



Inter Correlation Between ICT Utilization and Farming Performance of Commercial Poultry Farmers of Andhra Pradesh

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ABSTRACT

An ex post 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.

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, Coastal 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

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**INTER CORRELATION BETWEEN ICT UTILIZATION AND FARMING PERFORMANCE OF COMMERCIAL POULTRY FARMERS.**

NH : There will be no significant relationship between ICT utilization and farming performance of commercial poultry farmers.

EH : There will be positive significant relationship between ICT Utilization and farming performance of commercial poultry farmers.

Inter correlation between information ICT utilization and farming performance of commercial poultry farmers.

S.No	Type of farmers	'r' value
1	Layer	0.712**
2	Broiler	0.495**
3	Total	0.824**

The inter correlation coefficient between two dependent variables i.e. ICT Utilization and farming performance of commercial poultry farmers as depicted in Table 26, revealed that both layer and broiler farmers had shown positive and significant correlation ($p \leq 0.01$) among the total commercial poultry farmers.

Hence, the null hypothesis was rejected and empirical hypothesis was accepted.

DISCUSSION**INTER CORRELATION BETWEEN ICT UTILIZATION AND FARMING PERFORMANCE OF COMMERCIAL POULTRY FARMERS.**

The inter correlation coefficient between two dependent variables i.e. ICT Utilization and farming performance of commercial poultry farmers had shown positive and significant correlation among the layer ($p \leq 0.01$), broiler ($p \leq 0.05$) and total ($p \leq 0.01$) commercial poultry farmers.

The interdependence between ICT utilization and farming performance among all the classes of farmers portrays that ICT are playing an important role in enhancing the farming performance. ICTs proved their ability in all walks of life and by this study it can be concluded that poultry farming is no exception to this trend.

RELATIONAL ANALYSIS

The relational analyses are crucial as it enables to analyse the different relationships and to predict the influence of independent variables on the dependent variables. The different relational analyses conducted elsewhere were presented in the following section.

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