

**PERCEIVED EFFECTIVENESS OF INDIGENOUS TECHNICAL  
KNOWLEDGE AMONG LIVESTOCK OWNERS OF DANG  
DISTRICT IN SOUTH GUJARAT**

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**ABSTRACT**

India has a very rich heritage of indigenous health care and treatment systems that have been used for animals since generations. These indigenous practices percolate from generation to generation by word of mouth and is considered to be a holistic approach of livestock management adopted by traditional farmers which are at risk of extinction. The basic objective of this research was to study the perceived effectiveness of indigenous technical practices in relation to their parallel scientific technologies among livestock owners of Dang region in terms of cost, accessibility, compatibility, sustainability, adaptability, rationality and complexity regarding bloat which is commonly occurring ailment in animals.

**KEYWORDS:** Perceived Effectiveness, Indigenous Technical Knowledge (ITK), Morden Veterinary Drug (MVD), Livestock Owners, Dang