

Consequence of Personality Traits of Poultry Entrepreneurs on Adoption of Modern Practices

N. B. Chauhan¹ and D. S. D. Siddharth²

ABSTRACT

The present study was taken up to measure the consequence of personality traits of poultry entrepreneurs on their adoption of poultry enterprise. The study was undertaken in 14 villages in Anand district of Gujarat State. The data reveal that almost half of the poultry entrepreneurs had high level of adoption of modern practices of poultry enterprise. The level of education, economic motivation, risk orientation, achievement motivation and degree of innovation proneness of poultry entrepreneurs were significantly correlated with their level of adoption of modern practices of poultry farming.

Introduction

The importance of poultry in meeting the food requirements was recognized by an Agricultural Production Team sponsored by the Ford Foundation. Development of poultry in rural area has definite answer to widespread poverty, disparity and unemployment of country side and marginalization in farming. In order to achieve best result from poultry, person involved in it should have basic qualities or traits of entrepreneurs.

The entrepreneur is one who tries to maximize his profits by methodical use of innovations. He is not simply innovator but he is the person with will to act, to assume risk and to bring about a change through systematic organization of human efforts. Entrepreneurs play a key role in economic development of country. Looking to the above fact, present study was taken up to measure the consequence of personality traits

of poultry entrepreneurs on their adoption of poultry enterprise.

Methodology

The present study was undertaken in Anand district of Gujarat State. A total 80 respondents from 14 villages was selected at random. All the respondents were personally interviewed for the study. For the measurement of various variables, suitable scales developed by various social scientists were used. Mean, standard deviation and coefficient of correlation were used to analyze the data.

Results and Discussion

Level of Adoption of Modern Practices of Poultry Enterprise

The data about level of adoption of modern practices of poultry enterprise are presented in Table 1. The data reveal that almost half (47.50 per cent) of the poultry

¹Associate Professor, Extension Education, BACA, GAU, Anand

² M. Sc. Student, Department of Extension Education, BACA, GAU, Anand

Table 1: Poultry entrepreneurs according to their level of adoption of modern practices of poultry enterprise

Sr. No.	Types of adopters	Numbers	Per cent
1	Low adopters	27	33.75
2	Medium adopters	15	18.75
3	High adopters	38	47.50
Total adopters		80	100.00

entrepreneurs had high level of adoption of modern practices of poultry enterprise. The probable reason for this might be that majority of the poultry entrepreneurs had up to high school or more than that level of education, which might have helped them to understand some what difficult technology of poultry in a better way for adoption.

Correlates of Personality Traits of Poultry Entrepreneurs with their Level of Adoption of Modern Practices of Poultry Enterprise

Data in Table 2 indicated that a non-significant correlation was observed for age, size of poultry farm and supervision of poultry production of poultry entrepreneurs with their level of adoption of modern practices of poultry farming. The mass media exposure and scientific orientation of poultry entrepreneurs were also non-significantly correlated with their level of adoption of modern practices of poultry farming. The probable reason may be homogeneity in selected poultry entrepreneurs with regard to these two variables.

Table 2: Correlation of personality traits of poultry entrepreneurs with their level of adoption

Sr. No.	Personality Traits	Correlation Coefficient (r value)
1	Age	- 0.06914 NS
2	Education	0.24895 *
3	Mass media exposure	0.06512 NS
4	Size of poultry farm	0.18164 NS
5	Economic Motivation	0.44926 *
6	Risk orientation	0.42364 *
7	Scientific orientation	- 0.07282 NS
8	Achievement orientation	0.28346 *
9	Innovation proneness	0.40833 *
10	Planning orientation	0.43662 *
11	Production orientation	0.47951 *
12	Market orientation	0.35554 *
13	Management orientation	0.48879 *
14	Competition orientation	0.40334 *
15	Orientation towards development of skill in farm worker	0.59726 *
16	Supervision of poultry production	0.14644 NS

* = Significant at 0.05 level of probability

The level of education, economic motivation, risk orientation, achievement motivation and degree of innovation proneness of poultry entrepreneurs were significantly correlated with their level of adoption of modern practices of poultry farming.

An orientation of poultry entrepreneurs towards risk, achievement, planning, production, market, management, competition, and development of skill in farm workers were also significantly correlated with their level of adoption of modern practices of poultry farming.

Conclusion

From the above study it can be concluded that majority of the poultry entrepreneurs had medium to high level of adoption of modern practices of poultry enterprise. Personality traits of poultry entrepreneurs like education, economic motivation, risk orientation, achievement motivation, planning orientation, production orientation, market orientation, competition orientation and orientation towards management of skill in farm worker played significant efficacy in improving their level of adoption of modern practices of poultry enterprise. Strong personality in terms of positivism in attitude, skill, knowledge and other psychological traits, makes person active, innovative and constructive in the process of adoption of new innovations.