

## **Awareness Level of Poultry Husbandry Practices by the Poultry Farmers in Imphal West District of Manipur**

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### **ABSTRACT**

Considerable number of poultry farms has grown up in Imphal west district of Manipur. Hence, the knowledge of poultry practices occupies the importance. The present study was conducted in Imphal- West District of Manipur on 120 poultry farmers selected by multi-stage sampling procedure. The study concluded that a majority of the farmers had medium level of knowledge on different aspects of poultry production practices. Education, annual income, socio-economic status, flock size, extension contact, utilization of mass media and attitude toward poultry rearing were the important factors which have contributed to the knowledge gained by the poultry farmers.

**Keywords:** Housing, brooding, feeding, watering, vaccination practices & scientific equipments.

### **INTRODUCTION**

Poultry farming has become one of the viable and proven enterprises all over the world. Poultry farming is possible in widely different agro-climatic environment (FAO; 2007, National Commission on Agriculture, 1976), as the fowl possesses marked physiological adaptability. Requirement of small space, low capital investment, quick return from outlay and well distributed turn over throughout the year make poultry farming remunerative in both rural and urban areas. Over the past few decades' poultry farming had changed its status from backyard poultry farming to commercial poultry farming. The traditional poultry farming in villages, which was the primary source of animal protein, and supplementary income for more than 50 per cent of the population of this country, has suffered in the wake of commercialization (Singh, 2000). Scavenging poultry birds normally maintained by women, sometimes contribute as much as 80 per cent of annual income to households (Anonymous, 2001). In developing countries, poultry represents an appropriate system to feed the fast growing human population and to provide income particularly to landless and small farmers, especially women. However, high mortality, due to various diseases, constitutes one of the greatest constraints on poultry farming. Other problems are related to breeding, feeding and marketing. Over the last decade, poultry population has grown spectacularly throughout the world, 23 per cent in developed and 76 per cent in developing countries, respectively.

Among the north-eastern state of India, Manipur stands third in poultry production next to Assam and Tripura and in meat production it stands in fourth position. There have been increases from 22.28 tonnes in 2003-04 to 24.26 tonnes during 2008-09 (Anonymous, 2008-09). Poultry production under modern technologies needs high expenditure which is very difficult to adopt for the rural farmers of Manipur. Few resource rich farmers are involved in this venture. Some rural youths are also running their farm and earning a handsome amount on contractual basis which solely depend upon the resource rich farmer. Poultry farmers should essentially possess the scientific knowledge on farming to take preventive action, identify the disease condition, and various poultry management practices, *etc.* Present study was undertaken to assess the awareness level assessment of poultry husbandry practices by the poultry farmers in Imphal of Manipur.

### **METHODOLOGY**

The present study was conducted in Imphal- West District of Manipur. A multi-stage sampling procedure was followed for selection of sub-division, village and respondents. Three sub-divisions were selected randomly out of four (4) sub-divisions from Imphal west district of Manipur. Then, nine villages were randomly selected from each selected sub-divisions for the present study. Total 120 respondents (Poultry farmers) were selected based on proportional random sampling method. The data were collected using structured interview schedule. The data collected were then analyzed using statistical tools

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namely, frequency, percentage, mean, standard deviation, simple correlation coefficient and multiple regressions.

