

Factors Affecting Level of Crisis Management Practices Adopted by the Farmers in Poultry Farming

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ABSTRACT

The present study was carried out in Anand district of Gujarat state on a random sample of total 120 poultry farm owners was selected for the present investigation. The data were collected by personal contacts. The data 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 concluded that majority. The study concluded that slightly more than half of the (53.33 per cent) of the poultry farmers had adopted medium level of crisis management practices to avoid adverse situation, followed by 26.67 per cent and 20.00 per cent of them were with high and low level of adoption of crisis management practices to avoid adverse situation, respectively. The level of adoption of crisis management practices in poultry farming by the poultry farmers was observed positively significant with their education, experience in poultry farming, extension contact, annual income, size of poultry farm, scientific orientation, economic motivation, risk orientation, innovation proneness, management orientation, competition orientation and attitude towards poultry farming. The results of the study in terms of role of different personal, economic, social, communicational and psychological characteristics of poultry farmers on their level of adoption of crisis management practices in poultry farming will help to accelerate rate of adoption of modern practices of crisis management in poultry farming among poultry farmers to make them able to earn higher return. The relationship between characteristics of the poultry farmers with their extent of adoption of crisis management practices in poultry farming would help the extension workers and their organizations in forming ideal modules to select proper farmers for training with motivating characteristics to achieve best result from poultry.

Keywords : Crisis management, Adoption, poultry farming

INTRODUCTION

The population of the world especially in Asian countries is growing at an alarming rate. In India the population has crossed the 110 corers masks. Although there are large numbers of projects for agriculture development, there is no surety of filling the number of empty stomachs of the people of our country in the years to come. Searching the other area of food production can solve this problem. Poultry farming is one of the most fertile areas to ease out the numerous amounts of demography pressures on agriculture. To a considerable extent, the production of poultry is positively affected by the adoption of crisis management practices by the poultry farmers. Besides high cost of poultry inputs and low prices of

poultry production, other crisis management measures should be taken to consideration to increase poultry production by minimizing the cost of production. The men made as well as environmental factors play vital role on the production of poultry farming. It is therefore expected that poultry farmers should have sound knowledge and skill of poultry keeping and activeness to manage crisis situations by adopting crisis management practices. The adoption of crisis management techniques by farmers may have some association with their certain personal, socio-economic and psychological characteristics. If this association is ascertained, it is possible to draw out certain inferences to accelerate adoption of crisis management practices among the poultry farmers. Keeping this fact in mind, it was considered worthwhile to carry out

the investigation on crisis management practices adopted by the poultry farmers in Anand district of Gujarat was carried out with following objectives.

OBJECTIVES

- 1 To study the level of overall crisis management practices adopted by the poultry farmers.
- 2 To study factors affecting level of crisis management practices adopted in poultry farming by the farmers.

METHODOLOGY

The present study was carried out in the middle Gujarat. The poultry farmers with minimum three years of experience of poultry farming were considered to include in the study. Out of eight Talukas of Anand District, 96 poultry farmers from Anand, 16 from Umreth, 4 from Peltad and 4 from Borsad Talukas were eligible to include in the study. Thus, a random sample of total 120 poultry farm owners was selected for the present investigation. 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

Overall adoption of crisis management practices:

The crisis management has been defined and conceptualized as kinds of activities carried out by the poultry farmers to survive against various crises as and when faced by them. The data presented in Table 1 reveal that slightly more than half of the (53.33 per cent) of the poultry farmers had adopted medium level of crisis management practices to avoid adverse situation, followed by 26.67 per cent and 20.00 per cent of them were with high and low level of adoption of crisis management practices to avoid adverse situation respectively. From this result, it can be concluded that majority (80.00 per cent) of the poultry farmers had medium to high level of adoption of crisis management practices in poultry farming. This indicates that the poultry farmers had taken reasonable effort to withstand difficult and uncertain situations effectively. It shows that poultry farmers of Anand district were active in the adoption of crisis management practices in their poultry farming. Understanding uncertainty, possibility of big loss and high risk involved in this venture, majority of them have taken much interest in the adoption of

crisis management practices in their poultry farming to avoid big loss and defeat. This finding is in agreement with that of Trivedi (2010), Durgga (2009), and Siddhartha (2001).

