

KNOWLEDGE AND ADOPTION BEHAVIOUR OF POULTRY FARM ENTREPRENEURS IN BANASKANTHA DISTRICT

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ABSTRACT

The Present study was conducted in Banaskatha District of Gujarat state .Data were collected from a total of 110 farmers selected randomly from the village. Data were collected through face-to-face interview and was subjected to analysis. Majority of the poultry farm entrepreneurs had medium to low profile. Majority of the respondents had medium knowledge and medium extent of adoption in scientific poultry management practices. These results indicate that information seeking behaviour of different categories of farmers was totally different based on the size of their enterprises. The larger enterprise possessed better knowledge base and better resourcefulness. Two distinct points emerge from the study: (1) uniform or blanket approach in the organization of poultry extension services is likely to meet only partial success and (2) there is poor information sharing in the peer to peer networks and there are diverse information sources for different categories of farmers. Also, local appropriation of knowledge and technology adoption is an important factor.

Keywords :knowledge, extent of adoption, poultry

INTRODUCTION

India has vast resource of livestock and poultry, which play a vital role in improving the socio-economic conditions of rural masses. Poultry production in India has taken a quantum leap in the last four decades, emerging from an unscientific farming practice to commercial production system with state-of-the-art technological interventions. Egg production at the end of the Tenth Plan (2006-07) was 50.70 billion as compared to 66.45 billion at the end of the Eleventh Plan (2011-12). Currently the total Poultry population in our country is 729.21 million (as per 19th Livestock Census) and egg production is around 82.93 billion during 2015-16. The per capita availability (2015-16) is around 66 eggs per annum. The poultry meat production is estimated to be 3.26 million tonnes (Anonymous, 2016). A better understanding of the technology adoption behaviour of poultry farmers is desirable. This will help develop better farmer education and support programmes. The present study was conducted in the Gujarat state with a view to ascertain the extent of adoption of various scientifically recommended scientific poultry management practices by the farmers. Knowledge can be either theoretical or practical. In the present context,

knowledge refers to the practical knowledge of the farmers in improved poultry production system. It is summarized that gaining of knowledge by poultry farmers, and its adoption and diffusion among the poultry farming community has a role to play in increasing meat and egg production. Considering this back up, the study was carried out with following objectives; to study the socio-economic and psychological characteristics of the poultry enterprueners, the knowledge level of recommended scientific poultry management practices, the extent of adoption of recommended scientific poultry management practices and to explore the association between personal, economic and socio -psychological characters of farmers and the extent knowledge of improved scientific poultry management practices.

OBJECTIVES

- (a) To know the Knowledge Level of Poultry Entrepreneurs about Scientific Poultry Management Practices
- (b) Adoption Level of Poultry Entrepreneurs of Scientific Poultry Management Practices
- (c) Association between the Selected Characteristics of

the Poultry Entrepreneurs and their Knowledge about Scientific Poultry Management Practices

METHODOLOGY

Following ex post facto research design, the present study was conducted in Banaskantha District. In Banaskantha District two taluka were purposively selected. Data were collected from a total of 110 farmers selected randomly from the village. The level of adoption was measured by calculating the adoption index (AI) which is expressed as the ratio in percentage of the actual extent of use of different component of technology in relation to the potential of use of those recommended technology. The said index was worked out both respondent-wise as well as component-wise by using the following formula:

$$AI = E/P*100$$

Where, AI = Adoption index

E = Extent of adoption, expressed in term of summation of obtained adoption scores

P = Potential of adoption expressed in terms of possible maximum obtainable adoption score

To ascertain the adoption level, the farmers were asked about the actual use of each recommendation. Some recommendations were such, which a farmer adopted in full or did not adopt. There was no mid-way. The full adoption was awarded a scores of three, partially adopted two and non-adoption was given one score. Hence, the recommendations were assigned numerals to quantify the extent of adoption by the respondents. Data were collected through face-to-face interview. Statistical analysis was done with the help of SPSS 10.0 package.

RESULTS AND DISCUSSION

Knowledge Level of Poultry Entrepreneurs about Scientific Poultry Management Practices

Knowledge is the cognitive behavior of an individual. The body knowledge is acquired of learning process. Once the knowledge is acquired, it produces changes in thinking process of an individual, which would lead to further changes in rational decision that is prerequisite for the adoption of any innovation.

