

Constraints faced by Poultry Farmers in Adoption of Crisis Management Practices in Poultry Farming and Solutions to Overcome those Constraints

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ABSTRACT

The present study was carried out in Anand district of Gujarat state to analyze constraints faced by poultry farmers in adoption of crisis management practices in poultry farming and solutions to overcome those constraints. The poultry farmers with minimum three years of involvement in poultry enterprise were considered to include in the study. A random sample of total 120 poultry farm owners were selected for the present investigation from the eight Taluka of Anand district of middle Gujarat. The data were collected by personal contacts. The data thus, collected were classified, tabulated and analyzed in order to make the finding meaningful. The statistical measures, such as percentage, mean score, standard deviation and correlation coefficient were used to analysis data. The study revealed that Major constraints faced by the poultry farmers in the management of crisis during poultry farming were; high death rate at outbreak of diseases, shortage of laborers, high rate of labour ,high rate of poultry feed, lack of high producing breeds, lower price of eggs, insufficient and high cost of electricity, high cost of poultry equipments, insufficient services of poultry expert and disease resistant breeds. The other constrains faced by the poultry farmers in the management of crisis during poultry farming were insufficient facilities of export of poultry products, high cost of a day old chick, high prices of land, high charges of poultry experts, insufficient knowledge of poultry production technology, high rate of vaccine and medicines, difficulty in obtaining bank loan, high rate of interest on loan, inferior quality of poultry feed and low prices of cull birds. Whereas major suggestions given by the farmers to overcome constraint in the adoption of crisis management practices in poultry farming in descending order of rank were; credit/loan should be provided to the poultry farmers at reduced rate, facilities of feed testing laboratory should be provided at local stage, at the time of outbreak of diseases free vaccine should be provided to farmers by Government, feed should be made available at reasonable rate, poultry farmers should be encouraged to start own feed mill by providing feed ingredients at reasonable rate and chicks of high producing strain should be provided to poultry farmers on reasonable rate. Other suggestions given by the farmers to overcome constraint in the adoption of crisis management practices in poultry farming in descending order of rank were bird flu resistant strain of poultry bird should be developed, research should be carried out on diseases resistant strain of poultry birds, poultry farm should be provided enough electric supply on reduced rate, government should help farmers to start the eggs powder making factory, eggs prices should be optimum, eggs should be included in mid-day lunch to school students and small farmers should be provided subsidy by the government to start small scale poultry farm.

Keywords : Adoption, Crisis Management, Poultry Farming

INTRODUCTION

The crisis management has become an important component of managing the business. In the current days situation no business is immune to crisis. Crisis may hit an organization in the shape of finance, accidents, product recall or natural calamity. A person must institutionalize the process of crisis management to anticipate, prepare and mitigate an impending crisis. To ensure an effective crisis management

mechanism personal involvement is absolutely essential. In the present study, crisis has been considered, conceptualized and intended to measure in terms of various kinds of risks or uncertainties involved during the complete period of the poultry farming. It is defined as kinds of activities carried out by the poultry farmers to survive against various crisis as and when faced by them during past or existing span of experience of poultry farming. It has been conceptualized and intended to measure in terms of action taken by poultry farm-

ers to stand against any kind of crisis, risks, uncertainties or troublesome situations aroused due to climate, weather, odd situations, parasites, diseases, economy and any other man made factors. Systematic knowledge, planning and adoption of some of the important crisis management practices can help farmers to find out suitable ways to survive during crisis situations during poultry farming. The crisis management in poultry is activities or practices adopted by the farmers to stand against the crisis induced by concentrated period of natural calamities, whether and other men created factors. The low level of awareness and adoption of crisis management practices in poultry can be resulted in low production. Thus, to understand actual position at grass root level, there was a need to make systematic study on the crisis management practices adopted by the poultry farmers to understand existing pattern adopted by farmers to manage high risk and crisis involved in poultry farming. Hence a study was conducted with following objectives.

OBJECTIVES

- 1 To study constraints faced by the poultry farmers in the management of poultry crisis
- 2 To obtained suggestions of the poultry farmers to over-

come the constraints in adoption of crisis management practices.

