Research Paper Veterinary

Relational Analysis of Utilization of ICT Tools, Farming Performance and Profile Characteristics of Commercial Poultry Farmers.

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ABSTRACT

The relational analysis indicated that knowledge on poultry farming, poultry farm size, information seeking behavior, economic orientation, rationality in decision-making, achievement motivation, management orientation, scientific orientation, risk orientation and knowledge on ICT had positive relation with utilization of ICT tools among layer farmers. The variables viz. knowledge on poultry, poultry farm size, information seeking behavior, economic orientation, management orientation, scientific orientation, risk orientation and knowledge on ICT had positive significant relationship with utilization of ICT tools among broiler farmers. Among total farmers, knowledge on poultry, poultry farm size, information seeking behavior, economic orientation, achievement motivation, management orientation, scientific orientation, risk orientation, knowledge on ICT, socio economic status and rationality in decision -making, positively correlated with ICT utilization.

KEYWORDS

Material and Methods

A schedule was developed for measuring the extent of use of the ICT tools by Commercial Poultry farmers. The frequency of use of the identified ICT tools was measured by giving weightages of 6,5,4,3,2,1,0 to the responses namely more than in a week , once in a week, once in fortnight, once in month, once in 6 months,once in a year and never, respectively.

Farming performance was operationally defined as accomplishment of given tasks in identified components viz. bio-security measures, income through sale of birds, body weight at marketing age, mortality rate, common diseases, record keeping etc measured against preset known standards of accuracy, completeness, cost, and speed.

Results

Layer farmers:

computed 'r 'values between independent variable viz. knowledge on poultry farming, poultry farm size, information seeking behavior, economic orientation, rationality in decision making, achievement motivation, management orientation, scientific orientation, risk orientation with utilization of ICT tools were significantly related at 0.01 level of probability among layer farmers.

Broiler farmers:

computed 'r 'values between independent variable viz. knowledge on poultry, poultry farm size, information seeking behavior, economic orientation, management orientation, scientific orientation, risk orientation with utilization of ICT tools were significantly related at 0.01 level of probability among broiler farmers. The variable 'knowledge on ICT' was positively correlated at 1% level of probability and age, poultry farming experience, social participation, rationality in decision-making and achievement orientation were non-significantly correlated with ICT utilization

Correlation coefficient 'r' values between independent variable and utilization of ICT tools

S. No	Variables	Correlation Coefficient (r) value		
		Layer farmers	Broiler farmers	Total farmers
X_1	Age	0.208NS	0.201NS	0.119NS
X_2	Knowledge on poultry	0.726(**)	0.650(**)	0.792(**)
X_3	Knowledge on ICT	0.431(*)	0.256 (*)	0.372(*)
X_4	Poultry farming experience	0.202NS	0.193NS	0.189NS
X_5	Socio-Economic status	0.128NS	0.723**	0.346*
X_6	Social participation	0.210NS	0.186NS	0.192NS
X_7	Poultry Farm Size	0.890(**)	0.939(**)	0.852(**)
X_8	Information seeking behavior	0.796(**)	0.706(**)	0.927(**)
X_9	Economic Orientation	0.744(**)	0.732(**)	0.758(**)
X_{10}	Rationality in Decision making	0.670(**)	0.212NS	0.516(*)
X_{11}	Achievement Motivation	0.818(**)	0.214 NS	0.782(**)
X_{12}	Management Orientation	0.796(**)	0.786(**)	0.805(**)
X_{13}	Scientific orientation	0.713(**)	0.677(**)	0.739(**)
X_{14}	Risk orientation	0.693(**)	0.700(**)	0.678(**)

*** Significant at the 0.05 level (2-tailed)**
**** Significant at the 0.01 level (2-tailed).**
NS Not significant

Knowledge on ICT tools positively correlated at 5% level of significance. Age, experience in poultry farming, socio eco-

nomic status, social participation were non-significantly correlated with ICT utilization among layer farmers.

Total farmers:
Among total farmers, age, experience, and social participation correlated non-significantly with ICT utilization. Knowledge on poultry, poultry farm size, information seeking behavior, economic orientation, and achievement motivation, management orientation, scientific orientation and risk orientation correlated positively and significantly at 1% level of probability. The variables knowledge on ICT, socio economic status, rationality in decision making, were positively correlated with ICT utilization at 5% level of probability.

DISCUSSION
Layer farmers:computed 'r 'values between independent variable viz. knowledge on poultry farming, poultry farm size, information seeking behavior, economic orientation, rationality in decision making, achievement motivation, management orientation, scientific orientation, risk orientation with utilization of ICT tools were significantly related at 0.01 level of probability among layer farmers. Knowledge on ICT tools positively correlated at 5% level of significance. Age, experience in poultry farming, socio economic status and social participation were non-significantly correlated with ICT utilization among layer farmers.

Broiler farmers:
computed 'r 'values between independent variable viz. knowledge on poultry, poultry farm size, information seeking behavior, economic orientation, management orientation, scientific orientation, risk orientation with utilization of ICT tools were significantly related at 0.01 level of probability among broiler farmers. The variable knowledge on ICT was positively correlated at 1% level of probability and age, poultry farming experience, social participation, rationality in decision-making and achievement orientation were non-significantly correlated with ICT utilization.

Total farmers:
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1. Age:
In the present study, a positive and non-significant relationship observed between age and their ICT utilization among broiler, layer and total farmers. Generally, ICT utilization is more among young people. In the present study, positive and non-significant relationship was due to less variation in sample.

2. Knowledge on poultry:
the table – showed that a positive and highly significant relationship between knowledge and their ICT utilization pattern observed among all the categories of farmers. This trend clearly establishes that Information and Communication Technology tools / applications were vital in knowledge acquisition.