Table 1: Distribution of the respondents according to their knowledge level about scientific poultry management practices n=110

| Sr. No. | Level of Knowledge | Number | Percent |
|---------|------------------------------------|--------|---------|
| 1 | Low level (Below 8.79 score) | 24 | 21.82 |
| 2 | Medium level (8.79 to 15.43 score) | 69 | 62.73 |
| 3 | High level (Above 15.43 score) | 17 | 15.45 |

The data portrayed in Table-1 clearly reveals that majority (62.73 percent) of the poultry entrepreneurs had medium level of knowledge followed by 21.82 and 15.45 per cent of the respondent, in category of low and high level of knowledge, respectively.

Adoption Level of Poultry Entrepreneurs of Scientific Poultry Management Practices

The Adoption process is the mental process through which an individual passes from first hearing about innovation to its final adoption. While “adoption” is a decision to continue full use of innovation. With a view to find out extent of adoption of scientific poultry management practices, the poultry owners were asked to give the information about poultry management practices adopted by them. On the basis of score obtained by the respondents, the “Adoption Quotient” developed by Sengupta was calculated for each respondent. Based on Adoption Quotient, respondents were classified into three categories.

Table 2 : Distribution of the respondents according to their extent of adoption n=110

| Sr. No. | Adoption level | Number | Percent |
|---------|----------------------------|--------|---------|
| 1 | Low level (Below 44.29) | 28 | 25.46 |
| 2 | Medium level (44.29-58.97) | 71 | 64.54 |
| 3 | High level (Above 58.97) | 11 | 10.00 |

It was observed from Table-2 that great majority (64.54 per cent) of the poultry entrepreneurs were found with medium level of adoption of scientific poultry management practices, followed 25.46 per cent with low and 10.00 per cent with high adoption level of scientific management practices. It can be concluded that majority (64.54 per cent) of the poultry entrepreneurs had medium level of adoption. The probable reason for this might be that majority of the poultry entrepreneurs had up to primary level or more than secondary level education which might have helped them to understand

to adopt. The other reason might be due to fact that majority of the respondents had medium level of knowledge, scientific orientation and risk orientation.

Association between the Selected Characteristics of the Poultry Entrepreneurs and their Knowledge about Scientific Poultry Management Practices

Table 3: Association between independent variables of the poultry farm entrepreneurs and their knowledge regarding scientific poultry management practices n=110

| Sr. No. | Independent variables | Coefficient of correlation ('r' value) |
|-----------------|-------------------------------|--|
| X ₁ | Age | -0.1253 ^{NS} |
| X ₂ | Education | 0.1899* |
| X ₃ | Poultry farming experience | 0.2627** |
| X ₄ | Training in Poultry | 0.1957* |
| X ₅ | Caste | 99.999 ^{NS} |
| X ₆ | Organizational participation | 0.0820 ^{NS} |
| X ₇ | Exposure to mass media | 0.2208* |
| X ₈ | Contact with extension agency | 0.2070* |
| X ₉ | Occupation | -0.0329 ^{NS} |
| X ₁₀ | Size of the poultry farm | 0.2201* |
| X ₁₁ | Annual income | 0.1768 ^{NS} |
| X ₁₂ | Scientific orientation | 0.2476** |
| X ₁₃ | Risk orientation | 0.1943** |
| X ₁₄ | Adoption | 0.2042* |

* Significant at 0.05 level of probability

** Significant at 0.01 level of probability.

NS –Non Significant.

The results in the Table 3 indicate that, out of fourteen selected characteristics of poultry entrepreneurs , three characteristics i.e. poultry farming experience (P<0.01), scientific orientation (P<0.01) and risk orientation poultry enterprise (P<0.01) had significant and positive relationship

with their knowledge towards scientific poultry management practices. While, the characteristics like education, training in poultry, exposure to mass media, contact with extension agency, size of poultry farm, and adoption were found to be positively related with their knowledge. The characteristics like age, cast, organizational participation, occupation and annual income had non significant relationship with their knowledge towards scientific poultry management practices.

CONCLUSION

It can be concluded from the above study that majority of poultry owners were medium level of adoption and medium level of knowledge of poultry management practices. Knowledge and adoption level of poultry owner was found positively and highly significant. Further, according to aspect wise extent of adoption hierarchy, record keeping practices ranked first followed by improved strain health care management practices, rearing and feeding management. Water management, lighting and marketing practices were not adopted by the poultry owners. Effort should be made by organizing skill based training programmes to cover the above said aspects regarding the scientific poultry management practices. The findings of this study suggest that farmers should be motivated to adopt the recommended practices of poultry farming through all possible extension methods

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