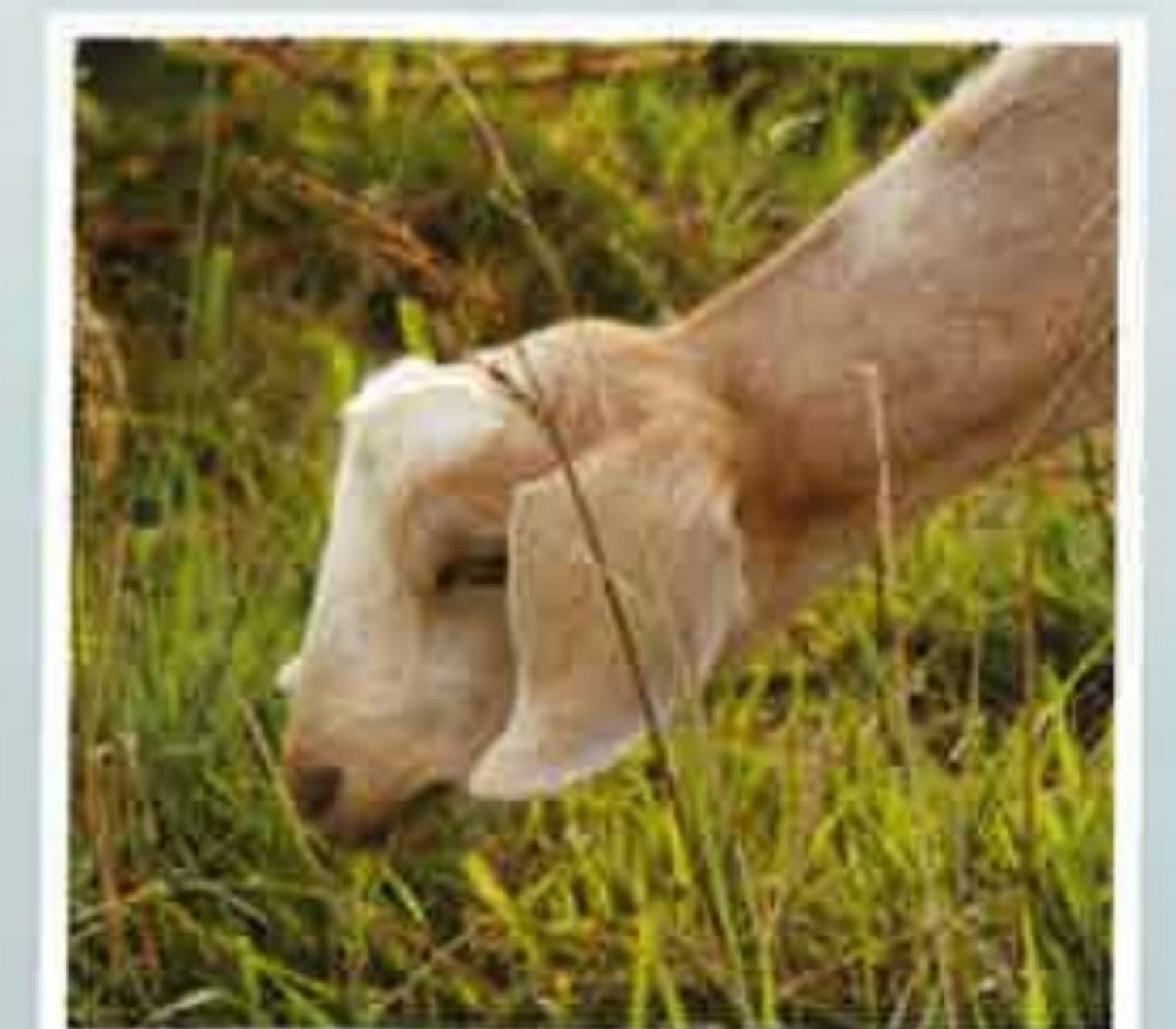




EXTENSION TECHNIQUES FOR LIVESTOCK DEVELOPMENT



S.K.Singh & S.D.Singh



Preface / viii

husbandry sector and its administration is also precisely and briefly explained in the book.

