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Research Paper

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KEYWORDS :

Economic Orientation Commercial Poultry Farmers of Andhra Pradesh

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ABSTRACT

An expost facto research design followed in the present investigation for which 120 commercial poultry farmers (60 layer + 60 broiler farmers) of Rangareddy, Chittoor and East Godavari districts were selected randomly to study the impact of Information and Communication Technology (ICT) on farming performance of commercial poultry farmers. The data pertaining to dependent variables viz. ICT utilization and farming performance and independent variables collected with the help of a pre-tested interview schedule developed for the purpose. After collection of data, farmers were divided into three groups based on type of flock i.e. layer farmers, broiler farmers and total farmers for better analysis and presentation of results. About 55.00 per cent of broiler farmers 52.50 per cent of total farmers and 50.00 per cent layer farmers were in medium category of economic orientation.

MATERIAL AND METHODS

RESEARCH DESIGN

Ex-post facto design adopted for the present study since the variables chosen have occurred. According to Kerlinger(1978) Ex-post facto research design is defined as systematic and empirical enquiry in which the researcher does not have control over independent variables because their manifestation already or they are inherently not manipulated.

LOCALE OF THE STUDY

The state of Andhra Pradesh was chosen purposively for the study as the researcher is familiar with local language that could definitely help the researcher to build good and quick rapport and facilitates in depth study through careful observations.

SAMPLING PROCEDURE

Location of Regions

The present study was carried out in three regions of the state i.e. Telangana, Costal Andhra, Rayalaseema of Andhra Pradesh state and one district from each of region with highest poultry population (both in layers and broilers) was selected purposively.

Selection of Districts

Three districts viz. Rangareddy, Chittoor and East Godavari of Andhra Pradesh were selected for the study based on highest poultry population i.e layers and broilers. The map showing Andhra Pradesh state with study area was depicted in the fig.1.

Selection of Respondents:

From each district 40commercial poultry farmers in equal number of 20 layer farmers and 20 broiler farmers were selected randomly. Thus a total 120 respondentsfrom three districts were chosen for the study.

RESULTS

Distribution of respondents according to their Economic Orientation

S. No	Category	Layer farmers		Broiler farmers		Total farmers	
		F	%	F	%	f	%
1	Low	16	26.67	15	25.00	31	25.83
2	Medium	30	50.00	33	55.00	63	52.50
3	High	14	23.33	12	20.00	26	21.67
	Total	60	100.00	60	100.00	120	100.00
$\bar{X}$ = 10.85				σ = 1.351			

About 25.00 per cent, 55.00per cent and 20.00 percent of broiler farmers categorized into low, medium and high economic orientation categories, respectively. Among total farmers 25.83 per cent, 52.50 per cent and 21.67 per cent of respondents were in the low, medium and high categories of economic orientation, respectively.

DISCUSSION

Majority of the respondents of the study area belonged to medium economic orientation category followed by high and low economic orientation. Economic orientation towards poultry farming is essential for enhancing the profitability and sustainability. It is a good sign that majority of broiler and layer farmers were in the medium category of economic orientation, as the respondents realized the importance of a commercial nature of an enterprise and more so poultry farming.

But a good number of respondents i.e. about one fourth were in low economic orientation category, which may be due to the fact that poultry industry is under recession and on the verge of collapse where small units of birds have been wounded up due to major problem of high feed cost, slump in the marketing of chicken, exploitation of middle men and also unprecedented expansion which has resulted in more production in the study area etc. All these factors compounded in the study area and lead to low economic orientation among a sizeable number of poultry farmers of both and layer and broiler farmers. Further, they maintained medium capacity of birds as a secondary occupation and given less priority for earning more. The findings had the support of Raju *et al*., (2005) who reported similar observations.

REFERENCE

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