METHODOLOGY

The present study was carried out in Anand district of Gujarat state. The poultry farmers with minimum three years of involvement in poultry enterprise were considered to include in the study. A random sample of total 120 poultry farm owners were selected for the present investigation from the eight Taluka of Anand District of middle Gujarat. The data were collected by personal contacts. The data thus, collected were classified, tabulated and analyzed in order to make the finding meaningful. The statistical measures, such as percentage, mean score, standard deviation and correlation coefficient were used to analysis data.

RESULTS AND DISCUSSION

The constraints faced by the poultry farmers in the management of poultry crises:

In the present study, some constrains faced by the poultry farmers in adoption of crisis management practices in poultry farming were also studied. In this regarding the data are given in Table 1.

Table 1: The respondents according to their constraints faced in adoption of crisis management practices of poultry farming n=120

No.	Constraints	Mean Score	Rank
1	High death rate at out break of diseases	1.66	1 st
2	Shortage of laborers	1.65	2 nd
3	High rate of laborers	1.64	3 rd
4	High rate of poultry feed	1.62	4 rd
5	Lack of high producing breeds	1.53	5 th
6	Lower price of eggs	1.52	6 th
7	Insufficient and high cost of electricity	1.51	7 th
8	High cost of poultry equipments	1.46	8 th
9	Insufficient services of poultry expert	1.45	9 th
10	Diseases resistant breeds	1.42	10 th
11	Insufficient facilities of export of poultry production.	1.40	11 th
12	High cost of day old chick	1.40	11 th
13	High prices of land	1.36	12 th
14	High charges of poultry experts	1.33	13 th
15	Insufficient knowledge of poultry production	1.33	13 th
16	High rate of vaccine and medicines	1.32	14 th
17	Difficulty in obtaining bank loan	1.31	15 th
18	High rate of interest on loan	1.29	16 th
19	Inferior quality of poultry feed	1.28	17 th
20	Low prices of cull birds	1.25	18 th

It can be seen that major constrains faced by the poultry farmers in the management of crisis during poultry farming were; high death rate at outbreak of diseases, shortage of laborers, high rate of laborers, high rate of poultry feed, lack of high producing breeds, lower price of eggs, insufficient and high cost of electricity, high cost of poultry equipments, insufficient services of poultry expert and diseases resistant breeds. The other constrains faced by the poultry farmers in the management of crisis during poultry farming were insufficient facilities of export of poultry production, high cost of day old chick, high prices of land, high charges of poultry experts, insufficient knowledge of poultry production technology, high rate of vaccine and medicines, difficulty in obtaining bank loan, high rate of interest on loan, inferior quality of poultry feed and low prices of cull birds.

Suggestions to overcome various constraints faced in adoption of crisis management practices in poultry farming:

The result presented in Table 2 indicates major suggestions given by the farmers to overcome constraint in the adoption of crisis management practices in poultry farming in descending order of rank were; credit/loan

should be provided to the poultry farmers on reduced rate, facilities of feed testing laboratory should be provided at local stage, at the time of outbreak of diseases, free vaccination should be provided to farmers by government, feed should be made available at reasonable rate, poultry farmers should be encouraged to start own feed mill by providing feed ingredient on reduced rate and chicks of high producing strain should be provided to poultry farmers on reasonable rate.

Other suggestions given by the farmers to overcome constraint in the adoption of crisis management practices in poultry farming in descending order of rank were bird flue resistant strain of poultry bird should be developed, research should be carried out on diseases resistant strain of poultry birds, poultry farm should be provided enough electric supply on reduced rate, government should help farmers to start the eggs powder making factory, eggs prices should be optimum, eggs should be included in mid-day lunch to school students and small farmers should be provided subsidy by the government to start small scale poultry farm.

