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Correlets 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 Peltad 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

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INTRODUCTION

India poultry industry has made a tremendous growth during the 4 decades. In the world market, India ranks 5th in eggs and 20th in meat production. Poultry farming has proved that it can ensure economic and social rehabilitation of weaker section of the society. This has been identified as a tool to fight three evils of our modern society, namely malnutrition, unemployment and supplementary income. There are wide variations in the production and consumption pattern of poultry in various regions. Under rural condition, the consumption is still less. India's earning from export of poultry products is very low. The major share of broiler export is in favour of USA, China and Holland. China has emerged as a potential exporter country from Asia along with Thailand. India poultry industry has no search itself about facilities for producing safe products for human consumption. The reality is that more than 80 per cent has not begun to derive the benefits from the poultry industry. Now the problem lies as how to approach the major virgin sector in coming years. The extension works were in operation since early 1955 but with the little research support. In a planned manner to fill the required input gap, there is a need to judge the effectiveness of the existing practices and need for change in the approach. It is now gradually acknowledged that the main component needs to be addressed is to improve the existing efficiency and productivity to a desirable level. Layer farming gained momentum up to early nineties but after that, most of the layer farmers winded up their profession of layer keeping and broiler farming began to

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spread its wings. Right from the time of its set up, broiler industry also suffered several jolts owing to increased cost of feed, frequent incidence of diseases and shrinking margins. The farmers who involved in poultry farming are yet ignorant about improved feeding, breeding, management and marketing practices of poultry. Among the livestock enterprise, poultry farming requires smaller capital investment and quick and better returns. Keeping this in view the present study was conducted with the following objectives :

- To study the knowledge of the poultry farmers.
- To study the relationship between profile of the poultry farmers and their knowledge.

MATERIAL AND METHODS

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 Peltad talukas were selected for this study. Thus, total 80 poultry farmers were selected and considered as respondents. Their responses were collected through pre-tested well structured Gujarati version interview schedule. The respondents were contacted at their home or at their poultry farm. The data of this study were collected through personal interview. The collected data were classified, tabulated, analyzed and interpreted in order to make the findings meaningful. The knowledge was measured based on the assumption. Null hypotheses were also formulated. Ex-post-facto research design was applied for the study. The statistical tools such as percentage, mean and co-efficient of correlation, were used.

RESULTS AND DISCUSSION

It refers to common knowledge or understanding of the poultry farmers about poultry enterprise. To understand the role of this variable in operating poultry enterprise, data were collected and presented into five groups according to their knowledge as shown in Table 1.

Table 1 : Distribution of the respondents according to their knowledge about poultry farming **(n=80)**

Sr. No.	Category of attitude	Respondents	
		Frequency	Per cent
1.	Very low (up to 2.60 score)	00	00.00
2.	Low (2.61 to 5.20 score)	13	16.25
3.	Medium (5.21 to 7.80 score)	25	31.25
4.	High (7.81 to 10.40 score)	22	27.50
5.	Very high (above 10.40 score)	20	25.00
	Total	80	100.00

Mean=9.45

Table 2 : Correlates of knowledge of poultry farmers about Poultry technology **(n=80)**

Sr. No.	Characteristics	Correlation of knowledge
1.	Age	-0.347**
2.	Education	0.532**
3.	Caste	0.338**
4.	Competition orientation	0.110
5.	Market orientation	-0.022
6.	Extension contact	0.099
7.	Risk orientation	0.217
8.	Innovation proneness	0.507**
9.	Scientific orientation	0.215
10.	Achievement motivation	-0.256**
11.	Ability to co-ordinate activities	0.029
12.	Economic motivation	-0.317**
13.	Self confidence	-0.188
14.	Decision making ability	0.369**
15.	Planning orientation	0.323**

* Significant at 0.05 per cent level of probability
** Significant at 0.01 per cent level of probability

The data of Table 1 indicate that less than one third (31.25%) of the respondents had medium level of knowledge followed by 27.50 per cent had high, 25.00 per cent had very high level and 16.25 had low level of knowledge about poultry farmers.

Epitomizing the result, it can be said that majority (58.75%) of the poultry farmers had medium to high level of knowledge about poultry farmers. The result is in line with the findings reported by Thorat (2010).

It could be seen from Table 2 that amongst 15 selected variables of the poultry farmers of the study, five variables had established positive and five had negative and significantly correlation with their knowledge of poultry farmers. Those variables that had positive and significant relationship were education, caste, innovation proneness, decision making ability and planning orientation of the poultry farmers. Age, market orientation, achievement motivation, economics motivation and self-confidence were found to be negatively and significantly correlated. Rest variables *viz.*, competition orientation, extension contact, risk orientation, scientific orientation and, ability to co-ordinate activities of poultry farmers failed to show any significant relationship with their attitudes.

Conclusion :

By opitomizing the result, it can be said that majority (58.75%) of the poultry farmers had medium to high level of knowledge about of poultry farming. Out of fifteen variables selected for the study, five variables were found to have positive and five had negative and significant correlation with knowledge of the poultry farmers. The variables which exerted significant and positive relationship with their attitude were education, caste, innovation proneness, decision making ability and planning orientation of the poultry farmers. Age, market orientation, achievement motivation, economics motivation and self-confidence had exerted negative and significant correlation. Rest variables failed to show any significant influence on attitude.

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