

ENTREPRENEURSHIP OF POULTRY FARMERS AND ITS DETERMINENTS

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ABSTRACT

The present study was conducted by Ex-post facto research design. Fourteen independent variables, relevant to study were included. Coefficient correlation of adoption with independent variables revealed that out of the 14 independent variables tried 9 were positively and significantly correlated ($P < 0.01$, $P < 0.05$) with the extent of knowledge of improved poultry management practices. The remaining five variables viz., age, caste, organizational participation, occupation, annual income were found to be non-significantly correlated.

KEYWORDS : Entrepreneurship, Poultry farmers and Determinents

INTRODUCTION

Over the last three decades, there have been significant developments in the poultry industry with each decade focusing on different sectors. There are many factors which influences the extent of adoption of improved poultry management practices among the poultry farm entrepreneurs of the state. In view of this, present study was under taken among poultry farm entrepreneurs of Banaskantha district to understand the influence of independent variables on their knowledge of improved poultry management practices.

MATERIALS AND METHODS

The study was conducted by collecting data from the poultry farm entrepreneurs of Banaskantha district of Gujarat state. Eighteen villages from two talukes Palanpur and Vadgam which were having high population engaged in poultry farming activities were chosen for the study. The data were collected by the personal interview method with the use of pre-tested interview schedule. To ascertain the relationship between selected independent variables and the knowledge of improved poultry management practices by poultry farm entrepreneurs the coefficient correlation was calculated.

RESULTS AND DISCUSSION

The results of the present study on coefficient correlation between the independent variables and the characteristics of the poultry farm entrepreneurs showed that 09 out of 14 variables were found to be positive and significant ($P < 0.01$, $P < 0.05$), whereas the remaining five variables viz., age, caste, organizational participation, occupation and annual income were non significant. The majority of poultry farm entrepreneurs were middle aged group and this would be the reason that age (r value = " 0.1253 NS) was not a differentiating in their knowledge level of improved poultry management practices.

It is well accepted that education is panacea to all social maladies, well-educated person understands the utility of innovations and adopts the technology without reservation. Education provides a constant reorientation to the people and give chance to understand science and innovation to become a better entrepreneur and manager of the enterprise. The present finding

which elucidates that education has positive and significant ($P < 0.05$, r value = 0.1899*) correlation with their level of education .

The longer experience gives chance to an individual to correct mistakes by the way of trial and error and helps in learning managerial abilities. Poultry farming experience of the poultry farm entrepreneurs were found to be highly significantly positive ($P < 0.01$, r value = 0.2627**) correlated with knowledge in poultry production which shows that poultry farming experience is an important variable, which influence knowledge level.

Training play an important role in improving the knowledge level. This might be due to the fact that training improves the competency of farmers and keep them informed on latest developments. The respondents had positive and significant relationship ($p < 0.05$, r value = 0.1957*) between training received and knowledge and adoption about poultry management practices. Caste and their knowledge level of the poultry entrepreneurs and the organizational participation had non-significant (r value , .0820 NS) relationship which indicates that caste has not played any significant role in increasing their knowledge level of poultry management practices.

The mass media (important variable) which play crucial role in improving their knowledge level about new poultry management practices. The respondents had significant ($P < 0.01$, r value ,0.2208*) relationship with knowledge level of the poultry management practices.

Extension contact and knowledge was positively and significantly ($P < 0.05$, r value = 0.2070*) interrelated and is a tribute to the unrelenting efforts of the extension personnel . The probable reason might be that contact with extension agency helped the poultry entrepreneurs for getting scientific information and technology secured proper guidance which might have cleared their doubts and increasing their knowledge level.

As number of occupation decreases, the respondents must be able to concentrate on particular occupation and get more success and ultimately more profit, which influence the knowledge level. The respondents were having negatively significant relationship (r value = -.0329 NS) knowledge level about poultry management practices.

The big size of the farm means a better economic condition of an individual, which gives chance to take risk and capacity to test, experience and apply new innovation liberally. The respondents showed significant ($P < 0.05$, r value = 0.2201 *) relationship regarding knowledge level of the poultry management practices.

The annual income of the poultry entrepreneurs were found positive and non significantly (r value = 0.1768 NS) correlated with knowledge level about poultry management practices of the poultry entrepreneurs. This reflects that annual income did not play any role in increasing or decreasing the knowledge level about poultry management practices. It might be due to fact that they get inputs and other requirement from other sources nearby farmers to get the information about poultry management practices.

The scientific orientation of the poultry farm entrepreneurs were having positive and highly significant correlation ($P < 0.01$ r value = 0.2476 **) with their knowledge level about poultry management practices of the poultry entrepreneurs which indicate that scientific orientation is an important variable for increase knowledge level in poultry production technology.

The risk orientation of the poultry farm entrepreneurs were having positive and significant correlation ($P < 0.01$, r value = .1943**) with their knowledge level about poultry management practices of the poultry entrepreneurs in poultry production technology. The poultry entrepreneurs with higher level of risk orientation would be much ahead of others in exploiting the potentialities of poultry production technology.

The adoption of the poultry farm entrepreneurs had positive and significant correlation ($P < 0.05$, r value 0.2042*) with their knowledge level about poultry management practices of the poultry entrepreneurs in poultry production technology. This might be due to the fact that, poultry entrepreneurs who were having better knowledge about poultry management practices are efficient in selecting economical and feasible technology and adopt the same very quickly.

In the present study our above findings and analysis are corroborated with various workers (Nimbalkar, A. ,1998 , Patel, V.B. ,2005 , Patel, R,B .,2006 , Thorat,G.N.,2005 and Trpathi, H. and Gautam,M. ,2003)

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