3. Knowledge on ICT:
In the present study, a positive and significant relationship observed between knowledge on ICT and its utilization among all categories of farmers. Different ICT gadgets such as computing devices, mobile phones, internet, multimedia disks, i-pad, net books etc utilized by poultry farmers for various purposes connected with poultry production.

4. Socio-economic status:
the general trend is that poultry farm size is much higher in case of layer farmers and much lower in case of broiler farmers. Layer farming has developed into a full-scale commercial enterprise and already into use of different ICT tools. Whereas broiler farmers mostly possessing small sized farms and were in contract farming system. The profit per unit is very high in layer farming than broiler farming in the present context. This is the plausible reason for non-significant relation in layer farmers and significant relationship among broiler farmers.

5. Social participation:
ICT utilization and social participation were non-significantly related in all classes of farmers (broiler / layer). In the era of ICT revolution, the social participation per se is reduced and digital divide reduced the physical contact but enhanced enormously social networking through mobiles, social media etc.

6. Poultry farm size:
Either among broiler or layer farmers or total farmers, poultry farm size correlated significantly with ICT utilization in a positive direction. The knowledge on poultry and ICT tools, socio economic status, and management orientation contributed for positive relation between farm size and ICT utilization. Increased use of ICT tools enabled the farmers to acquire latest information and build confidence in carrying out the farming, which is supported by medium market orientation.

7. Information Seeking Behavoiur:
The respondent farmers sought information from various sources – formal sources, informal sources and mass media for various farming needs. Of late, new ICT gadgets have made tremendous impact on information acquisition behavior of poultry farmers. Information seeking behaviour believed to have direct effect on the ICT utilization. Poultry farmers had greater access to various media and maintaining frequent and regular contacts with extension personnel / experts/ resource persons. This could be the possible reason for such significant relationship between information seeking behaviour and ICT utilization in the study area.

8. Economic orientation:
ICT utilization has direct influence on the economic orientation of the poultry farmers in the study area. Both are positively and highly significantly correlated with each other. Commercial poultry farming is capital intensive and high precision is required to be successful in the business. Handling live birds for profit maximization is always a challenge. ICT tools by providing demand driven, value added information and experts advice at appropriate time, format and content adds to the economic orientation of poultry farmers.

9. Rationality in decision making:
Effective and efficient decision making is always based on rationality adopted in arriving at such decisions. Positive and significant relation among layer and total farmers denotes that layer farmers utilizing the ICTs effectively, especially in marketing aspects. The above trend is desirable for betterment of poultry industry.

10. Achievement motivation:
he layer poultry farmers had medium to high achievement motivation. Majority of the farmers were middle aged and their medium achievement motivation led to positive relation with ICT utilization. Information on success stories and farming aspects is available through ICT tools made farmers to realize the benefits of poultry farming.

11. Management orientation:
A pigeonhole examination of Table indicated that there was a positive and significant relationship between management orientation and ICT utilization of poultry farmers (both layers and broilers). Management orientation is the ability of farmers to run the farm with planning, production and marketing orientation. The farmers endowed with these attributes could naturally strive hard to get maximum profit by adopting the latest technologies. Management orientation is very important in intensive poultry production; dynamic influenced by several factors.

12. Scientific orientation:
It was a proven fact that ICTs reduced the digital divide and

made poultry farming more dynamic and vibrant. The expert systems, information kiosks, web portals all helped to improve scientific temperament of poultry farming over the years. These factors contributed for the above trend.

13. Risk orientation:

The results showed there was a positive and significant correlation between risk orientation and ICT utilization of poultry farmers. Risk preference is the cognitive aspect of change, which reflects the preparedness of an individual to accept innovations with an element of risk in discharging of responsibility of poultry farmers. Any poultry farmer who wants to reap better returns in his professional career, element of risk taking is generally involved; as a result the poultry farmers are cautious in taking risks.

REFERENCES

Ansari et al. (1990) indicated that age and size of the poultry unit had positive correlation with the training needs while education, social participation, mass media exposure, extension agency contact were negatively and significantly correlated with training needs of poultry farmers of Bareilly district of Uttar Pradesh. | Bhattu et al. (1998) observed in their study conducted in Haryana that the age, education, number of birds and annual income of broiler farmers had significant correlation with the level of adoption. | Dana et al. (1998) revealed that family, educational status, mass media exposure, extension agency contact, economic motivation, risk orientation, market facility and experience in farming were significantly and positively correlated with adoption of poultry production technologies. Regression analysis showed that mass media exposure, extension agency contact and risk orientation put together explained 52% variation in adoption. | Gowda et al. (1991) revealed that the age of the poultry farmers of Dharwad district of Karnataka had the association with the size of the farm- most large poultry farmers were younger than the medium and small farmers. The level of education had positive relationship with the size of the farms – large poultry farmers had higher level of education than the medium and small poultry farmers. | Nimje et al. (1993) found that education, experience in poultry and information sources were significantly associated with knowledge and management of poultry entrepreneurs. | Rao (1994) found that knowledge on poultry insurance was significantly related to education, extension agency contact, mass media exposure, achievement motivation and time and resource management of voluntary insured poultry farmers. | Syamsunder (1989) disclosed that mass media exposure, social participation and contact with extension agency of poultry farmers had highly significant relationship with training needs while age, education, farm size, scientific orientation, economic motivation and risk preference shown non significant relationship. | Talwar et al. (1993) disclosed that the difference in the knowledge on poultry management practices was found to be significant between low and medium as well as low and high groups at 5% level of significance.