

Knowledge on Ict Tools 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. About 54 per cent of total farmers, 50.00 per cent layer farmers and 56.67 per cent broiler farmers were in medium category of knowledge on ICT tools.

MATERIAL AND METHODS

It was operationally defined as the level of technical information on different ICT tools possessed by poultry farmers.

A schedule was developed for measurement of knowledge on ICT tools, which consisted of 18 statements with different types of questions pertaining to various aspects of Information and Communication Technology tools. 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 for all questions except questions 6,7,9,18(Appendix A) whose responses were measured on three point continuum viz. Agree (2), Disagree (1) and Don't know(0) with scores in parentheses. Thus, maximum and minimum scores were 22 and 0 respectively.

RESULTS

The commercial poultry farmers were categorized into three categories based on knowledge on ICT tools, which was presented in Table 5.

Distribution of respondents according to their knowledge on ICT Tools

S No	Category	Layer farmers		Broiler farmers		Total farmers	
		f	%	f	%	f	%
1	Low	17	28.33	17	28.33	34	28.33
2	Medium	30	50.00	34	56.67	64	53.33
3	High	13	21.67	9	15.00	22	18.33
	Total	60	100.00	60	100.00	120	100.00
$\bar{X} = 11.23$		$\sigma = 2.816$					

An overall glance at Table 5, indicated that among total farmers, 53.33 per cent respondents were in the medium category, followed by 28.33 per cent and 18.33 per cent in low and high category of knowledge on ICT tools, respectively. Among layer farmers 50.00 per cent, 28.33 per cent, 21.67 per cent of respondents were in the medium, low and high category of knowledge on ICT tools, respectively. It was apparent that 56.67percent, 28.33percentand 15.00percentper cent of the broiler farmers categorized into medium, low and high categories, respectively.

DISCUSSION

The results presented in table 5 revealed that among total farmers, more than half of the respondents were in the medium category, followed by low and high knowledge on ICT tools, respectively. A similar trend was observed among layer and broiler farmers also. Information Technology pervaded all walks of life and poultry farming is no exception. In general and specifically in the study area, most of the poultry farmers were utilizing different ICT tools such as computing devices, mobile phones etc for enhancing efficiency in farming. Further most of farmers were in the middle aged category and educated, who are utilizing the ICT tools to a greater extent. The farmers' high innovativeness, achievement motivation, automation in the farming and usage of computers in ration formulation and accountancy contributed for knowledge on ICT tools to a moderate extent. These factors might have contributed for medium knowledge on ICT tools.

These results were in accordance with the reports of Goswami (2001), Chandrakandan et al.,(2003), Abdul et al., (2003), Meera (2004) and Raju et al., (2005) conducted similar studies on the awareness of computers.

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