

## Attitude of the Farmers towards Poultry Farming and Significance of their Characteristics

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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 (72.50 per cent) of the poultry farmers had neutral to positive attitude towards the adoption of poultry farming as occupation. It can concluded that characteristics of the farmers like their experience in poultry farming, level of mass media exposure, scientific orientation, economic motivation, market orientation, management orientation and level of adoption of crisis management practices were positively significant, while achievement motivation was negatively significant in forming attitude of the farmers towards poultry farming. In other words it can be said that the level of attitude was found more positive among those farmers who had more years of experience of poultry farming, elevated mass media exposure, superior scientific orientation, enhanced economic motivation, superior market orientation, improved management orientation and high level of adoption of crisis management practices, while it was seen again more positive who had little low level achievement motivation. The results of this study in terms of role of different personal, economic, social, communicational and psychological characteristics of poultry farmers in forming their attitude towards poultry farming will help planner and policy maker to establish positivism among farmers by developing such positive characteristics among farmers to form positivism towards poultry farming as useful venture to earn higher income.*

**Keywords :** Attitude, Poultry farming

### INTRODUCTION

Poultry has a crucial place in India as it plays important role in the economic development and supplying nutritive food to the people. The eggs and chicken meat are important and rich sources of animal protein, vitamins and minerals. Poultry business is rich source of organic manure, income and employment to millions of farmers and other persons engaged in allied activities. Chicken is the most widely accepted meat in India.

In the last three decades, poultry has made tremendous strides particularly in the Anand District of Gujarat. The interest in poultry and poultry products has grown tremendously in the last 25 years in this District. The district is steadily increasing their domestic production of both broilers and layers. The poultry farming is continuing to increase their output to meet the new demand. Middle Gujarat, where increasing demand for poultry has resulted in significant increases in the number of chickens being reared

for meat and eggs. A renewed interest in poultry farming of the farmers of middle Gujarat has developed. The Anand Agricultural University, located in the district place of Anand is also one more factor for significant development of poultry farming in middle Gujarat through its research, training and extension of modern methods of poultry farming to conduct and manage poultry farm successfully. During the past three decades, the poultry scenario particularly in the Anand district has changed dramatically. Understanding this, a study on Attitude of the Farmers towards Poultry Farming and significance of their characteristics in forming such attitude was undertaken with following objectives.

**OBJECTIVES**

- 1 Attitude of poultry farmers towards poultry farming and
- 2 Significance of various characteristics of the farmers in forming their attitude toward poultry farming.

**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. Out of eight Talukas, 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**

**Attitude of poultry farmers towards poultry farming**

Attitude is defined as the degree of encouraging or depressing feeling of poultry farmers in the acceptance of recommended poultry farming as an occupation. Attitude is a way of thinking, acting or feeling of a person towards a situation or cause. It is the accepted fact that an attitude of an individual plays an important role in determining ones behavior. To measure attitude of poultry farmers towards poultry farming, scale was developed and applied. The data regarding distribution of poultry farmers according to their

attitude towards poultry farming is presented in Table 1.

**Table 1: The farmers according to their attitude towards poultry farming** n=120

Sr. No.	Category of attitude	Respondents	
		Num- bers	Per cent
1	Negative (Below 14.49 score)	33	27.50
2	Neutral (14.50 to 18.67 score)	52	43.33
3	Positive (Above 18.67 score)	35	29.17

Mean =16.58

S.D. =4.18

The data presented in Table 1 reveal that slightly more than two fifth (43.33 per cent) of the poultry farmers had neutral attitude towards adoption of poultry farming as a occupation or source of income, followed by 29.27 per cent and 27.50 per cent of them were with positive and negative attitude towards the adoption of poultry farming, respectively.

Hence, it can be concluded that majority (72.50 per cent) of the poultry farmers had neutral to positive attitude towards the adoption of poultry farming as occupation. The result indicates that understanding good return in poultry, majority of them supported poultry farming and perceived it as a compatible business. Their more faith in the poultry farming must be because of more scopes and economic returns within different sizes of poultry farm as compared to crop farming. This finding is in line with the findings of Trivedi (2010) and it is not in harmony with the findings reported by Durgga (2009), Khokhar (2008).

