

Livestock is an integral part of the socio- economic life of Indian farmers and contribute 26 percent of agricultural GDP. Livestock is a rich source of high quality foods such as milk, meat and eggs and provided income and employment to millions of rural farmers, particularly women with nutritional security. About 75 percent of the Indian rural households are keeping the livestock out of which the resource poor farmers own nearly 80 percent of the livestock so extension of livestock information has become an important component for rural development.

Considering the importance of livestock in the national economy, there is an alarming need for specialized livestock extension system. The livestock owners need time-bound relevant and reliable information. However, considerable resources have been directed towards disseminating information on basic crops, little attention has been given for disseminating information related to livestock development. Livestock production systems and practices are changing, and farmers' needs are changing, too. Farmers are increasingly aware of new technologies and improved practices. Dynamics of socio-economic development and effective transfer of technology requires a wide array of innovative extension management.

Today's extension management services are being challenged to serve as the connecting actor in complex agricultural innovation systems.