Research Paper Veterinary

Profile Characteristics of Layers And Broiler Farmers in Andhra Pradesh

Dr.R. HARILAL

Associate Professor, Dept.Of Veterianry Extension, College of Veterinarey Science , Tirupati, Andhra Pradesh

ABSTRACT

An expost 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 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.

KEYWORDS

Materials and Methods

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. Thus three districts viz. Rangareddy, Chittoor and East Godavari of Andhra Pradesh were selected for the study based on highest population i.e layers and broilers..: From each district 40 commercial poultry farmers in equal number of 20 layer farmers + 20 broiler farmers were selected randomly. Thus a total 120 respondents from three districts were selected for the study.

The variables for the study were selected based on available literature and in consultation with experts in the field of Extension Education and Veterinary Science Dependent variables are ICT Utilization of Commercial Poultry Farmers ,Farming Performance of Commercial Poultry farmers and the independent variables are Age, Knowledge on Commercial Poultry farming, Knowledge on ICT tools, Farming Experience, Socio-economic Status, Social participation, Poultry farm Size, Information seeking behaviour, Economic orientation, Rational decision Making ability, Achievement motivation. Management orientation, Scientific Orientation, Risk Orientation

Results

The profile data of the commercial poultry farmers with respect to their personal characteristics revealed that majority of layer (41.67%), broiler (51.67%) and total farmers (46.67%) were in the middle age category followed by old age and young age categories. Majority of layer farmers (55.00%), broiler farmers (58.33%) and total (56.67%) farmers were in medium category of knowledge on poultry farming.

About 54 per cent of total farmers, 50.00 per cent layer farmers and 56.67 per cent broiler farmers were in the medium category of knowledge on ICT tools, followed by low and high categories.

About 45.00 per cent, 61.67 per cent and 38.34 per cent percent of total, layer and broiler farmers, respectively were in medium category of farming experience, followed by low and high categories.

It was found that majority of layer, broiler and total farmers were in the medium category of socio economic status with 58.33 per cent, 45.00 per cent and 51.67 per cent respectively, followed by low and high categories. Social participation of the poultry farmers indicated that all farmers were members of one organization.

The data pertaining to all three regions put together indicated that 40.83 per cent respondents had low farm size and 45.00 per cent and 36.66 per cent of layer and broiler farmers were in medium and high category.

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 information seeking behaviour category.

About 55.00 per cent of broiler farmers 52.50 per cent of total farmers and 50.00 per cent layer farmers were in medium category of economic orientation.

Majority of layer farmers (50.00%), broiler farmers (51.67%) and total farmers (50.83%) were in the medium category of rational decision-making ability.

The results of the present study revealed that 47.50 per cent of total farmers, 43.33 per cent of broiler farmers and 51.67 per cent of layer farmers were in medium achievement motivation category.

About 54.16 per cent of total poultry farmers, 55.00 per cent of layer and 53.33 per cent of broiler farmers were in medium management orientation, followed by low and high categories in broiler and total farmers while it was high and low among layer farmers.

Scientific orientation was up to medium extent among total farmers (61.67%), layer farmers (63.33%) and broiler farmers (60.00%). The remaining distributed mostly in high scientific orientation.

Risk orientation was also medium among total commercial poultry farmers (62.50%), layer farmers (66.67%) and broiler farmers (57.22%), followed by high and low categories among three groups.

Discussion

Age

The average age found to be 43.00 years and the respondents' age ranged between 26 to 60 years of age. The results inferred that majority of the respondents in the study area, who had taken up commercial poultry farming were in the middle age category. These poultry farmers were more energetic, change prone, progressive and innovative than aged farmers. It is suggested that age of an individual has an overall

effect in the management of poultry enterprise.

Knowledge on poultry
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.

The broiler farmers had medium knowledge despite the fact they were under the umbrella of integrated broiler farming where in their knowledge has a minimal role 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.

Knowledge on ICT Tools
The results 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.

