

Correlates of Knowledge of Poultry Entrepreneurs About Poultry Management Practices

G. N. Thorat¹, S. G. Vahora², and D. B. Ramjiyani¹

1 Assistant Professor, Pashu Vigyan Kendra , TRTC, AAU, Devgadh Baria -389380

2 Associate Professor, Pashu Vigyan Kendra , TRTC, AAU, Devgadh Baria -389380

3 Research Associate, TRTC, AAU, Devgadh Baria -389380

Email : gunvantthorat@rediffmail.com

ABSTRACT

The knowledge of any technology is a key factor for it's' adoption. The present study was conducted in Anand district of Gujarat state, with a view to study poultry entrepreneurs' level of knowledge and correlates of their level of knowledge with poultry management practices. It was evident that majority of the respondents possess medium level of knowledge. The characteristics namely education, experience, training, organizational participation, extension contact, scientific orientation, risk orientation and adoption level of poultry management practices were positively and significantly correlated with knowledge, while caste and occupation were observed negatively and significantly correlated with the knowledge level of the poultry entrepreneurs about poultry management practices.

Keywords: Knowledge, Adoption, Entrepreneur, Poultry and Management practices

INTRODUCTION

Poultry farming is an ancient business in India, but scientific up keep of poultry is very new. It has got economic, nutritional, industrial, recreative and researches importance. It also plays an important role to improve economy of the poultry entrepreneur. Various government and non-government organization have also recognized the importance of poultry farming as employment generating enterprise and are engaged in motivating more and more entrepreneurs to take up this enterprise.

Any enterprise to run in profit requires good knowledge about various activities to be taken up to run the enterprise and management of these activities better way. Knowledge plays an important role for achieving desired results. Knowledge according to English and English (1961) is a body of understood information possessed by an individual or by a culture. Hence, to perform active role in any activities, information being understood play an

important role. Keeping this in view, the present research study was conducted with following specific objective:

OBJECTIVES

- (i) To assess level of knowledge of poultry entrepreneurs' about poultry management practices
- (ii) To ascertain the association between level of knowledge about poultry management practices and selected independent characteristics of the poultry entrepreneurs

METHODOLOGY

The research study was conducted in Anand district of Gujarat state. A total 110 respondents from 30 villages was selected at randomly. All the respondents were personally interviewed for the study. For the measurement of various variables, suitable scales developed by various social scientists were used. Mean, standard deviation and coefficient of correlation were used to analyze the data

RESULTS AND DISCUSSION

Profile of the poultry entrepreneurs

Table 1 : Characteristic of poultry entrepreneurs

n=110

Sr. No.	Characteristics of poultry entrepreneurs	Frequencies	Percent
A	Personal Characteristics		
1	Age		
	Young (below 30 years)	14	12.73
	Middle (between 36 to 50 years)	84	76.36
	Old (Above 50 years)	12	10.91
2	Education level		
	Primary (1 st to 7 th std.)	08	7.27
	Secondary (8 th to 10 th std.)	21	19.09
	Higher secondary (11 th to 12 th std.)	38	34.55
	Graduation and above	43	39.09
3	Experience in Poultry		
	1 to 5 years of experience	24	21.82
	5.01 to 10 years of experience	56	50.91
	10.01 to 15 years of experience	19	17.27
	Above 15.00 years of experience	11	10.00
B	Socio-Economic Characteristics		
4	Caste		
	Upper caste	93	84.55
	Intermediate caste	10	10.00
	Lower caste	6	5.45
5	Organizational Participation		
	Low level	18	16.37
	Middle level	72	65.45
	High level	20	18.18
6	Occupation		
	Only poultry	81	73.64
	Poultry +Farming	16	14.55
	Poultry+ Service	07	06.36
	Poultry+ Farming+ Service	06	05.45
7	Size of the poultry farm		
	Upto 15,000 birds	85	77.27
	15,000 to 30,000 birds	12	10.91
	30,000 to 45,000 birds	05	04.55
	Above 45,000 birds	08	07.27
8	Annual Income		
	Up to ₹1.5 lakh income	59	53.64
	₹ 1.51 lakh to ₹ 3.00 lakh income	23	20.91
	₹ 3.01 to ₹ 4.5 lakh income	18	16.36
	Above ₹ 4.50 lakh income	10	09.09
C	Communicational and Psychological Characteristics		
9	Training in poultry		
	Training received	31	28.18
	Training not received	79	71.82
10	Mass media exposure		
	Low level	08	7.27
	Middle level	84	76.36
	High level	18	16.37

