

IMPACT OF TRAINING ON THE ADOPTION OF BACKYARD POULTRY REARING PRACTICES IN AMBALA DISTRICT OF HARYANA

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ABSTRACT

A study was carried out in Ambala district of Haryana to evaluate the impact of training programmes on adoption of improved backyard poultry rearing practices. The practice wise adoption index showed that feeding and watering (72.75%) was highly adopted followed by housing and management (61.84%) and breeds and breeding (44.21%). The least adoption was for health care practices (41.58%). The overall adoption index was 54.87%. The findings of the correlation analysis revealed that extent of adoption of improved backyard poultry rearing practices had positive and significant relationship with education, occupation, flock size, annual income, availability of improved birds, mass media exposure, extension contact, economic motivation and attitude. While in case of age, caste and land holding, it was non-significant. It can be inferred from the study that extension agencies should be geared up and should continue their efforts in accelerating the rate of adoption of different backyard poultry rearing practices.

KEYWORDS: Extent of adoption, Impact of training, Backyard poultry

INTRODUCTION

Rural poultry production is being recognized as an important component of socio-economic improvement among the weaker sections of the society especially for landless labour, small and marginal farm women. In the present scenario rural poultry farming is contributing nearly 21 per cent to the national egg production (Anonymous, 2006). Krishi Vigyan Kendra, Ambala had been organizing training programmes on backyard poultry rearing in collaboration with Central Poultry Development Organisation (Northern Region), Chandigarh since 2008. Therefore, it was felt necessary to critically analyse the extent of adoption of various aspects of improved backyard poultry rearing practices and its correlating factors. Hence a research study was planned and conducted.

MATERIALS AND METHODS

The population of the study consisted of trainees, who had received trainings in backyard poultry rearing from Krishi Vigyan Kendra, Ambala conducted in collaboration with Central Poultry Development Organisation (NR), Chandigarh during the years 2008 to 2012. The total number of backyard poultry trainees was 486. A sample of 120 trained backyard poultry owners comprising both men and women were selected as beneficiary respondents by following proportionate cum random sampling technique. Data were solicited by personal interview method with the help of structured schedule. Data thus collected was analysed using appropriate statistical technique (Snedcor and Cochran (1994).

The extent of adoption of backyard poultry rearing practices was measured on all the 32 practices against a three point rating scale of 'two' for fully adoption, 'one' for partial adoption and 'zero' for non-adoption. On the basis of scores obtained backyard poultry owners were categorized into three categories, viz; low, medium and high adopters.

RESULTS AND DISCUSSION

The distribution pattern of the backyard poultry owners according to their extent of adoption of

backyard poultry rearing practices showed that majority (66.67%) of the respondents had medium level of adoption, followed by high (18.33%) and low (15.00%) level of adoption. This may be due to low level of education and annual income, non-availability of improved birds and inadequate health care facilities. The rate of adoption depends upon the availability of improved breeds, scavenging area, health care facilities along with knowledge and experience on backyard poultry farming. The similar findings were reported by Ahire et al. (2007), Sasidhar et al. (2008).

Table 1: Overall adoption of backyard poultry rearing practices.

Category	Maximum possible score	Obtained score	Adoption index
Housing and management	2880	1781	61.84
Feeding and watering	1200	873	72.75
Breeds and breeding	2400	1061	44.21
Health care	1200	499	41.58
Overall adoption	7680	4214	54.87

An attempt was made to analyse the level of adoption of individual practice of backyard poultry rearing by the respondents. The overall adoption index of different backyard poultry rearing practices were presented in Table 1 which indicated that overall adoption was 54.87%, however the practice wise adoption showed that feeding and watering (72.75%) were highly adopted, followed by housing and management (61.84%), breeds and breeding practices (44.21%) and health care practices (41.25%). The findings are in agreement with the findings of Nimje et al. (1993), Sasidhar et al. (2008).

Table 2: Relationship between the characteristics of the backyard poultry keeper and their extent of adoption.

Sr. No.	Variables	Correlation coefficient ('r' value)
1	Age	0.024 ^{NS}
2	Caste	0.096 ^{NS}
3	Education	0.672*
4	Land holding	0.018 ^{NS}
5	Occupation	0.720*
6	Flock size	0.486*
7	Annual income	0.637*
8	Availability of improved breeds	0.754*
9	Mass media exposure	0.675*
10	Extension contact	0.622*
11	Economic motivation	0.731*
12	Attitude	0.814*

*Significant at 0.01 level probability, NS=Non-significant

Table 2 shows the relationship between independent variables and adoption level and it was found that nine variables viz., education, occupation, flock size, annual income, availability of improved

breeds, mass media exposure, extension contact, economic motivation and attitude had positive and significant relationship with adoption level at 0.01 level of probability. Whereas age, caste and land holding showed non-significant relationship with adoption of backyard poultry rearing practices.

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