



Correlates of knowledge of poultry farmers about poultry technology

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ABSTRACT : The poultry farming in India was mostly a backyard venture till 1960s and indigenous chicken constituted the major share and their productivity was around 60-70 eggs per bird per year. It refers to common knowledge or understanding of the poultry farmers about poultry enterprise. This present study was carried out in Anand district of Gujarat state. Anand district comprises of eight talukas. Out of these, two talukas viz., Anand (97 poultry units) and Petlad (23 poultry units) having maximum poultry units were selected. Two third poultry farmers having at least three years of experience in operating poultry enterprise from each selected taluka were selected randomly. Thus, 65 poultry farmers from Anand and 15 from Petlad talukas were selected for this study. Thus, total 80 poultry farmers were selected and considered as respondents with specific objectives to study the correlates of knowledge towards poultry farmers. The study indicated that less than one third (31.25 %) of the respondents had medium level of knowledge towards poultry farming. The study also showed that variables like, age, education, caste, competition orientation, market orientation, extension contact, risk orientation, innovation proneness, scientific orientation, achievement motivation, ability to co-ordinate activities, economics motivation, self-confidence, decision making ability and planning orientation pattern were having close association with correlates of knowledge towards poultry farmers in study area.

KEY WORDS : Correlates, Knowledge, Poultry farmers

HOW TO CITE THIS PAPER : Patel, T.R., Patel, J.K. and Sipai, Salman (2013). Correlates of knowledge of poultry farmers about poultry technology, *Res. J. Animal Hus. & Dairy Sci.*, 4(2): 64-66.

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