



Correlates of attitude towards poultry farmers about poultry technology

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ABSTRACT : 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 unit) and Petlad (23 poultry unit) having maximum poultry unit 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 in this study. Thus total 80 poultry farmers were selected and considered as respondents with specific objectives to study the correlates of attitude towards poultry farmers, revealed that slightly more than two-third (66.25 %) of the poultry farmers had favourable attitude towards poultry farming, followed by 27.50 per cent, 3.75 per cent and 2.50 per cent of them had neutral, unfavourable and most favourable attitude towards poultry farming. The study also shows 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 having close association with correlates of attitude towards poultry farmers in study area.

KEY WORDS : Attitude, Poultry farmers

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India is predominantly an agricultural country, as more than 72.2 per cent of its population is living in villages and majority of them are engaged in agricultural enterprise. In 2004, around 55.96 crores population was found engaged in agriculture which accounts for 51.76 per cent of country's total population. Agriculture is the backbone of India and during the past four decades; spectacular progress has been achieved in agricultural production and productivity, which has been well chronicled and universally recognized. On other hand India's population has largely crossed one billion and by 2035 India will overtake China as the world's most populous

country in the world. While India claims self-sufficiency in production of grains, two-third of the Indian children under the age of 5 is malnourished. The eggs, chicken and meat are rich sources of animal protein, vitamins and minerals. Chicken is the most widely accepted meat in India. Unlike beef or pork, it does not have a much religious taboo. The prices of chicken meat are lower than those of mutton or goat meat. Many Indian families, especially, the educated people in urban areas have begun to accept eggs as a regular supplemental part of their vegetarian diet. The forecast surveys indicate that the present younger generation goes to the adulthood, the acceptability and demand for eggs and chicken meat in next two to three decades is likely to increase many-folds. In the last three decades, poultry has made tremendous strides particularly in the private sector, with the result that India is now self-sufficient with regard to requirements of high quality breeding stocks, modern poultry equipment and availability of medicines, vaccines and technically qualified skilled manpower. Thus, Poultry farming in rural areas may play a significant role in the fight against malnutrition, income

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generation and livelihood improvement among the rural masses of our country. The importance of poultry sector in solving the problems of unemployment and underemployment is well conceived by policy makers and administrators involved in the developmental programs. Among the livestock enterprise, poultry farming requires smaller capital investment and quick and better returns. Keeping in view present study was conducted with following objectives:

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

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 unit) and Petlad (23 poultry unit) having maximum poultry unit 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 in 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 attitude was measured base on 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.

Attitude is defined as the degree of encouraging or depressing feeling of poultry farmers in the acceptance of poultry farming as an occupation. Attitude is a way of thinking, acting or feeling of a person towards a situation or cause. It is

Table 1: Distribution of the respondents according to their attitude towards poultry farming (n=80)

| Sr. No. | Category of attitude | Respondents | |
|---------|-------------------------------------|-------------|----------|
| | | Frequency | Per cent |
| 1. | Most unfavourable (Up to 25.20) | 00.00 | 00.00 |
| 2. | Unfavourable (25.21 to 36.20 score) | 03.00 | 03.75 |
| 3. | Neutral (36.21 to 47.20 score) | 22.00 | 27.50 |
| 4. | Favourable (47.21 to 58.20 score) | 53.00 | 66.25 |
| 5. | Most favourable (Above 58.21 score) | 02.00 | 02.50 |
| | Total | 80 | 100.00 |

Mean =49.39

Table 2: Correlates of attitude towards of poultry farmers about poultry technology (n=80)

| Sr.No. | Characteristics | Correlation of knowledge |
|--------|-----------------------------------|--------------------------|
| 1. | Age | -.202 |
| 2. | Education | .102 |
| 3. | Caste | .018 |
| 4. | Competition orientation | .041 |
| 5. | Market orientation | .229* |
| 6. | Extension contact | .086 |
| 7. | Risk orientation | .347** |
| 8. | Innovation proneness | .302** |
| 9. | Scientific orientation | .602** |
| 10. | Achievement motivation | .111 |
| 11. | Ability to co-ordinate activities | .275** |
| 12. | Economic motivation | .012 |
| 13. | Self confidence | -.156 |
| 14. | Decision making ability | .423** |
| 15. | Planning orientation | .118 |

* and ** indicate significance of values at P=0.05 and 0.01, respectively

accepted fact that an attitude of an individual plays an important role in determining one's attitude.

The data regarding distribution of poultry farmers according to their attitude towards poultry farming is presented in Table 1.

The data presented in Table 1 revealed that slightly more than two-third (66.25 %) of the poultry farmers had favourable attitude towards poultry farming, followed by 27.50 per cent, 3.75 per cent and 2.50 per cent of them had neutral, unfavourable and most favourable attitude towards poultry farming, respectively.

Hence, it can be concluded that majority (68.75 %) of the poultry farmers had favourable to most favourable attitude towards poultry farming as one of the major occupations. Profit is more in the poultry farming irrespective of different sizes of poultry farm as compared to crop farming and profit motives is always determinant factors in shaping positivism leads to develop favourable attitude towards poultry farming might be the possible explanation of this type of result.

This finding is in line with the findings of Sharnappa and Veeranna (1999).

It could be seen from Table 2 that amongst the 15 selected variables of the poultry farmers of the study, six variables had established positive and two had negative and significantly correlation with their attitude. Those variables that had positive and significant relationship were market orientation, risk orientation, innovation proneness, scientific

orientation, Ability to co-ordinate activities and decision making ability and age and self-confidence of the poultry farmer was found to be negatively and significantly correlated. Rest variables viz., education, caste, competition orientation, extension contact, achievement motivation, economics motivation and planning orientation of poultry farmers failed to show any significant relationship with their attitude.

Conclusion:

To epitomize the results it can be said that majority (68.75%) of the poultry farmers had favourable to most favourable attitude towards poultry farming. Out of fifteen variables selected for the study, six variables were found to have positive and two had negative and significant correlation with attitude of the poultry farmers. The variables which exerted significant and positive relationship with their attitude were viz., market orientation, risk orientation, innovation proneness, scientific orientation, Ability to co-ordinate activities and decision making ability. Age and self-confidence had exerted negative and significant correlation. Rest variables failed to show any significant influence on attitude.

LITERATURE CITED

Sharnappa, G. S. and Veeranna, K. C. (1999). Attitude and adoption of the poultry management practices by the farmers of Kolar district in Karnataka. *Indian J. Poultry Sci.*, **34**(2): 270 -273.

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