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Research Paper

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Rational Decision Making Ability of 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. Majority of layer farmers (50.00%), broiler farmers (51.67%) and total farmers (50.83%) were in the medium category of rational decision-making ability.

MATERIAL AND METHODS

2.1 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.

2.2 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.

3.3 SAMPLING PROCEDURE

3.3.1 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.

3.3.2 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.

3.2.3 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.

RESSULTS

Distribution of respondents according to their Rational decision making ability

SNo	Category	Layer farmers		Broiler farmers		Total farmers	
		F	%	F	%	f	%
1	Low	17	28.33	18	30.00	35	29.16
2	Medium	30	50.00	31	51.67	61	50.83
3	High	13	21.67	11	18.33	24	20.00
	Total	60	100.00	60	100.00	120	100.00
$\bar{X}$ = 15.10				σ = 2.528			

It was clear from the table that majority of layer farmers (50.00%) in the medium category of rational decision-making ability, followed by low (28.33%) and high (21.67%) categories. Whereas most of broiler farmers (51.67%) were in medium category followed by low category (30.00%) and high category (18.33%) of rational decision-making ability. About 50.83 per cent of total farmers were in the medium category followed by 29.16 per cent in low and 20.00 per cent in high category of rational of decision making ability.

Discussion

Rationality in Decision Making

The data presented on the rationally in decision making revealed that majority of the layer and broiler farmers were in the medium category, followed by low and high categories. The reasons for this trend of medium rational decision making ability was due to their vast experience in farming, education, sound knowledge of the practices and high cosmopoliteness etc; helped them to take correct and cautious decision in poultry farming.

About one third broiler farmers were in the low category of rational decision making which is due to fact that broiler farmers were under integrated farming system and low level of extension contact and lack of knowledge on certain farming practices. Thus decision making ability should be given serious consideration as this will be strong motive force behind the choice of farmers. Many layer farmers and total farmers had low rationally in decision making. Probably this distribution suggests that many of these layer and total farmers with small poultry farm size have no say in the marketing except to accept the conditions imposed by traders, hence all the above factors must have resulted in their low rational thinking ability.

Commercial poultry farmers try to achieve maximum returns from their farms by utilizing the available resources more efficiently by different entrepreneurs. Decision making is crucial for the success of any enterprise as is the poultry industry, which is based on the different rationale to decide strategies such as marketing. Accuracy in decision making leads to the precision in poultry farming. So the farmers should have high rational decision making; essential for any commercial enterprise

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