



Utilization Pattern of Information and Community Technologytools Among Commercial Poultry Farmers of Andhra Pradesh

Dr. R. HARILAL

Associate Professor, Dept of Veterinary Extension, College of Veterinary Science, Tirupati, AndhraPradesh, India.

ABSTRACT

The distribution of respondents according to ICT utilization was mostly medium level among all three categories upto the extent of 56.67 per cent in each of layer, broiler and total farmers. Farming performance index developed by including six components i.e bio-security measures, income through sale of birds, body weight at marketing age, mortality rate, common diseases and record keeping. The farming performance was medium among layer (60.00%), broiler (55.00%) and total farmers (57.50%) and 25 to 31.66 per cent of poultry farmers had high farming performance.

KEYWORDS :

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.

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.

RESULTS

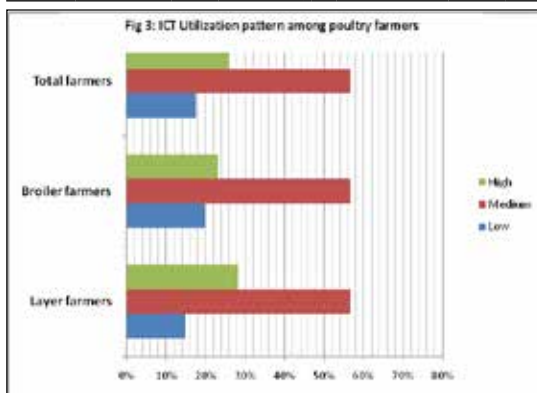
Utilization pattern of Information and Community Technology tools among commercial poultry farmers The Information and Communication Technological tools utilization pattern ascertained from the respondents and the results presented in Table 17 and Fig 3.

The results presented in Table 17, indicated that 56.67 per cent each of layer, broiler and total farmers each were in the medium category of ICT utilization pattern. Whereas 15.00 per cent of layer farmers, 20.00 per cent of broiler farmers and 17.50 per cent total farmers were in low category and 28.33 per cent of layer and 23.33 per cent of broiler and 25.83 per cent of total farmers were in high category of ICT utilization .:

Distribution of respondents according to their ICT utilization pattern

S No	Category	Layer farmers		Broiler farmers		Total farmers	
		f	%	F	%	f	%
1	Low	9	15.00	12	20.00	21	17.50
2	Medium	34	56.67	34	56.67	68	56.67
3	High	17	28.33	14	23.33	31	25.83

Total	60	100.0	60	100.00	120	100.00
\bar{X}	= 59.94			σ = 12.351		



DISCUSSION

Utilization Pattern Of Information And Community Technology Tools Among Commercial Poultry Farmers

Information and Communication Technologies have been the drivers of the knowledge society. The ICTs are pushing more and more information into the public domain leading to re-arrangement of societal forces and governance structures towards greater efficiency, transparency and accountability. There is a growing appreciation of the role of ICT in enhancing the productivity and improving utilization and performance of livelihood technologies such as poultry sector. The general education of majority of the poultry farmers enabled them to use different ICT gadgets such as computing devices, digital imaging, the Internet and Wide Area Network, Telephones (Fixed and Mobile telephones), Radio including Community Radio, Television, Social media etc. The use of ICT tools depends on certain factors like accessibility, availability, user's familiarity, user centred design.

In the study area, the response of the poultry farmers on the utilization of various ICT tools such as Information kiosk, Mobile phones, Video conferencing, Internet, Open Knowledge Network, Multimedia CDs, Teleconferencing, Wireless communication, FM radio, Telnet, Film shows, Remote sensing, Geographical Information System, Email, E-Mail, Expert Systems, Call Centers, Discussion Groups and News Groups was ascertained. The results indicated that majority of the broiler or layer farmers were utilizing ICT tools to medium to high extent. The precision in farming, demand for continuous update on farming information is supported by respondents' educational background, achievement motivation, which resulted in medium-high ICT utilization among poultry farmers. The government and private commercial hatcheries shall utilize the potentials of ICT tools in providing the expert information in an effective way. The mobile telephony can be utilized for providing the required information either through text SMS, Voice SMS and MMS. Social media is also gaining the momentum in marketing the products. Further networking of commercial poultry farmers, specialists and consumers need to be strengthened through ICT tools.

