

Poultry Farming Experience of Commercial Poultry Farmers of Andhra Pradesh



Veterinary Science

KEYWORDS :

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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. About 45.00 per cent, 61.67 per cent and 38.34 per cent of total, layer and broiler farmers, respectively were in medium category of farming experience.

MATERIALS 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.1.

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

The distribution of commercial poultry farmers based on their poultry farming experience presented in the table 6.

Distribution of respondents according to their Poultry Farming Experience

SNo	Category	Layer farmers		Broiler farmers		Total farmers	
		F	%	f	%	F	%
1	Low	19	31.67	20	33.33	39	32.50

2	Medium	37	61.67	17	28.33	54	45.00
3	High	4	6.66	23	38.34	27	22.50
	Total	60	100.00	60	100.00	120	100.00
$\bar{X} = 15.13$				$\sigma = 6.50$			

A cursory look at the table indicated that 45.00, 32.50 and 22.50 per cent of the total farmers were in the medium, low and high poultry farming experience categories respectively. Among layer farmers, 61.67 per cent, 31.67 per cent and 6.66 per cent of respondents were in the medium, low and high poultry farming experience categories. About 38 per cent of broiler farmers were in high category, followed by low (33.33%) and medium categories, respectively.

DISCUSSION

Though experience is not a pre requisite but plays a crucial role for successful management of any enterprise. An entrepreneur learns the tricks of trade and expertise over experience. About 45 per cent of total farmers and 28 per cent of broiler farmers and 62 per cent of layer farmers were in medium category of experience in poultry farming.

The reason attributed to more number of farmers in medium category was that layer farming is relatively of long duration (72 weeks) from chick stage to disposal stage so the farmers with more enthusiasm and experience continue layer farming for good length of time and reap benefits. Thus, it can be concluded that the farmers with much more experience and capital investment can do better and thrive well in poultry farming. Similar trend observed among broiler farmers i.e. more number in high experience category followed by low and high categories. As the broiler farming is relatively of less duration, many innovative and educated farmers entered broiler farming by taking poultry sheds on lease basis as the investment on infrastructure will be minimum, in addition, money rotation will be higher than layer farming. These are the plausible reasons for the above trend.

Raju *et al.*, (2005) reported similar findings.

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