The book is self contained and highly beneficial for the students or field extension workers who need much strong and thorough knowledge of animal husbandry extension techniques. This book is mainly intended for graduate, post-graduate and doctorate students of veterinary sciences, dairy sciences, agricultural sciences and other related fields.

In the end, I acknowledge my sincere thanks to all the staff members of Veterinary University, Mathura who helped and encouraged me to prepare this manuscript in a book form.

Mathura
12-9-2010

Authors

Contents

<i>Foreword</i>	v
<i>Preface</i>	vii
Chapter-1	
Contributions of Livestock to National Income	1
Chapter-2	
Community Development and Panchayati Raj	41
Chapter-3	
Animal Husbandry and Rural Development Programmes	71
Chapter-4	
Animal Husbandry Cooperatives & Operation Flood	187
Chapter-5	
Audio-Visual Aids	227

Contents / x

Chapter-6	
Extension Teaching Methods	259
Chapter-7	
Diffusion and Adoption of Livestock Innovations	287
Chapter-8	
Animal Husbandry Programme Planning	317
Chapter-9	
Farming	381
Chapter-10	
Livestock Marketing	403
Chapter-11	
Veterinary and Animal Husbandry Extension Management and Administration	463
Bibliography	521

Chapter 1

Contributions of Livestock to National Income

Introduction

Livestock sector plays a significant role in the Indian economy, particularly for the welfare of rural population of India. The importance of livestock in India's economy can be gauged from the fact that 90 million farming families rear over 90 million milch animals. Of the total household in the rural areas, about 73 percent own some form of livestock, three-quarter of which are reared by small and marginal farmers.

Today, the overall growth rate in livestock sector is steady and is around 4-5%, despite the fact that investment in this sector is not substantial. This is possible due to the egalitarian distribution of the livestock as compared to land among landless labourers, small and marginal farmers thus resulting in balanced development of the rural economy particularly in reducing the poverty especially among the weaker sections of the society. Livestock also plays an important source of employment in rural India, especially for women. The rural woman plays a significant role in most of the animal husbandry operations

Extension Techniques for Livestock Development

S.K. Singh, Assistant Professor, S.D. Singh: Retd. Professor & Head: Department of Veterinary & Animal Husbandry Extension, College of Veterinary Sciences and Animal Husbandry Pt. Deen Dayal Upadhyaya Veterinary & Animal Sciences University, Mathura-281 001, U.P.

Livestock sector plays a significant role in the Indian economy particularly in reducing poverty among the weaker sections of the society. Livestock not only provides a continuous stream of income but also acts as natural capital assets for the poor in adverse conditions. India is having huge population of livestock but their production potential is below the global average. Besides this, a continuous rise in the demand of livestock products opens door for dissemination of latest innovative methods among livestock owners, farmers, farm women, etc in order to enhance livestock production potential. This requires a strong extension support with trained extension professionals, who may help farmers in identifying their problems, help them to find out solutions to these problems and provide them the required technical know-how with plenty of information.

The primary objective of this book is to increase the proficiency of extension workers as well as improve their proficiency competence by acquainting them with the latest developments in livestock sector and enabling them in better understanding of the existing problems in the villages. This book is also helpful for graduate, postgraduate and doctorate students pursuing studies in veterinary dairy, agriculture, fisheries, and other related sciences and provides them a first hand information on important aspects related to contribution of livestock to national income, community development, panchayati raj, livestock development programmes, audio-visual aids, extension teaching methods, programme planning, adoption and diffusion process, livestock marketing as well as animal husbandry management and administration. We are sure that this book will be beneficial for professors, teachers, trainers, researchers and extension professionals engaged in veterinary and animal husbandry extension and other professional courses.

2011, viii+ 520p., figs., tabs., 25cm

NEW INDIA PUBLISHING AGENCY

101, Vikas Surya Plaza, CU Block, L.S.C. Mkt.
Pitam Pura, New Delhi- 110088, India
Tel: +91-011-27341717, 27341616
Email: newindiapublishingagency@gmail.com
Web : www.bookfactoryindia.com

ISBN : 978-93-8023523-3



9 789380 235233

Rs.1910.00 US\$ 70.00