

ENTREPRENEURIAL DISTINCTIVES OF POULTRY ENTREPRENEURS

N. B. Chauhan¹, J. G. Patel² and D. S. D. Siddhartha³

INTRODUCTION

For last twenty years, poultry has gained the status of chief profitable enterprise, instead of remaining subsidiary business. The major advantages of poultry enterprise over other livestock are its minimum land dependency and resource flexibility; at the same time it is also characterized as risky and full of uncertainty. Those who want to become a successful poultry entrepreneur, over and above proper adoption of the poultry technology, should possess other capabilities too. In addition to some of the distinguishing capabilities, variables like education, caste and religion also influence the acceptance of poultry enterprise.

In the rural areas, acceptance of new technology has not been easy on the part of people; at the same time for the extension workers also it is difficult to accelerate the process of the poultry adoption, particularly in the state like Gujarat where majority of the population is vegetarian. The investigators felt need to examine existing status of poultry entrepreneurs and conducted the present study.

METHODOLOGY

The present study was undertaken in Anand district of Gujarat State. A random sample of total 80 respondents from 14 villages was selected. All the respondents were personally interviewed for the study, with

the help of specially structured interview schedule. For the measurement of various variables, suitable scales developed by various social scientists were used. Mean and per cent were used to analyze the data.

RESULTS AND DISCUSSION

Age:

The data in Table 1 disclose that majority of the poultry entrepreneurs had middle age. The reason for less involvement in poultry by young age group might be due to the fact that poultry enterprise in Gujarat is not liked by all the classes of the society, therefore youngsters might have faced a problem to go against the decision of senior members of the family. While the middle aged were advantageously placed to take up personal decision to go for this type of profitable enterprise.

Level of Education:

A great majority of the poultry entrepreneurs (91.25 per cent) had either high school level or more than that level of education. It means, in poultry enterprise educated people are more involved. The probable reason might that to understand and adopt high tech oriented poultry technology, person's education plays key role.

Mass media exposure: Mass media exposure is also an important trait poultry entrepreneurs need to have to get latest information. The result says that majority

1 Associate Professor, Department of Extension Education, BACA, GAU, Anand.

2 Associate Extension Educationist, ADEE, GAU, Anand

3 P.G. Student, Department of Extension Education, BACA, Anand.

Table 1: Distribution of the poultry entrepreneurs as per their entrepreneurial traits

Sr. Category	No	Per cent	Sr. Category	No	Per cent
1 Age			2 Education		
Young age	21	26.25	Illiterate	00	00.00
Middle age	51	63.75	Primary	07	08.75
Old age	08	10.00	High schools & above	73	91.25
3 Mass media Exposure			4 Size of poultry farm		
Low	19	23.75	Small(below 5000 birds)	09	11.25
Medium	47	58.75	Medium(5000 to 10000 birds)	47	58.75
High	14	17.50	High(above 10000 birds)	24	30.00
5 Economic motivation			6 Risk orientation		
Low	16	20.00	Low	18	22.50
Medium	39	48.75	Medium	38	47.50
High	25	31.25	High	25	30.00
7 Scientific orientation			8 Achievement motivation		
Low	20	25.00	Low	18	22.50
Medium	41	51.25	Medium	47	58.75
High	19	23.75	High	15	18.75
9 Innovation proneness			10 Planning orientation		
Low	20	20.00	Low	17	21.25
Medium	38	47.50	Medium	47	58.75
High	22	27.50	High	16	20.00
11 Production orientation			12 Market orientation		
Low	16	20.00	Low	15	18.75
Medium	46	57.50	Medium	48	60.00
High	18	22.50	High	17	21.25
13 Management orientation			14 Competition orientation		
Low	15	18.75	Low	15	18.75
Medium	37	46.25	Medium	55	68.75
High	28	35.00	High	10	12.50
15 Orientation to Farm worker's skill development			16 Supervision orientation		
Low	16	20.00	Low	16	20.00
Medium	41	51.25	Medium	47	58.75
High	23	28.75	High	17	21.25
17 Adoption of poultry technologies					
Low	27	33.75			
Medium	15	18.75			
High	38	47.50			

(58.75 per cent) of the poultry entrepreneurs had medium level of mass media exposure. This might be because of the availability of mass media, their good economic condition, expected level of education and awareness regarding information accessible in media like TV, radio, mews paper etc.

