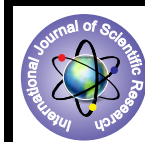


Information Seeking Behavior of Commercial Poultry Farmers of Andhrapradesh



Veterinary Science

KEYWORDS :

Dr.R.HARILAL

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

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. It was evident that 43.33 per cent of layer farmers 40.00 per cent of broiler farmers and 41.67 per cent total farmers were in the medium category of information seeking behavior.

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

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

RESULTS

Distribution of respondents according to their Information seeking behavior

S. No	Category	Layer farmers		Broiler farmers		Total farmers	
		F	%	f	%	f	%
1	Low	13	21.67	29	48.33	42	35.00
2	Medium	26	43.33	24	40.00	50	41.67
3	High	21	35.00	7	11.67	28	23.33
	Total	60	100.00	60	100.00	120	100.00
$\bar{X} = 35.82$		$\sigma = 5.222$					

On perusal of the Table 10, it was evident that 43.33 per cent of layer farmers 40.00 per cent of broiler farmers and 41.67 per cent of total farmers were in the medium information seeking behavior category. About 21.67 per cent of layer farmers 48.33 per cent of broiler farmers and 35.00 per cent of total farmers were in the low information seeking behavior category. It was apparent from the table that 35.00 per cent of layer farmers, 11.67 per cent of the broiler farmers and 23.33 per cent of the total farmers were in the high information seeking behavior category.

DISCUSSION

Information Seeking Behavior

The information seeking behavior of commercial poultry farmers included several sources like formal, informal sources and mass media. The information seeking behavior of farmers was mostly medium among total farmers followed by low and high categories. Among broiler farmer, it was low, medium and categories. In case of layer farmers, it was medium followed by high and low categories.

The inquisitiveness of farmers, especially layer farmers, placed them in medium and or high information seeking category. The respondents of medium and high categories contacted various sources of information to a considerable extent, which was due to their education, as all the respondents were literates and their eagerness to improve efficiency in poultry farming by accessing latest information from various sources. The low information seeking behavior was much higher among broiler farmers as compared to layer farmers. The broiler farmers were under integrated broiler farming system where in the farmer gets technical advices, scientific information etc. from hatcheries or integrators, who regulate the whole operation of that farm and channel required information to farmers at the right time through their technical personnel.

The above observations were almost similar to the findings reported by Goswami (1998) and Ramkumar *et al.*, (2003) reported consultation of formal sources. Tripathi (2001) reported utilization of informal sources, while Lanjewar *et al.*, (2000), and Raju *et al.*, (2005) reported use of mass media.

REFERENCE

- Abdul, H., Srivastava, M.R. and Singh, R.P., 2003, Livestock farmers' preference of communication media and their use by extension workers in tribal Bihar, Indian Res. J. Ext. Edu. 34(1): 31-34 | Badhulal, B. 1999. An analysis of dairy farming practices among the tribal farmers of Khammam district of Andhra Pradesh. Unpublished M.V.Sc. (Extension Education) thesis, ANGRAU, Hyderabad. | Das, P. 2002. New Horizons, and Extension Modalities. Memorial lecture delivered on 28/09/2002 at ANGRAU, Hyderabad. | Hai, A., Srivastava, R. M., and Singh, R. P., 2003. Livestock farmers' preference of communication media and their media use by Extension workers in tribal Bihar. Indian Journal of Extension Education 39 (1): 31-34. | Goswami, A., Roy, N., Mazumdar, A. K., Ghosh, S. K., Duttagupta, R. 2001. Study of utilization of mass media and personal cosmopolite sources of information in animal husbandry practices. Indian Journal of Animal Health 40 (1): 69-72. | Kardak V N, Kashid N V, Kamble M S and Kardak S N 2004 The socio economic, communication and psychological characteristics of the sorghum growers in Vidharbha region in Maharashtra. Annals of agriculture research 25 (2): 292-296. | Lanjewar, D. M, Harde, G. P. and Lanjewar, A. D. 2000. Assessing information need of farmers about farm credit. Maharashtra Journal of Extension Education, XIX, pp.168-170. | Patil, E. R. Jadhav, H. D. Thakare, G. 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 Ratnagiri district. Poultry Adviser XXXVIII (iii) :25-29 | Pratap, D.P. and Gour, D., 2008. A.I.R. Farm programmes - strategies for the new millennium. Agrotech Publishing Academy, Udaipur, pp. 9-15. | | 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 | , Raju., D. T , Rao, B. S., Reddy, M. S, Gupta, B. R and Kulkarni, B. S 2005. Profile characteristics of commercial poultry farmers : implications to the poultry sector, Indian J. Poult. Sci. (2005) 40(3): 259 - 263 | Rathod, P.K., Nikam T.R., Landge, S., Vajreshwari, S. and Hatey, A. (2012). Participation of Rural Women in Dairy Farming in Karnataka, Indian Res. J. Ext. Edu., 11 (2):31-36. | Singh, B., Narwal, R. S and Malik, J. S. 2003. Communication sources used by extension personnel and farmers. Indian Journal of Extension Education 39(1): 26-30. | Tripathi, H. 2001. Information receiving behavior of rural women influencing productivity of milch animals. Agricultural Extension Review 13(4):12-17. |