Table 2: Suggestions to overcome constraints faced in the adoption of crisis management practices of poultry farming
n=120

No.	Suggestion	Mean	Rank
1	Credit/loan should be provided to the poultry farmers on reduced rate.	1.76	1 st
2	Facilities of feed testing laboratory should be provided at local stage.	1.62	2 nd
3	At the time of outbreak of diseases, free vaccination should be provided to farmers by government.	1.62	2 nd
4	Feed should be made available at reasonable rate.	1.61	3 rd
5	Poultry farmers should be encouraged to start own feed mill by providing feed ingredient on reduced rate.	1.60	4 th
6	Chicks of high producing strain should be provided to poultry farmers on reasonable rate.	1.58	5 th
7	Bird flue resistant strain of poultry bird should be developed.	1.52	6 th
8	Research should be carried out on diseases resistant strain of poultry birds.	1.50	7 th
9	Poultry farm should be provided enough electric supply on reduced rate.	1.47	8 th
10	Government should help farmers to start the eggs powder making factory	1.42	9 th
11	Eggs prices should be optimum.	1.38	10 th
12	Eggs should be included in mid-day lunch to school students	1.37	11 th
13	Small farmers should be provided subsidy by the government to start small scale poultry farm	1.10	12 th

Other suggestions given by the farmers to overcome constraint in the adoption of crisis management practices in poultry farming in descending order of rank were bird flu resistant strain of poultry bird should be developed, research should be carried out on diseases resistant strain of poultry birds, poultry farm should be provided enough electric supply on reduced rate, government should help farmers to start the eggs powder making factory, eggs prices should be optimum, eggs should be included in mid-day lunch to school students and small farmers should be provided subsidy by the government to start small scale poultry farm. This finding is in agreement with that of Trivedi (2010), Durgga (2009), and Siddhartha (2001).

CONCLUSIONS

Major constrains faced by the poultry farmers in the management of crisis during poultry farming were; high death rate at outbreak of diseases, shortage of laborers, high rate of labor, high rate of poultry feed, lack of high producing breeds, lower price of eggs, insufficient and high cost of electricity, high cost of poultry equipments, insufficient services of poultry expert and disease resistant breeds. The other constrains faced by the poultry farmers in the management of crisis during poultry farming were insufficient facilities of export of poultry products, high cost of a day old chick, high prices of land, high charges of poultry experts, insufficient knowledge of poultry production technology, high rate of vaccine and medicines, difficulty in obtaining bank loan, high rate of interest on loan, inferior quality of poultry feed and low prices of cull birds. Whereas major suggestions given by the farmers to overcome constraint in the adoption of crisis management practices in poultry farming in descending order of rank were; credit/loan should be provided to the poultry farmers at reduced rate, facilities of feed testing laboratory should be provided at local stage, at the time of outbreak of diseases free medicine should be provided to farmers by Government, feed should be made available at reasonable rate, poultry farmers should be encouraged to start own feed mill by providing feed ingredients at reasonable rate and chicks of high producing strain should be provided to poultry farmers on reasonable rate.

IMPLICATION

The important suggestions made by the poultry farmers need to be given importance by policy makers,

scientists, extension agencies and financial organizations. They suggested that credit/loan should be provided to the poultry farmers on reduced rate, facilities of feed testing laboratory should be provided at local stage, at the time of outbreak of diseases, free vaccination should be provided to farmers by government, feed should be made available at reasonable rate, poultry farmers should be encouraged to start own feed mill by providing feed ingredient on reduced rate and chicks of high producing strain should be provided to poultry farmers on reasonable rate. Other suggestions given by the farmers to overcome constraint in the adoption of crisis management practices in poultry farming in descending order of rank were bird flu resistant strain of poultry bird should be developed, research should be carried out on diseases resistant strain of poultry birds, poultry farm should be provided enough electric supply on reduced rate, government should help farmers to start the eggs powder making factory, eggs prices should be optimum, eggs should be included in mid-day lunch to school students and small farmers should be provided subsidy by the government to start small scale poultry farm. There should be strict monitoring and checking on the back yard poultry farming because they do not take enough care in the controlling outbreak of risky diseases in the bird, this creates adverse situation for the regular poultry farming. There is need to improve marketing facility of poultry products because big risk is involved in the marketing of products. There is need to develop strategy to encourage international marketing of poultry products. Understanding need of quality product, efforts are needed to accelerate to make farmers adopt quality production oriented technology in the poultry farming along with value addition process.

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