Size of poultry farm:

Majority (58.75 per cent) of the poultry entrepreneurs had medium size of poultry farm. This might be due to the fact that though poultry has been considered as a profitable enterprise, high level of risk and uncertainty are integral components of this enterprise. In this situation poultry entrepreneurs might have decided to take

medium risk and adopted medium size of poultry farm.

Economic motivation:

The result shows that slightly less than half (48.75 per cent) of the poultry entrepreneurs had medium level of economic motivation, followed by 31.25 per cent and 20.00 per cent with high and low level of economic motivation, respectively. It means that poultry enterprise is a choice of those persons who has medium to high level of economic motivation.

Risk orientation:

The data presented in table indicate that persons having medium to high level of risk orientation were observed more in poultry enterprise. This might be due to the fact that because poultry is risky enterprise.

Scientific orientation:

Information presented in table discloses that slightly more than half of the poultry entrepreneurs had medium level of scientific orientation, followed by 25.00 per cent with low and 23.75 per cent with high level of scientific orientation. This might be due to their medium level of education level and knowledge regarding modern practices of the poultry enterprise.

Achievement motivation:

The result indicates that majority (58.75 per cent) of the poultry entrepreneurs had medium level of achievement motivation followed by 22.50 and 18.75 per cent with low and high level of achievement motivation, respectively. This means that yet, some advancement is needed in the poultry entrepreneurs to perk up their concert in poultry enterprise.

Innovation proneness:

The data in table illustrate that majority of the persons involved in poultry enterprise had medium to high level of innovation proneness. The reason for this result might be that to get good success through poultry enterprise, majority of the poultry entrepreneurs might have shown medium to high degree of interest and desire to seek change in shaping their operations.

Planning orientation:

The data presented in table state that majority of the poultry entrepreneurs (58.75 per cent) had medium level of planning orientation. The probable reason for this might be due to the fact that in poultry enterprise, there are number of sequential improved practices to adopt and each practice has high importance in improving level of poultry production. Thus, proper planning of each activity to be performed is essential on the part entrepreneurs.

Production orientation:

The data presented in table pointed out that majority of the poultry entrepreneurs had medium to high level of production orientation. This might be due to their level of education, mass media exposure, achievement motivation and innovation proneness.

Market orientation:

As far as market orientation of the persons involved in poultry enterprise was concerned, majority of them had (81.25 per cent) medium to high level of market orientation. It means that majority of them had realized that knowledge of market as key to get better price of their product.

Management orientation:

The management orientation has been defined as the degree to which an individual is oriented towards scientific management, comprising of planning, production and marketing functions. Result says that majority (71.25 per cent) of the poultry entrepreneurs had medium to high level of management orientation.

Competition orientation:

The figures indicate that majority (68.75 per cent) of the persons involved in poultry enterprise had a medium degree of orientation to place themselves in a competitive situation in relation to other persons for projecting them selves excellence in poultry enterprise.

Orientation towards development of skill in farm worker:

To create favorable situation for high quality production of poultry, poultry entrepreneurs need to have an orientation towards development of skill in their farm worker. It can be seen that majority (80.00 per cent) of the persons involved in poultry enterprise had medium to high level of orientation towards development of skill in their farm workers.

Orientation to supervision:

The result says that majority (80.00 per cent) of the poultry entrepreneurs had ensured medium to high level of execution of poultry farm operation and surveillance against possible damage to poultry production with the ultimate objective for getting higher production.

Level of adoption of poultry practices:

It can be seen that majority (66.25 per cent) of the poultry entrepreneurs had medium to high level of adoption of modern practices of the poultry enterprise. The probable reason for this might be that majority of them had good level of education to understand and use modern methods of the poultry enterprise. Additionally, majority of them also had positivism in economic motivation, risk orientation, achievement motivation, innovation proneness, planning orientation, production orientation, market orientation, management orientation, competition orientation, orientation towards development of skill in farm workers, etc.

CONCLUSION

From this study it can be concluded that majority of the poultry entrepreneurs were of middle age, educated up to high school level or more, medium size of poultry farm and medium level of mass media exposure. They also had medium level of scientific orientation, achievement motivation, planning orientation, production orientation, competition orientation, orientation towards development of skill in worker and supervision orientation. Majority of them had medium to high level of economic motivation, risk orientation, innovation proneness, market orientation, management orientation and adoption of modern practices of poultry enterprise.
