

Knowledge on Poultry Farming of Commercial Poultry Farmers of Andhra Pradesh



Veterinary

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. Majority of layer farmers (55.00%), broiler farmers (58.33%) and total (56.67%) farmers were in medium category of knowledge on poultry farming.

MATERIAL AND METHODS

Knowledge on Commercial Poultry Farming

It was operationally defined as the level of scientific information possessed by poultry farmers about various poultry production technologies.

A schedule was developed for measurement of knowledge on poultry production of poultry farmers. The schedule developed to study the comprehensive knowledge of farmers on various aspects of poultry farming viz. management, housing, feeding, diseases, bio security, marketing etc.

The schedule consisted of 25 statements with different types of questions pertaining to various aspects of commercial poultry production. The schedule was administered to the respondents and the responses were recorded on dichotomous pattern and a score of '1' was given to correct response and '0' was given for wrong answer. Thus maximum and minimum scores were 25 and 0 respectively.

RESULTS

The distribution of respondents according to knowledge level of commercial poultry farming presented in Table 4.

It was apparent from the table that 55.00 per cent, 30.00 per cent and 15.00 per cent of layer farmers were in the medium, low and high categories of knowledge on poultry farming, respectively. In case of broiler farmers, 58.33 per cent, 28.33 per cent and 13.33 per cent of broiler farmers were in the medium, low and high categories of knowledge on poultry production.

Distribution of respondents according to their knowledge on poultry farming

S No	Category	Layer farmers		Broiler farmers		Total farmers	
		f	%	f	%	f	%
1	Low	18	30.00	17	28.33	35	29.17
2	Medium	33	55.00	35	58.33	68	56.67
3	High	9	15.00	8	13.33	17	14.16
	Total	60	100.00	60	100.00	120	100.00
$\bar{X} = 20.42$				$\sigma = 3.105$			

About 57 per cent of total farmers were in the medium category followed by low (29.17%) and high (14.16%) categories, respectively.

DISCUSSION

The knowledge is an important component, which significantly influences the adoption of new technology. In the study area, majority of the total farmers (56.40%) were in the medium knowledge on poultry. More than half of layer and broiler farmers were in the medium category. It could be concluded that one fourth of the farmers had low knowledge on poultry. Several studies revealed the significance of knowledge in adoption of technology. It is a good trend that farmers had medium knowledge on poultry, which was mainly due to the fact that all farmers were literates, had high scientific orientation, medium to high information seeking behavior and high risk orientation and experience. These factors might have contributed for medium knowledge on commercial poultry. But the major concern in the study area was that about one fourth of the respondents were in low knowledge category. Extension agencies, commercial poultry supply agencies need to focus on the improvement of knowledge level of this category.

The broiler farmers had medium knowledge despite the fact they were under the umbrella of integrated broiler farming where in their knowledge a minimal role has in decision making. The broiler farmers were in the integrated farming for the past 15 years only, so high knowledge might have been acquired before switching over to the new system. Similar findings were reported by Mathialagan (1992), Rajusubramanian (1992), Nimje et al.,(1993), Shaik et al.,(1993), Talwar et al., (1993), Kumar and Mahalati (1994) but Santha et al.,(1991), Talwar et al.,(1993), Kumar and Mahalati (1994), Narmatha et al.,(1995) Mathialagan et al.,(1997), Ray and Sapkota (1998), Raju et al., (2005) reported contradictory results.

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