

JOB ROLE – ANIMAL HEALTH WORKER

Sector – Agriculture

(Qualification Pack Code: Ref.Id.AGR/Q4804)

Class X



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UNIT 2: Development Programme Implementation and Marketing in Livestock Sector

Session 1: Awareness Programmes for Farmers

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Session Objectives

The student will be able to know about the :

- Awareness programmes by the farmers
- Types of awareness programmes
- Steps for organizing awareness programmes

Introduction

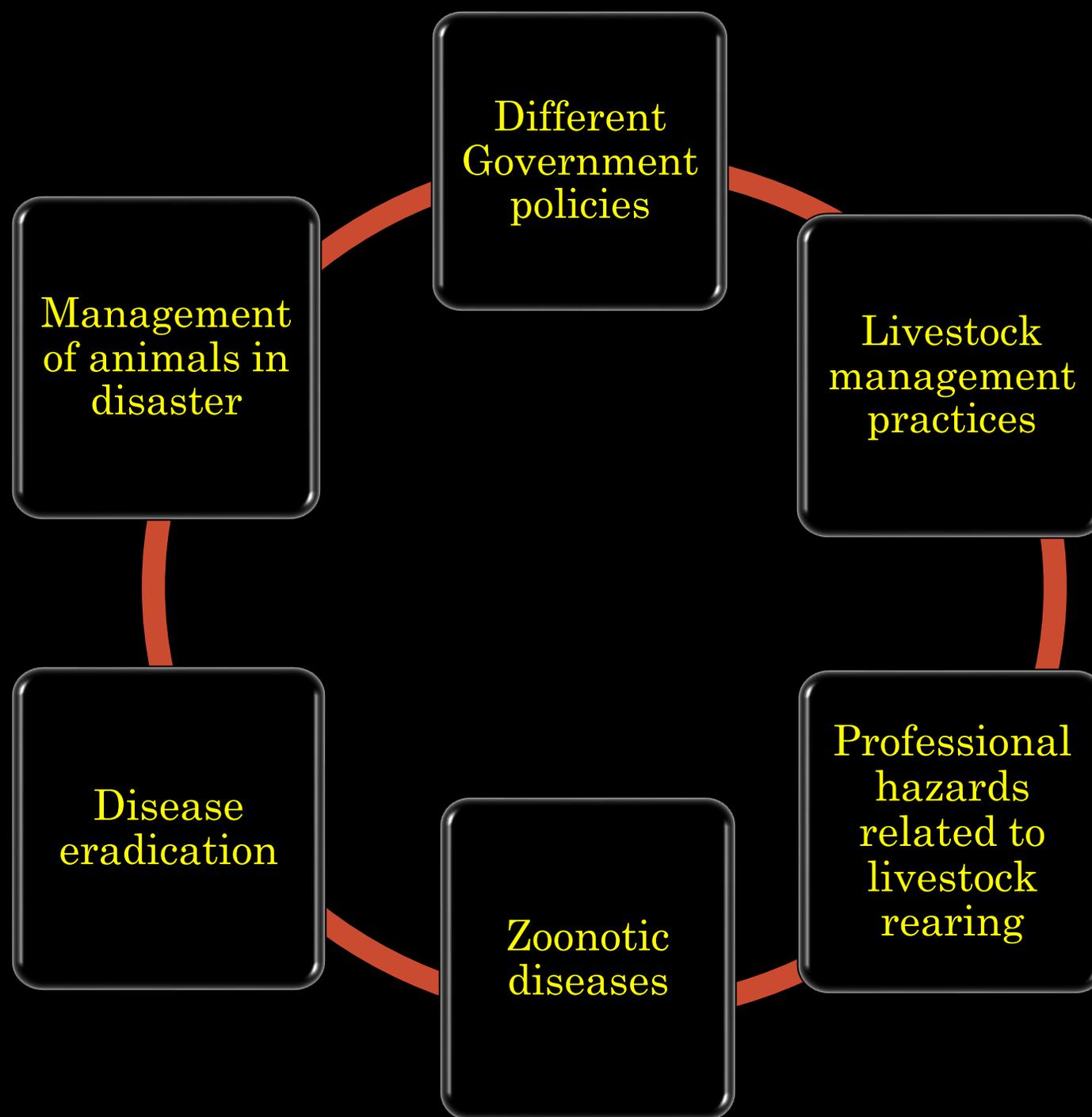
- This unit is about how an animal health worker can assist various organizations in implementing programmes and projects in the livestock sector.
- Issues such as empowerment of livestock farmers, creation of awareness, engagement with stakeholders and promotion of economic activities are discussed in this unit.
- Special focus has been given on marketing of livestock products.