Poultry Farming Experience
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 , and even beyond if forced molting is being practiced, unlike broiler farming where one can dispose of the flock within 7-8 weeks duration. 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

Socio-economic status
Majority of total respondents were in the medium socio-economic status category followed by low and high socio –economic status categories, respectively. A similar trend observed among the layer, broiler total commercial poultry farmers.

Poultry Farm Size
It was assumed that with the increase in the size and experience, there would be more automation and efficiency in the poultry farming. As such in the study area, it was revealed that majority had small size units and continuing the poultry farming even though they were not registering much profit due to high feed cost and low egg / chicken price. Despite the losses,

Information seeking behavior
The information seeing 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. The same trend was observed among broiler farmers also. In case of layer farmers, it was medium followed by high and low categories.

Economic Orientation
Majority of the respondents of the study area belonged to medium economic orientation category followed by low and high economic orientation. Economic orientation towards poultry farming is essential for enhancing the profitability and sustainability. It is a good sign that majority of broiler and layer farmers were in the medium category of economic orientation, as the respondents realized the importance of a commercial nature of an enterprise and more so poultry farming.

Rationality in decision making
The data presented on the rationally in decision making revealed that majority of the layer and broiler farmers were in the medium category, followed by low and high categories. The reasons for this trend of medium rational decision making ability was due to their vast experience in farming, education, sound knowledge of the practices and high cosmopoliteness etc; helped them to take correct and cautious decision in poultry farming.

Achievement motivation
In case of broiler farmers, majority of them were in the medium achievement motivation category followed by a significant number in low category. The concept of integrated broiler farming introduced mainly to make use of existing vacant sheds for broiler farming under deep litter system. The integrator is supplying day old chicks, feed, and health products. The daily activities are monitored by a supervisor employed by the integrator.

Management orientation
The factors like experience, farms size, rational decision making ability, knowledge, innovativeness and economic orientation have contributed for this trend. The large commercial layer poultry farmers who possessed all these traits viz. vast experience, large farm size , taking timely decisions, better knowledge level , innovative in nature This calls for the attention of the state Department of Animal Husbandry, NECC, NPDB to emphasize the importance of planning, production and marketing strategies for profitable commercial poultry farming

Scientific orientation
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.

Risk orientation
Risk orientation is the cognitive aspect of change, which reflects the preparedness of an individual to accept innovation with an element of risk. The results revealed that majority of the total farmers; layer and broiler farmers were in medium risk orientation in the study area. Of late in the state of Andhra Pradesh and more so in the study area, integrated system of broiler farming is more prevalent. The layer farming is under the influence of several detrimental problems such high cost of feed, non availability of feed ingredients, market fluctuations, minimal support from Government sector etc.

REFERENCES

Bhattu et al. (1999) indicated that 88.67 per cent farmers acquired latest knowledge for starting farms though inherited tradition, neighbours, friends, progressive farmers and relatives where as remaining 11.33% farmers adopted broiler farming mainly due to help/ guidance of the extension workers. | Dahiya and Aggarwal (1993) in their study conducted in Haryana found that most poultry farmers were matric or graduate, 70% were landowners and aged between 20-50 years and only 20% of new poultry farmers entered the business without any training. | Lasoda et al. (1997) revealed in their study that number of birds possessed by backyard farmers ranged from 1 to 110, with the largest frequency found within the value of 1 to 10 birds. | Monica et al. (2001) disclosed that literacy rate was 26 percent among the duck farmers of Andhra Pradesh and they belonged mostly to OC and BC (76%) than SC and ST (24%) respectively. | Rao (1994) disclosed that majority of the voluntary insured poultry farmers had education up to high school, small sized poultry farms, medium extension agency contact, achievement motivation and risk taking ability. | Rajini and Narahari (2002) reported in their study conducted at five randomly selected villages of Salem and Namakkal districts of Tamil Nadu that the average number of chicks per family was 8.1. |