

MANAGEMENT EFFICIENCY OF POULTRY OWNERS

G. N. Thorat¹, S. G. Vahora² and M. M. Trivedi³

1 Assistant Professor, Pashu Vigyan Kendra, TRTC, AAU, Devgadh Baria - 389 380

2 Associate Professor, Pashu Vigyan Kendra, TRTC, AAU, Devgadh Baria - 389 380

3 Professor, Department of Pashu Vigyan B. A. College of Agriculture, AAU, Anand - 388 110

E-mail:gunvantthorat@rediffmail.com

ABSTRACT

In present era, scientific management has a great potential for increasing the poultry production. Therefore, raising management efficiency is of prevailing importance for poultry farmer. Keeping this objective the present study on management efficiency of poultry owners in two districts i.e. Anand and Kheda of Gujarat was conducted. Related data were collected with the help of personal interview technique from 150 samples data analyzed by appropriate statistical tools. The study revealed that exactly two third (66.00 per cent) of the respondents had medium level of management efficiency followed by 18.67 per cent and 15.33 per cent of the respondents had high and low level of management efficiency.

Keywords: management efficiency, poultry farmer, poultry management

INTRODUCTION

Today poultry has made a quantum jump to emerge as a dynamic industry, which exist as a backward occupation. During the past decades, our poultry has transformed from a backward activity into a modern, scientific and vibrant industry driven by technology.

At present, India has emerged as the fifth largest egg producer in the world after China, U.S.A, Russia and Japan and the 19th largest broiler producer. There are many factors affecting the development and production of poultry but, the management factor is very important. Management input is not capital, income, and material resources, but it is an individual which helps him to exploit natural resources and accumulate capital. Management is a distinct process consisting of activities of planning, organizing, actuating and controlling, performed to determine and accomplish stated objectives with the use of human beings and other resources (Terry and Franklin, 1984). According to Bora and Ray (1986) management is the process by which the farmer is able to enhance return from the farm on a sustained basis for the attainment of a family goal.

In highly competitive world, the challenges before the poultry owners is how well they can manage the poultry farm to enhance the net returns on a sustained basis. Further, the

resources are very limited in India. Therefore, efficient use of resources depend to a greater extent on how they acquire and adopt innovation in the sector of poultry in effective manner to reach the higher level of performance i.e. management efficiency of the poultry owners for the development of every poultry owner is necessary. By considering all above facts, the present investigation "Management Efficiency of Poultry farmers" was undertaken with the following specific objective:

OBJECTIVE

To know the management efficiency of poultry owners

METHODOLOGY

The present investigation was conducted in milk city of Anand and Charotar bhumi of Kheda district of Gujarat state. Anand districts which is located between north 22.07° to 23.29° Latitudes and east 72.15° to 73.18° Longitude and an average elevation of 45.1 meters. Kheda district is located between north 22.41° to 23.75° Latitudes and east 72.41° to 72.68° Longitude respectively and an 21 meters above the mean sea level.

Anand district is composed of eight talukas and Kheda district is composed of ten talukas. Four talukas from

each district were selected. Thirteen villages from Anand and twelve villages from Kheda districts were purposively selected. In all 150 poultry farmers were selected from 25 villages. for the study. The data were collected through the personal interview. Personal interview schedule has been considered to be the most important tool through which researcher can get most authentic first hand information. The interview schedule was prepared by keeping in view the objectives of the study and was common for all the respondents. Their responses were collected through pre tested, well structured, interview schedule. The respondents were contacted at their home or at their poultry farm.

RESULTS AND DISCUSSION

Management efficiency is a degree to which an individual acquires and adopt effectiveness factors in an enterprise to reach higher level of performance. The data regarding management efficiency of the poultry farmers were categorized into three groups and data of which are presented in Table 1.

Table 1: Distribution of the respondents according to their management efficiency

n=150

Sr. No.	Management efficiency	No	Per cent
1	Low level (Below 56.39 score)	23	15.33
2	Medium level (56.39 to 70.35 score)	99	66.00
3	High level (Above 70.35 score)	28	18.67

Mean =63.37 S.D.=6.98

It was evident from the Table 1, that exactly two third (66.00 per cent) of the respondents had medium level of management efficiency followed by 18.67 per cent and 15.33 per cent of respondents had high and low level of management efficiency. bleh level of economic status through better adoption of poultry enterprise. In a nutshell, it can be said that majority (66.00 per cent) of the respondent had medium level of risk orientation. Patel et.al. (2012) reported revealed that, slightly more than two-third (68.50 per cent) of the rose growers had medium level of management efficiency while 16.54 per cent of the rose growers had high and 14.96 per cent of the rose growers had low level of management efficiency.

This finding derives support from the results

reported by Patel and Patel (2000), Patel et al. (2003), Toppo et al. (2004), Patel (2005) and Patel and Vyas (2015).

CONCLUSION

It can be concluded that majority of the respondents had medium to high level of management efficiency in poultry management practices. It was expected that the findings of this study will be useful to the extension agencies in modifying and qualifying their ways of educating the farmers and their management efficiency of poultry farmers. The outcome of the study will help the planners, administrators and research workers to formulate suitable programme and use appropriate methods to increase the managerial level as well as economic level of the tribal farmers. Also efficient managers can be identified and success stories of them can be exercised by the extension workers to motivate, influence and educate other farmers.

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