

Scientific Orientation 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. Scientific orientation was upto medium extent among total farmers (61.67%), layer farmers (63.33%) and broiler farmers (60.00%).

MATERIAL AND METHODS

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

It was observed from table 15, thatmajority of total commercial poultry farmers (61.67%) were under medium scientific orientation, followed by 12.50 per cent and 25.28 per cent were under low and high scientific orientation category, respectively.

While in case of layer farmers, 63.33 percent were under medium scientific orientation category followed by 13.34 per cent, 23.33 per cent were under low and high scientific orientation category. Among broiler farmers, 11.67 per cent, 60.00 per cent and 28.33per cent had low, medium and high scientific orientation category, respectively.

Table 15: Distribution of respondents according to their Scientific Orientation

S No	Category	Layer farmers		Broiler farmers		Total farmers	
		F	%	f	%	f	%
1	Low	8	13.34	7	11.67	15	12.50
2	Medium	38	63.33	36	60.00	74	61.67
3	High	14	23.33	17	28.33	31	25.83
	Total	60	100.00	60	100.00	120	100.00
$\bar{X} = 13.76$				$\sigma = 3.040$			

DISCUSSION

The scientific orientation was medium to high among total farmers, layer and broiler farmers. Scientific orientation towards poultry production leads to knowledge acquisition and adoption of new innovative technologies in the areas of feeding, management, health care etc. Scientific orientation makes an individual to systematically proceed from problem identification to a solution, thus making the decision making effective. Medium to high scientific orientation is a positive trend in the study area. More exposure to newer technologies might push the farmers to have high scientific orientation. It is imperative that the farmers with low scientific orientation should get themselves trained and also have information access to latest poultry production technologies. Information and Communication Technology tools such as web portals, experts systems, multimedia modules etc are available for continuous update of knowledge.

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