Sr. No.	Characteristics of poultry entrepreneurs	Frequencies	Percent
11	Extension contact		
	Low level	17	15.45
	Middle level	76	69.10
	High level	17	15.45
12	Scientific orientation		
	Low level	18	16.36
	Middle level	80	72.73
	High level	12	10.91
13	Risk orientation		
	Low level	11	10.00
	Middle level	74	67.27
	High level	25	22.73
14	Adoption Level		
	Low level	17	15.45
	Middle level	77	70.00
	High level	16	14.55

A Personal characteristics of livestock keepers

The data presented in Table 1 revealed that majority (75.33 per cent) of the poultry entrepreneurs belonged to middle age group, followed by 14.00 per cent with old age and 10.67 per cent were from young age group. Majority (73.64 per cent) of the respondents had higher secondary to college and above level of education and half (50.91 per cent) of the respondents having 5 to 10 years of experience in poultry farming. The possible reason for this might be that they were aware regarding importance of education, so that middle aged group accepted poultry farming as an occupation. Nimbalkar(1998) in his study of poultry entrepreneurs with special references to production, productivity and management aspects observed that above two-third (64.00 per cent) of the poultry entrepreneurs were educated upto and above level and had experience between 5 to 11 years in poultry farming.

B Socio-economic characteristics of livestock keepers

The data presented in Table 1 indicate that majority (84.55 per cent) of poultry entrepreneurs fall in upper caste due to the upper caste had sound economic conditions and initially for poultry business required a substantial amount of capital which is beyond the lower caste group poultry entrepreneurs. Further observed from the Table 1, that majority of the respondents having poultry as a main occupation and nearly about one-fourth of the respondents had small size of poultry farming i.e. upto 15,000 birds with ₹ 1.5 lakh annual income. last two –three years the bird flu diseases observed in the study area, so the poultry owners possess small size of poultry farm as well as they received low price of the poultry produce.

The data with respect to organizational participation are presented in Table 1 which revealed that majority of respondents (65.45 per cent) had middle level of organizational participation, followed by 18.18 per cent with high level and 16.37 per cent with low level of organizational participation .

C Communicational and psychological characteristics of poultry entrepreneurs

The data presented in Table 1 indicated that majority (71.82 per cent) of the respondents had not received training in poultry, while 76.36 per cent and 69.10 per cent of the respondents had medium level of mass media exposure and extension contact, respectively. This might be due to availability of mass media and awareness of the respondents regarding programmes broadcasted and telecasted on radio and television, respectively as well as availability of farm literature published by various agencies. Moreover, Government of Gujarat posted village extension workers; they have to visit as per their scheduled tour programme. It is apparent from the data in Table 1 that majority of the respondents were found to have medium level of extension contact and risk orientation and adoption level of poultry management practices.

Knowledge level of poultry entrepreneurs

The data portrayed in Table 2 clearly reveals that majority (69.09 per cent) of the poultry entrepreneurs' had medium level of knowledge followed by 16.36 and 14.55 per cent of respondent, in category of low and high level of knowledge, respectively.

Table 2: Distribution of the respondents according to their knowledge level about poultry management practices

n = 110

Sr. No	Knowledge level	Number	Percent
1	Low level (Below 8.79)	18	16.36
2	Medium level (In between 8.79 – 15.43)	76	69.09
3	High level (Above 15.43)	16	14.55

Correlates of knowledge with characteristics of poultry entrepreneurs

The relationship between knowledge and characteristics of poultry entrepreneurs is presented in Table 3.

Table 3: Relationship between independent variables of the poultry owners and their knowledge about poultry management practices

Sr. No.	Independent variables	Correlation coefficient (r-value)
X ₁	Age	0.1719
X ₂	Education	0.3218*
X ₃	Experience in poultry	0.1976*
X ₄	Caste	-0.1999*
X ₅	Organizational participation	0.5850*
X ₆	Occupation	-0.3110*
X ₇	Size of the poultry farm	0.1505
X ₈	Annual income	0.1386
X ₉	Training in poultry	0.3790*
X ₁₀	Mass media exposure	0.6160*
X ₁₁	Extension contact	0.4089*
X ₁₂	Scientific orientation	0.3734*
X ₁₃	Risk orientation	0.2197*
X ₁₄	Adoption	0.4569*

* Significant at 0.05 level of probability.