Table 1 : The poultry farmers as per their overall adoption of crisis management practices to avoid adverse situations
n=120

| Sr. No. | Competition orientation | Numbers | Per cent |
|---------|---------------------------------|---------|----------|
| 1 | Low (Below 149.54 score) | 24 | 20.00 |
| 2 | Medium (149.54 to 170.52 score) | 64 | 53.33 |
| 3 | High (Above170.52 score) | 32 | 26.67 |

Mean =160.03

S.D. =20.97

The factors affecting crisis management practices adopted in poultry farming

Table : 2 Correlation between factors of the poultry farmers and their level of adoption of crisis management practices in poultry farming
n=120

| Sr. No. | Profile of the poultry farmers | Correlation coefficient (‘ r ‘ value) |
|---------|--------------------------------|---------------------------------------|
| 1 | Age | 0.003 |
| 2 | Education | 0.361* |
| 3 | Experience in poultry farming | 0.391* |
| 4 | Type of family | - 0.119 |
| 5 | Mass media exposure | 0.107 |
| 6 | Extension contact | 0.243* |
| 7 | Annual income | 0.441* |
| 8 | Occupation | 0.094 |
| 9 | Size of poultry farm | 0.411* |
| 10 | Scientific orientation | 0.292* |
| 11 | Economic motivation | 0.593* |
| 12 | Risk orientation | 0.230* |
| 13 | Market orientation | - 0.082 |
| 14 | Achievement motivation | 0.108 |
| 15 | Innovation proneness | 0.230* |
| 16 | Management orientation | 0.443* |
| 17 | Competition orientation | 0.253* |
| 18 | Attitude | 0.195* |

*Significant at 0.05 per cent level of probability

The result in Table 2 indicates that level of adoption

of crisis management practices in poultry farming by the poultry farmers was observed positively significant with their education, experience in poultry farming, extension contact, annual income, size of poultry farm, scientific orientation, economic motivation, risk orientation, innovation proneness, management orientation, competition orientation and attitude towards poultry farming. At the same time it was observed that factors viz. age, type of family, mass media exposure, occupation, market orientation and achievement motivation of the farmers had insignificant relationship with their level of adoption of crisis management practices in poultry farming by the poultry farmers.

The result shows that high level education of the farmers played a role in making them capable to understand process of adoption of crisis management practices of poultry farming. It was seen that adoption of crisis management practices in poultry farming was observed better among those poultry farmers, who had more experience in poultry farming. High level of experience had given them chance and opportunity to understand reality and all the aspects of poultry farming and lessons to adopt practices to survive from crisis. It means that the level of adoption about crisis management practices observed better among those, who had enhanced contacts with extension agencies. It was experienced that the high level of contact with extension agencies had played key role to know and adopt more and more about crises management and new innovation. The considerable annual income possessed by the poultry farmers played vital role in establishment of encouraging circumstances in making them more vigorous, competent and practical to utilize practices to manage crisis in poultry farming. The considerable size of poultry birds possessed by poultry farmers had played important role in creation of favourable situation in making them more active, able and resourceful to make use of practices to manage crisis in poultry farming. There was superior level of adoption among those poultry farmers who had high level of scientific orientation. The high degree of economic motivation was proved one of the most important expressions in forming mental capability of excellent economic development and progressiveness. Therefore high level of economic motivated farmers showed better managerial efficiency. Thus better managerial efficiency was observed among those poultry farmers, who had higher level of economic motivation level.

The poultry farmers with higher level of risk orientation demonstrated readiness in exploiting the potentialities of poultry farming by taking well planned risk.

The level of interest and desire to seek changes in poultry farming technology as and when needed found practicable and feasible and higher amongst high adopters of poultry farmers with regards to crisis management practices. The level of adoption was observed better among those poultry farmers, who were highly management oriented toward poultry farming.

The results indicate that level of adoption was observed better among those poultry farmers, who had more trivialness again others, competent ability, activeness and involvement for projecting their excellence in poultry farming. It is natural that farmers with positivism to develop his professional farming will be hungrier of information and innovative ideas. This might be the reason to have higher level adoption of crisis management practices in poultry farming among those who had high degree of competition orientation. In addition to this, poultry farmers with positive feelings towards poultry farming tried to involve more and collect information to get the direction about poultry farming from the extension functionaries or university scientists. Thus, such constructive qualities among those poultry farmers with positive attitude towards poultry farming had played role to make them better adopters of the crisis management practices in poultry farming.

CONCLUSION

The study concluded that slightly more than half of the (53.33 per cent) of the poultry farmers had adopted medium level of crisis management practices to avoid adverse situation, followed by 26.67 per cent and 20.00 per cent of them were with high and low level of adoption of crisis management practices to avoid adverse situation, respectively. The level of adoption of crisis management practices in poultry farming by the poultry farmers was observed positively significant with their education, experience in poultry farming, extension contact, annual income, size of poultry farm, scientific orientation, economic motivation, risk orientation, innovation proneness, management orientation, competition orientation and attitude towards poultry farming.

IMPLICATION

The results of the study in terms of role of different personal, economic, social, communicational and psychological characteristics of poultry farmers on their level of adoption of crisis management practices in poultry farming will help to accelerate rate of adoption of modern practices of crisis management in poultry farming among

poultry farmers to make them able to earn higher return. The relationship between characteristics of the poultry farmers with their extent of adoption of crisis management practices in poultry farming would help the extension workers and their organizations in forming ideal modules to select proper farmers for training with motivating characteristics to achieve best result from poultry.

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