

Influence of Socio-Economic Factors on Adoption of Poultry Farming

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ABSTRACT

Influence of socio-economic factors like age, education, caste, occupation, land holding, family size and family income on the adoption of poultry farming in Banaskantha district of Gujarat state was studied. It was found that only Muslim community has accepted and adopted this business. Most of the poultry farmers (70 %) were between 31 to 45 years belonged to middle age group and 65 % were land owners. About 47.14 per cent poultry farmers were illiterate and 32.86 poultry farmers were educated up to primary level. 64.29 per cent respondent's followed mixed farming system and rest were landless. The majority of poultry farmers had medium to higher annual income. The annual income of the poultry farmers had positive and significant relationship with extent of adoption of poultry practices. Thus, higher income poultry farmers adopt recommended poultry practices due to risk bearing capacity as well as sound economic condition.

Keywords : Socio-economic factor, Adoption, Poultry farming

INTRODUCTION

Adoption of any recommended technology largely depends on personal, social and economic characteristics of the farmers, which play an important role in decision making process. Since, adoption is an action, the role of situation or an environment is very crucial is under standing human behaviour. Behaviour takes place in situation, which has profound influences on the individual's action.

Acceptance of recommended poultry practices is not a unit act but a complex process involving sequence and through series of action. The action of an individual farmer is governed by personal, social and economic factor. Some farmers adopt new practices more quickly than other because of difference in personal characteristics. Similarly, if there is difference in economic factor, process of action is changed, thereby the pattern of adoption also changed.

Therefore an attempt has been made in this study to ascertain the relationship if any, between social, personal and economic characteristics of poultry farmers Banaskantha district of North Gujarat state and their extent of adoption recommended poultry farming practices.

METHODOLOGY

The study was conducted in Banaskantha district of North Gujarat region. A sample size of 70 poultry farmers was selected based on the purposive random sampling technique. The tool used for the study was interview schedule and pretested for its validity. By personal interview method from all the 70 respondents, responses were recorded in the schedule. Frequency and percentage were marked for the various items. Relationship between socio-economic characteristics of poultry farmers and their extent of adoption of recommended poultry farming practices was ascertained by calculating correlation co-efficient (r).The data were tabulated and statistically analyzed.

RESULTS AND DISCUSSION

Socio-economic characteristics of poultry farmers

Most of the poultry farmers (70 %) were between 31 to 45 years belonged to middle age group and 65 % were land owners. About 47.14 per cent poultry farmers were illiterate and 32.86 poultry farmers were educated up to primary level. 64.29 per cent respondent's followed mixed farming system and rest were landless. The majority of poultry farmers had

medium to higher annual income.

Table 1 : Relationship between Characteristic of poultry farmers and their adoption of recommended poultry practices n= 70

Sr. No.	Independent Variable	Correlation co-efficient
1	Age	0.1887 NS
2	Education	0.09029 NS
3	Flock size	0.05568 NS
4	Land Holding	0.0612 NS
5	Annual Income	0.2456*

* = Significant at 5 per cent level. NS = Non-Significant

The data presented in Table 1 revealed that the value of calculated correlation coefficient was 0.1887, which was found non-significant indicating no relationship between age of poultry farmers and their adoption of poultry farming practices. Hence it can be inferred that age and adoption are independent of each other.

The results presented in Table 1 indicate that education had non-significant relationship with the extent of adoption of poultry farming practices. Although in the present study statistical analysis revealed no impact of education on poultry farming practices and related technological advancement but the fact, that education improves individuals thinking and analyzing ability can not be ignored. As per the discussion the poultry farmers had low literacy level (up to primary). This might have attended the adoption rate and resulted in non-significant relationship.

The data presented in Table 1 revealed that flock size had non-significant relationship with the extent of adoption of poultry practices. Majority of the poultry farms were having large flock size. But the flock size were not affecting the rate of adoption as the farmers are from only one community which had low literacy level and seems to be adopted the business as secondary occupation and remain dependent on the traders for the requirement and marketing of the produce.

It is apparent from Table 1 that calculated 'r' value was 0.0612 indicating non-significant relationship between land holding of poultry farmers and their extent of adoption of poultry farming practices. It can be concluded that there is no significant relationship between land holding of the poultry farmers and their extent of adoption.

The probable reason might be that the poultry farmers are rearing poultry since long time, one third of farmers are landless and majority of respondents are governed by traders or they had tied-up arrangement with each other. The results are in accordance with the Shiva Sharnappa and

Veerana (1999).

It is evident from Table 1 that annual income of the poultry farmer had positive significant relationship with extent of adoption of poultry practices. It can be concluded that adoption is influenced by the annual income. The majority of the poultry farmers were having middle to higher income. A sound economical condition probably minimizes the risk factor and also the inhibition in adopting the new technologies.

CONCLUSION

The study concluded that majority of the poultry farmers were middle aged group and nearly half of them were illiterate. The most of poultry farmers were land holders and followed mixed farming and the majority had middle to higher annual income.

The annual income of the poultry farmers had positive and significant relationship with extent of adoption of poultry practices. Thus higher income poultry farmers adopt recommended poultry practices due to risk bearing capacity as well as sound economic condition.

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