

2nd Indo-Global Summit & Expo on

Veterinary

October 26-28, 2015 Hyderabad, India

Information communication technologies (ICT's): A way out for livestock extension in Telangana State of India

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Telangana accounts for 3.5% of India's total geographical area and 2.9% of population and ranks 12th both in geographical area and population among Indian States. The State is newly formed 29th State in India and blessed with rich livestock resources, the state stands 10th in Livestock population, 1st in sheep population, 12th in Goat population, 5th in Poultry, 13th in Bovine population and 17th in pig population as per the Livestock Census, 2007. Rural population, more than 2/3rd is being engaged directly in the agriculture sector while 29 lakh families are engaged in livestock sector for their livelihood. The livestock sector contributes 4.86% to GSDP (2010-11 Third Revised Estimates). Telangana state stands 3rd in egg production with an annual output of 942 crore eggs, 6th in meat production with 4.29 lakh MTs and 13th in milk production with 39.51 lakh MTs milk (2012-13 approved estimates of GOI). However, the increased demand for livestock based products, both in domestic and global markets; there is a need to reorient the production system in terms of efficiency and quality. So the farmers are looking for various information sources for carrying out their production, marketing tasks efficiently and safe delivery of quality products to the consumers. With the changing environment of food and agriculture sector including livestock based high value agriculture segment, information and knowledge has increasingly become an important factor of production for effective decision-making. Presently Telangana State are endowed with institutional strength of 8 Veterinary Polyclinics, 102 Veterinary Hospitals, 917 Veterinary Dispensaries, 1105 Rural Livestock Units, 11 Multi-specialty Veterinary Clinics and the technical staff about 3284 (DAH-2013), 2 Veterinary Colleges, 1 Krishi Vigyan Kendra, 5 Research Stations which had the challenge to reach 29 lakh families of livestock rearing spread in length and breadth of the state remained insurmountable. Thus ICT initiatives will provide a strong case for effective coverage and dissemination of livestock outreach information to the farming community. The concept of village information shops (Kiosks), M.S. Swaminathan Research Foundation, Chennai; Information villages of MANAGE in Rangareddy district in Andhra Pradesh; Amul Dairy, Gujarat; Gyandoot of, Madhya Pradesh; EID Parry's Wireless in local loop (WILL) based village Kiosks in Cuddalore district of Tamil Nadu and Wana wired villages of the National Informatics Centre in Kolhapur of Maharashtra are some of the cases which provide good insight about farmers' and farm families information needs and capacity to pay. The educational and research organizations elicited problems related to usage of ICT tools were insufficient budget allocation for ICT tools and poor maintenance of ICT tools 25%, 12.5% reported the problem of erratic Internet connectivity, problem of lack of up-gradation of ICT equipment by 12.5%, 12.5% reported to have faced the problem of viruses and junk mails, 12.5% reported the problem of insufficient number of ICT tools, lack of human resources skilled in the usage of ICTs and infrastructure, lack of training to employees for using ICTs was expressed by 12.5%, 12.5% reported to have latest ICT infrastructure, high cost of ICTs and restriction of use of ICT tools to limited areas of A.H. were encountered by 20% of Service Providers. Thus, this presentation discusses the potentiality of ICT's usage in the state of Telangana for optimum livestock production and marketing and to elicit constraints related to it.

Biography

Ch Satyanarayana is currently working as an Assistant Professor and Head of the Department of Veterinary and Animal Husbandry Extension Education, College of Veterinary Science, SPVNR Telangana State University for Veterinary, Animal and Fishery Sciences, India.

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