## RESULTS AND DISCUSSION

In all, eight selected poultry husbandry practices were studied in terms of number of knowledge efficiency as well as the assessment and nature of knowledge efficiency of each individual practice. The result indicates that nearly half (39.17%) of the respondents belong to high category followed by medium category (35.83%) and low category (25%) respectively with respect to knowledge about poultry housing practices. It shows that 39.17 per cent of the respondents were having high knowledge of brooding management practices, followed by low (30.83%) and medium (30%) respectively. Since, brooding period of chick is the crucial period for enhancing the growth, productivity and low mortality of the birds. further 42.5 per cent of poultry farmers were having high knowledge about feeding practices, followed by medium (36.67%) and, with low (20.83%) feeding practices. Feed intake capacity of their birds. The result is in line with the findings of Oyeyinka *et al.* (2011), 47.5 per cent of the respondents were having medium knowledge followed by low and high level of knowledge respectively, with respect to watering practices. All the respondents however were not performing debeaking practices and deforming practices. Majority (60.83%) of respondents belongs to medium categories followed by low (31.67%) and, high (7.5%) categories with regard to vaccination knowledge. About 40 per cent of the respondents used medium level of scientific equipments followed by high (34.17%) and only 25.83 per cent of respondents with low used of scientific equipments on their poultry farms.

**Table 1: Regression analysis of independent variables (X) and with the knowledge level assessment of poultry husbandry practices (dependent Variable-Y)**

Independent variables	Regression Co-efficient 'b'	Standard error (S.E)	't' value
Age	-0.069	1.239	-0.847 NS
Family size	-0.141	1.442	-1.798 NS
Educational status	0.127	0.464	1.472 NS
Annual average income	-0.021	2.294	-0.126 NS
Socio-economic status	0.015	0.691	0.092 NS
Flock size (no. of poultry birds)	0.466	1.322	4.839**
Innovation proneness	-0.083	0.486	-1.006 NS
Attitude toward poultry rearing	0.084	0.207	0.974 NS
Economic motivation	-0.222	0.358	-2.761*
Utilization of mass media	0.080	0.329	0.861 NS
Contact with extension staff	0.016	0.699	0.177 NS
Marketing facilities	-0.005	0.759	-0.066 NS
Supervision of poultry farm	-0.051	0.384	-0.636 NS

\*\* Significant at the 0.01 level \* Significant at the 0.05 level NS= Non Significant  
R<sup>2</sup> = 0.398 F = 5.392\*

The determinants of knowledge level on poultry production practices presented in Table 1 indicated that out of total 13 independent variables only two of them i.e. flock size and economic motivation were found to be significant at 0.01 and 0.05 level of significant respectively. The estimated coefficient for flock size was positive (0.466) and has 't' value (4.839), that implies every one per cent increase in flock size, would lead to 46.6 per cent increase in knowledge of poultry produced. The finding is in consonance with the result of Ezech *et al.* (2012) and Effiong (2005). Economic motivation has negative coefficient of (-0.222) and has 't' value (-2.761) which indicated that increase in economic motivation reduces the level of knowledge. The R<sup>2</sup> value (0.398) indicated that 39.8 per cent was contributed towards the changes in knowledge level due to independent variables. These two variables (i.e. flock size and economic motivation) could be term as good predictor of knowledge of the poultry farmers.

## CONCLUSION

Majority (65 %) of the respondents possessed medium level of knowledge about selected poultry husbandry practices. Poultry farmers had high level of knowledge regarding poultry housing (39.17%), brooding (39.17%) and feeding (42.5%) practices. The respondents were found to have medium level of knowledge about poultry watering (47.5%) and vaccination (60.83%) practices. All the respondents did not practice debeaking and deworming practices. Majority (60.83 per cent) of the respondents was using scientific equipments on their poultry farms. Education, annual average income, socio-economic status, flock size, attitude toward poultry rearing, utilization of mass media and, contact with extension staff were significantly and positively related with the knowledge level of poultry farmers. In determination of regression analysis it was found that out of total 13 independent variables only two variables i.e. flock size and economic motivation were significant at 0.01 and 0.05 level of significant respectively. A very strong and robust finding of the study is that about 40 per cent was contributed towards changes in knowledge level due to independent variables in the model.

The study concluded that majority of the farmers had medium level of knowledge on different aspects of poultry production practices. Education, annual average income, socio-economic status, flock size, extension contact, utilization of mass media and attitude toward poultry rearing were the important factors which have contributed to the knowledge gained by the poultry farmers.

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