REFERENCES

- Alvarej, and Nuthali, 2005. Adoption of computer based information systems ;the case of dairy farmers in Canterbury,New Zealand ,Florida and Uruguay ,Computers and Electronics in Agriculture 50 (1) :48-60. | Chandrakandan, K. Karthikeyan ,C .and Bhuvaneshwari ,S. S. V. B., 2003. Feasibility on use of computers for extension education to farmers – psychological approach. Souvenir and abstracts of National Seminar on responding to changes and challenges: New roles of Agricultural Extension, February 7-9, 2003, College of Agriculture, Nagpur pp22. | Efken J., 1998. Computer based network perspectives for agriculture Considerations about the possible future rolr of Internet or similar computer- based network for farms ,LandbanforschungVolkenroda 48(3) ; 159-167 | Hochman, Z. , Barlow ,R. , Ayres, J. F. and Pearson, C. J., 1991. A multiple domain expert system for beef cattle farmers. Computers and Electronics in Agriculture 6(2): 143-156. | Khaldoun, A.M.D., 1998. Accessing the quality of health information on the internet , Health on the Net foundation ,Available online at www.hon.com. Retrieved on 14th May 2007 | Kumar, and Kaur, 2005 .Internet and its use in the Engineering Colleges of Punjab, India: A case study. Webology 2(4). <http://www.webology.ir/2005/v2n4/a21.html> | Maheswarappa ,B. S. Tadasad, P. G. Ebnazar, E. C. and Seema, A. A .2003. Use of internet resources and services: A review of library information science literature. SRELS Journal of Information Management 40(2): 157-167. | Maniar, A .2002 .A study on internet usage for educational purposes by the female post-graduate students of the Maharaja Sayajirao University, Baroda in the year 2001-2002. Journal of Educational Research and Extension 39(4): 1-33. | Maru, A. 2005.Potential contributions from use of New Information and Communication Technologies (ICT) for Livestock Production and Services in India.Available at www.devstud.org.uk/conference05/abstracts/livestock.htm. | Meera, N. Shaik. 2002. A Critical Analysis of Information Technology in Agricultural Development: Impact and Implications. Unpublished Ph.D. thesis, IARI, New Delhi. | Patil, E.R .Jadhav, H. D . Thakare, G. / and Talathi, J. M. 1995. Socio production in Africa: overview. In Pandey, V.S. &Demey, F., eds. Village Poultry Production in Africa, Proceedings of an international workshop, p. 124–128. economic condition of poultry farm owners in Ratnagiridistrict . Poultry Adviser XXXVIII (iii) :25-29 | Perumal, G. 2004. the Impact of Information Technology in Indian Agriculture, Asian Journal of Extension Education, 23: 122-128. | Raju, D.T, Rao, B.S. 2006 . An information technology enabled Poultry Expert System: Perceptions of veterinarians and veterinary students. International Journal of Education and Development using ICT [Online], 2(2). Available: <http://jedicet.deccuwi.edu/viewarticle.php?id=184>. | Ramkumar, A, Garforth.C and Rao.S.V.N . 2003 .Information dissemination of cattle health knowledge ,an evaluation report Dept of Veterinary and A.H Extension, Rajiv Gandhi College of Veterinary and Animal Sciences, Kurumbapet, Pondicherry, pp15-17 | Ravikumar, S. Jagadeeswary, V. and Sasidhar, P.V. K. 2005.information and communication technology for livestock development Livestock International 9(10); 12-14 | Ravikumar, S. Jagadeeswary, V. and Sasidhar, P.V. K. 2005.information and communication technology for livestock development Livestock International 9(10); 12-14 | Ravikumar, S. Jagadeeswary, V. and Sasidhar, P.V. K. 2005.information and communication technology for livestock development Livestock International 9(10); 12-14 | Richardson, D. 1997. The internet and the rural development: An integrated approach. FAO, Rome, Italy, pp: 77. | Sharma ,M. C; Lal, S .B .and BhaumikAnup, 1991. Computers –an aid to diagnosis and surveillance of animal diseases. Poultry Guide. XXVIII (7):28-33. | Sasidhar, P.V. K., Suvedi, M., Vijayaraghavan, K. and Singh, B., 2006, Evaluation of backyard poultry farm school on All India Radio.Agril.Extn.Revv.,9(2): 29-37. | | Shalini,A. , Sushma, K, Yadav K.K., Asrani R.K. 2013. Perceived attributes of poultry farming among scheduled caste rural women, Journal of Dairying Foods & Home Sciences, Volume : 31(1), pp 68-71 | Tallaro, and Gaudette, P. (1995).Harnessing information for development; a proposal for World Bank ,Washington |