**Significance of various characteristics of the farmers in forming their attitude toward poultry farming**

The data presented in Table 2 show the relationship of personal, economic, social, communicational and psychological characteristics of poultry farmers and their attitude toward poultry farming. It can be seen that characteristics of the farmers like their experience in poultry farming, level of mass media exposure, scientific orientation, economic motivation, market orientation, management orientation and level of adoption of crisis management practices were positively significant, while achievement motivation was negatively significant in forming attitude of the farmers towards poultry farming. It means that the feeling of those farmers was more positive towards poultry farming and its significance in earning good income, who had learnt lessons of poultry by doing all the aspects of poultry farming by years

of involvement in this farming as well as who had high level of information seeing behaviors through keeping themselves engaged with mass media like TV, radio, and newspaper.

**Table2:Relationship between characteristic of the farmers and their attitude toward poultry farming**  
n=120

Sr. No.	Profile of the farmers	Correlation coefficient ('r' value)
1	Age	-0.029
2	Education	0.105
3	Experience in poultry farming	0.213 *
4	Type of family	0.169
5	Mass media exposure	0.434 *
6	Extension contact	0.191
7	Annual income	0.190
8	Occupation	-0.047
9	Size of poultry farm	0.183
10	Scientific orientation	0.398 *
11	Economic motivation	0.221 *
12	Risk orientation	0.092
13	Market orientation	0.448 *
14	Achievement motivation	-0.195 *
15	Innovation proneness	0.103
16	Management orientation	0.493 *
17	Competition orientation	0.122
18	Crisis management	0.195*

\* Significant at 0.05 per cent level of probability

It was also observed that farmers with high level of point of reference to the use of scientific methods in decision making in relation to crisis management practices of poultry farming were with more positive attitude towards poultry farming. It was seen true here that the person with more belief in science and technology will always have positivity towards science based profession. The result moreover also indicates that realization of occupational success in terms of profit maximization and relative value possessed by farmers for desirable economic ends played important role in forming their positive attitude towards poultry farming. The other significant part of result indicates that realization of occupational success in terms of profit maximization and

relative value possessed by farmers for desirable economic ends played important role in forming their positive attitude towards poultry farming.

The associated section of result also indicates that other characteristics of the farmers like their age, education, type of family, extension contact, annual income, occupation, size of poultry farm, risk orientation, innovation proneness and competition orientation were observed insignificant in forming their attitude towards poultry farming. In other words it can be said that irrespective level of age viz. young, medium or old aged farmers, farmers with low to highly education level, joint or nuclear type of family, low to high level of extension contact, low to high level of annual income, farmers with dependency on only poultry or partially dependency on poultry, farmers with low to big size of poultry farm, low to high level of risk orientation, innovation proneness and competition orientation has almost identical positivity towards poultry farming.

### CONCLUSION

Hence, it can be concluded that majority (72.50 per cent) of the poultry farmers had neutral to positive attitude towards the adoption of poultry farming as occupation. It can concluded that characteristics of the farmers like their experience in poultry farming, level of mass media exposure, scientific orientation, economic motivation, market orientation, management orientation and level of adoption of crisis management practices were positively significant, while achievement motivation was negatively significant in forming attitude of the farmers towards poultry farming.

### IMPLICATION

It can be seen that level of attitude was found more positive among those farmers who had more years of experience of poultry farming, elevated mass media exposure, superior scientific orientation, enhanced economic motivation, superior market orientation, improved management orientation and high level of adoption of crisis management practices, while it was seen again more positive who had little low level achievement motivation. The results of this study in terms of role of different personal, economic, social, communicational and psychological characteristics of poultry farmers in forming their attitude towards poultry farming will help planner and policy maker to establish positivism among farmers by developing such positive characteristics among farmers to form positivism towards poultry farming as useful venture to earn higher income.

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