EFFECTIVENESS OF CD LESSON ON THE KNOWLEDGE LEVEL OF MILKVENDORS IN CLEAN MILK PRODUCTION PRACTICES

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ABSTRACT

Sendamangalam and Erumapatti blocks of Namakkal district were selected as the study area. Thirty milkvendors from each selected blocks formed the respondents. The knowledge level of the respondents was from medium to high before viewing the CD lesson. Cent per cent knowledge level was observed immediately after viewing the CD lesson. The knowledge gain was studied under five different domains, of which highest knowledge gain was noticed in the management of dairy animals. The CD lesson was found to be effective in disseminating knowledge in clean milk production practices among milkvendors.

Key words: Milkvendors, Knowledge level, Knowledge gain, CD lesson, Clean milk production.

INTRODUCTION

Communication method plays an important role in dissemination of information and improving knowledge about latest technologies. Multimedia is an effective tool to transmit information to the illiterate farmers, who form a sizeable population in the country. Multimedia compact disc allows the learner actually to see, hear and use the content to be learned (Roden, 1991). Video tape due to its audio-visual nature is believed to be an effective tool in dissemination of information and imparting technical skills to the farmers. It can be used for farmers to teach about various subjects that are difficult to understand (Banerjee, 1976).

Among the varieties of extension methods available for dissemination of technologies, computer aided devices like Compact Discs (CD) contain technical lessons for transfer of technology.

Quality milk production depends on clean milk production practices followed by the persons involved in dairying viz., dairy farmers and milkmen. Milk is a rich medium containing essential nutrients that acts a source of infection, if contaminated with pathogenic microorganisms. A major portion of milk produced in India reaches the consumers through unorganised sector. Therefore, adoption of clean milk production practices by dairy farmers and milkvendors is a prerequisite for production of quality milk from health point of view as well as for ensuring higher returns to farmers.

Knowledge is defined as the facts known to an individual and presented in cognitive domain. In this study, knowledge was operationalised as the quantum of scientific information known to the milk vendors about clean milk production practices. Knowledge gain was operationalised as the quantum of information or message newly learnt by an individual respondent due to the exposure to CD lesson.

The objective of the present study was (i) to identify the pre and post exposure knowledge level of milkvendors on clean milk production practices and (ii) to study the effectiveness of the CD lesson through knowledge gain index of milkvendors.

MATERIALS AND METHODS

Sendamangalam and Erumapatti blocks of Namakkal district having large number of milkvendors were selected as the study area. Thirty milkvendors from each block. Relevant data were collected by personal interview method from the respondents before and after exposure to the stimulus. The CD developed by Tamil Nadu Veterinary and Animal Sciences University on
Clean Milk Production Practices was used as a teaching aid.

Totally six groups, each group comprising of 10 milk vendors, were exposed once to CD lesson on clean milk production practices of 15 min. duration. The knowledge of the respondents on the subject was measured at two stages viz. pre and post exposure to the Compact Disc (CD) lesson. A teacher made test consisting of 36 items was constructed based on the content of CD lesson. The responses for all the questions were recorded on dichotomous scale. The total score obtained by the respondents indicates the knowledge level on clean milk production practices. The knowledge level of the respondents was classified into low, medium and high categories based on the mean and standard deviation of the pre exposure score. The difference between the pre and post exposure score was taken as knowledge gained by the individual on the subject matter.

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\text{Knowledge gain} = \frac{\text{Post exposure} - \text{Pre exposure}}{\text{Maximum score}} \times 100
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RESULTS AND DISCUSSION

The results are presented in Table 1. It was observed that 63.33 per cent of the respondents had medium knowledge level, one-fourth of the respondents had high level of knowledge (25.00 per cent) and 11.67 per cent had low level of knowledge before viewing the CD lesson. But after viewing the CD lesson, all the respondents had high level of knowledge. The results clearly indicated that the milk vendors already had knowledge on clean milk production practices due to their vast experience in milk vending operations. By viewing the CD lesson the low and medium category respondents attained the high knowledge level category.

It could be inferred from Table 2 that all the respondents (100.00 per cent) were involved in milking, collection and selling of milk, identification of sick animals and offering advice in the treatment aspect. Majority of the respondents helped in purchase and sale of animals (93.33 per cent) and information on feed and fodder sources (90.00 per cent). More than three-fourths of the respondents involved in providing credit facilities (76.67 per cent) and detection of oestrus (75.00 per cent). None of the respondents took part in artificial insemination and pregnancy diagnosis.

The item wise knowledge gain in clean milk production practice by the respondents was classified under five different domains (Table 3). The results indicate that knowledge gain in the subject matter areas cared viz., management of animals (51.43 per cent), milkmen and milking routine (34.90 per cent), animal shed (32.33 per cent), methods of storage and transport (32.08 per cent) and dairying equipment (27.50 per cent).

Among the subject matter areas in management of animals, cent per cent knowledge gain was observed in trimming of hair in the hind legs, tail and around the udder of milch animals, followed by disinfectant used to clean the animals (93.33 per cent). Only a meagre (3.33 per cent) knowledge gain was noticed in care of diseased animals.

In milkmen and milking routine domain, 90.00 per cent knowledge gain was noticed in discarding of fore milk, whereas no knowledge gain was observed in ideal milking interval of cows/ buffaloes.

<table>
<thead>
<tr>
<th>Role</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Milking</td>
<td>60</td>
<td>100.00</td>
</tr>
<tr>
<td>Collection and selling of milk</td>
<td>60</td>
<td>100.00</td>
</tr>
<tr>
<td>Information on sources of feed and fodder</td>
<td>54</td>
<td>90.00</td>
</tr>
<tr>
<td>Artificial insemination</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Detection of oestrus</td>
<td>45</td>
<td>75.00</td>
</tr>
<tr>
<td>Pregnancy diagnosis</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Identification of sick animals</td>
<td>60</td>
<td>100.00</td>
</tr>
<tr>
<td>Advise in treatment aspect</td>
<td>60</td>
<td>100.00</td>
</tr>
<tr>
<td>Help in purchase and sale of animals</td>
<td>56</td>
<td>93.33</td>
</tr>
<tr>
<td>Providing credit facilities</td>
<td>46</td>
<td>76.67</td>
</tr>
</tbody>
</table>
In the area of animal shed maintenance, 63.33 per cent knowledge gain was observed in orientation of the cattle shed and only 8.33 per cent gain was noticed in distance between cattle shed and manure pit.

Among storage and transport area, 70.00 per cent knowledge gain was noted in keeping quality of milk in winter period and absolutely zero per cent gain was observed in filtration of milk before collection and also in exposure of milk to sunlight after milking.

Finally, in the equipment maintenance domain, 65.00 per cent knowledge gain was noticed in cleaning the milking utensils whereas a very low (1.67 per cent) knowledge gain was observed in using milking vessels covered with lid.

The knowledge gained in Clean Milk Production after viewing the CD lesson was 51.43 per cent in management of animals, 34.90 per cent in milkmen and milking routine, 32.33 per cent in animal shed maintenance, 32.08 per cent in storage and transport and 27.50 per cent in equipment. Since 63.33 per cent of the respondents in the study already had medium level of knowledge before viewing the CD lesson, the knowledge gained by viewing the CD was only 35.65 per cent. However after viewing the CD all the respondents knowledge level was found high.

**REFERENCES**