Relevant knowledge

- Awareness programmes entail extending benefits of technology and skills to the rural population.
- It is an effort to extend research-based knowledge to the rural areas to improve the lives of farmers.
- This process offers advice and information to help the farmers solve their problems with the help of authentic information and skills provided to them.
- This encourages the farmers to take proper and beneficial decisions in their operations.

Need for awareness programmes for livestock farmers

- Awareness programmes are the activities conducted to disseminate right and timely information and give exposure to the farming community on different types of farming.
- These programmes cover various animal husbandry/ agricultural marketing reforms, modern marketing methods, policies on livestock farming system, general management practices, latest technology and its transfer, availing bank loan and finances, etc., and to upgrade their skills.



Awareness programmes for farmers

National Programmes For Animal Husbandry And Livestock

To promote animal husbandry based entrepreneurship and to enhance livestock productivity and production, the Department of Animal Husbandry and Dairying, Ministry of Agriculture, Government of India is implementing the following major programmes at the national level.

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1. National Programme for Bovine Breeding and Dairy Development
2. Intensive Dairy Development Programme
3. Strengthening Infrastructure for Quality and Clean Milk Production
4. Dairy Entrepreneurship Development Scheme
5. National Dairy Plan-I
6. Dairy Processing and Infrastructure Development Fund
7. Rastriya Gokul Mission
8. Gokul Gram
9. National Mission on Bovine Productivity
10. National Livestock Mission
11. Entrepreneurship Development and Employment Generation
12. Rural Backyard Poultry Development

Major tools of communication

Written

- Bulletins
- Leaflets, folders, news articles
- Personal letters

Spoken

- General and special meetings
- Farm or home visits
- Telephone calls
- Radio

Visual or objective

- Demonstration
- Slide, film strip
- Motion picture or movies, charts
- Television

Types of awareness programmes

Awareness programmes can be broadly classified into three types according to their target groups

- an individual
- a group
- for the general masses

Different methodology is adopted for different types of awareness programmes.

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Individual contact method

Individual contact method provides face-to-face contact between rural people and extension workers. Thus, this method is very effective in teaching new skills and creating goodwill between farmers and extension workers.

Can be achieved by

1. Farm or home visits
2. Telephone calls
3. Correspondence courses

Group contact method

Group contact method also provides face-to-face contact between rural people in groups of 20 to 25 persons and extension workers. This method provides an opportunity for exchange of ideas, discussing problems and technical recommendations and deciding the future course of action.

Can be achieved by

1. Discussions
2. Demonstrations
3. Workshops
4. Field trips

Mass contact method

Mass contact method creates awareness about new information and skills for a large number of farmers within a very short span of time.