(1) Knowledge and age

The data presented in Table 3 reflects that age of the respondents was non-significantly associated with their knowledge level. It means, increase or decrease in age of poultry entrepreneurs has not affected the knowledge of respondents in poultry management practices

(2) Knowledge and education

Level of education of the poultry entrepreneurs was observed significantly (r=0.3218) correlated with their

knowledge level. The reason for significant result might be that educated respondents have greater reception power, owing their ability to understand, read and write than less educated and illiterate respondents.

(3) Knowledge and experience in poultry

The data from the Table 3 clearly indicate that experience in poultry was found to be significantly (r = 0.2976) related with knowledge level of poultry entrepreneurs. Positive significant relationship between experience in poultry and knowledge level shows that experience in poultry was a variable, which influenced the knowledge level of poultry entrepreneurs. The probable reason might be that their long / more experience in poultry.

(4) Knowledge and caste

The data presented in Table 3 indicate that caste of the respondents was negatively and significantly associated with the extent of knowledge regarding poultry management practices

(5) Knowledge and organizational participation

A cursory glance at Table 3 reveals that organizational participation had positive and significant relationship with knowledge level of poultry entrepreneurs. This may be due to the fact that poultry entrepreneurs might have considered local organizations as an important service oriented organizations

(6) Knowledge and occupation

Data reflected in Table 3 indicate that occupation was found to be negatively but significant relation with knowledge level about poultry management practices. The probable reason behind this type of relation is that as number of occupation decreases the respondents must be able to concentrate on particular occupation and get more success and ultimately more profit, which influence the knowledge level. This finding is similar with the finding of Patel (1996).

(7) Knowledge and size of the poultry farm

The data presented in the Table 3 indicate that size of the poultry farm had non-significant relationship with knowledge level of the respondents about poultry management practices

(8) Knowledge and annual income

Annual income was found to be positive and non-significant related with the knowledge level of the

respondents. It might be due to fact that they may get inputs and other requirement from other sources nearby farmers to get the information about poultry management practices.

(9) Knowledge and training received

Training in poultry of the poultry entrepreneurs was found positive and significant ($r = 0.3790$) relationship with their knowledge about poultry management practices. Result proves that training play an important role in increasing knowledge. This might be due to fact that poultry entrepreneurs have realized significance of training in increasing their knowledge.

(10) Knowledge and mass media exposure

The data presented in the Table 3 indicate that mass media exposure had positive and significant relationship with knowledge level of the respondents about poultry management practices.

(11) Knowledge and extension contact

Data presented in the Table 3 indicate that extension contact had significant relationship with knowledge level of the poultry entrepreneurs.

(12) Knowledge and scientific orientation

The data presented in the Table 3 indicate that scientific orientation was found positively and significantly correlated with the knowledge level of the poultry entrepreneurs.

(13) Knowledge and risk orientation

The data presented in Table 3 reveals that there was positive and significant association of risk orientation with knowledge level of the respondents. Knowledge is one of the qualities required in any individuals to take risk. Thus, a person with high degree of risk orientation will always try to collect useful information to get success. This may be the reason to have better knowledge among those poultry entrepreneurs who had high degree of risk orientation.

(14) Knowledge and adoption

The relationship between the knowledge level and adoption level of the poultry entrepreneurs for the poultry management practices was found to be positive and highly significant This might be due to the fact that, poultry entrepreneurs who are having better knowledge about poultry management practices are efficient in selecting economical

and feasible technology and adopt the same very quickly.

CONCLUSION

It can be summarized from the above results that there was a positive and significant association between knowledge level of poultry owners and their education, experience, training, organizational participation, extension contact, scientific orientation, risk orientation and adoption level of poultry management practices, while caste and occupation were observed negatively and significantly correlated with the knowledge level of the poultry owners about poultry management practices. The variables like age, size of poultry farm and annual income were positively and non-significantly correlated with knowledge about poultry management practices.

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