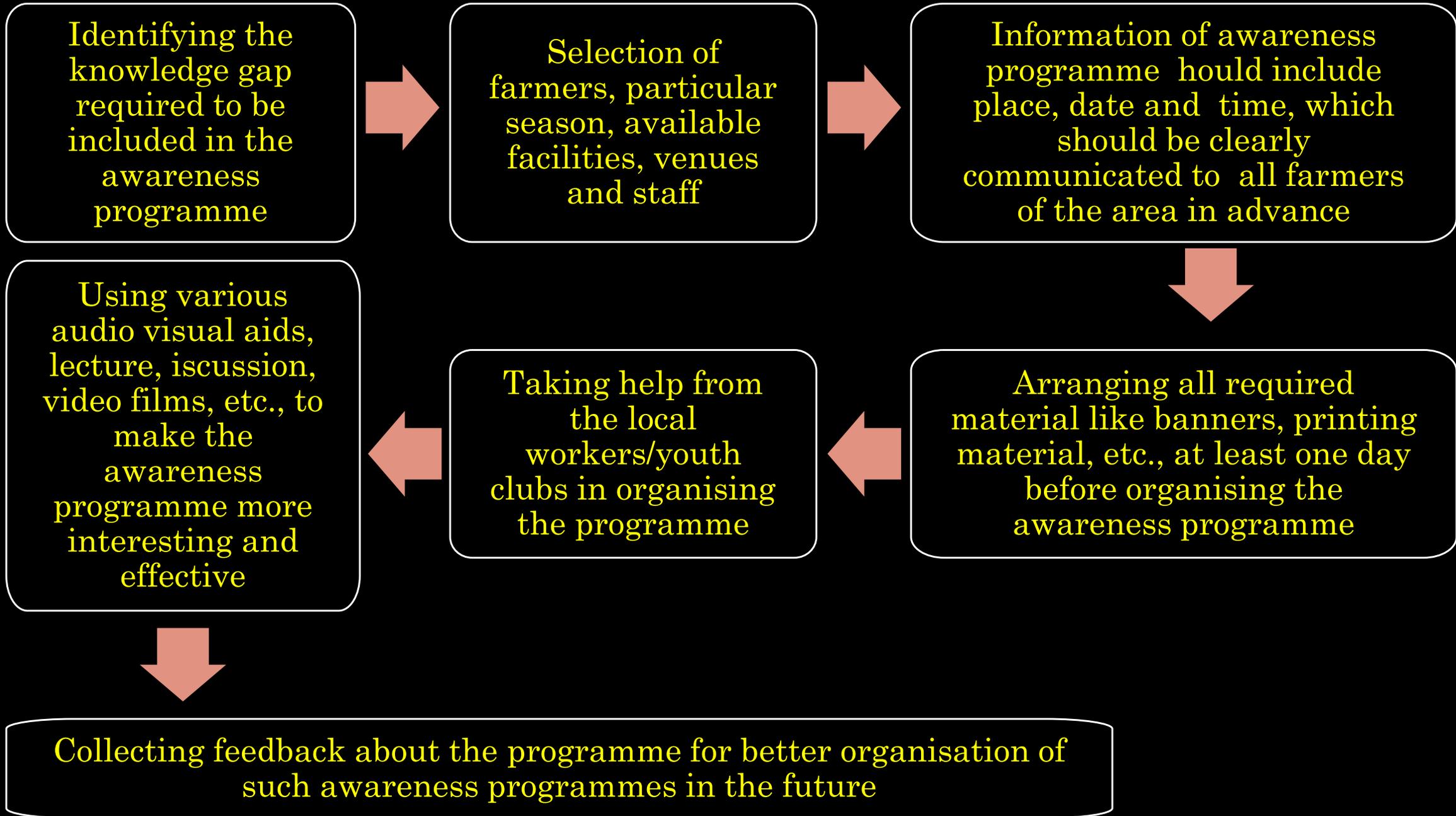
Can be achieved by

1. Posters
2. Publications
3. Radio
4. Television
5. Internet
6. Fairs

Steps for organising awareness programmes

An awareness programme usually has the following steps in the sequential manner.

Cont...



Summary

In this session you have learnt about the :

- Awareness programmes by the farmers
- Types of awareness programmes
- Steps for organizing awareness programmes

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