

ATTITUDE OF THE FARMERS TOWARDS POULTRY ENTERPRISE IN JAMMU

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ABSTRACT

The attitude of the farmers towards poultry as an enterprise was assessed by conducting personal structured interviews with 240 poultry farmers selected by multistage random sampling from four blocks of Kathua District of Jammu and Kashmir on a well designed and standardized attitude scale consisting of 18 statements. It was found that majority of them most favourably opined in favour of the positive items and most unfavourable against the negative items. Respondents varied to a great extent with respect to their opinion towards different items under study.

INTRODUCTION

Poultry is an excellent example of world food. The growing popularity of the poultry industry is a worldwide phenomenon. In all countries people are keeping, processing, and consuming poultry in one way or the other. It is the only type of meat which has been accepted all over the world throughout the ages. It is becoming a popular professional in the developing nations owing to its relative simplicity. The entire scenario of backyard poultry farming has been transferred into full-fledged agro-based self sufficient industry. An overview of all the improvements both in egg and broiler production during the recent past and projections for the coming decade indicates advances made in multidisciplinary areas concerning the poultry production. There are other reasons also for the increasing popularity of poultry and meat consumption.

Attitude as defined by Kerlinger "is the degree of positive or negative feelings associated with some psychological object." It has been reported in many studies that the attitude of a person plays an important role in the adoption or rejection of an innovation. It is needless to mention that success or failure of any developmental programme or activity to a large extent depends upon the attitude of its

clientele towards the proposed programme or any other innovation. Experiences drawn from different studies have demonstrated that the people having favourable attitude towards an object reflects a cumulative positive effect in the form of favourable reactions. It has been found that people generally accept all those things which boost their ego and thus form a highly favourable attitude towards the same. Whereas, they simply abandon the idea which is tortuous to them and thus form a relatively negative attitude towards the same.

Sapkota and Ray (1997) found that 80 percent of the poultry farmers had positive attitude towards the poultry enterprise. Singh et.al. (2000) reported that about 60 percent of the respondents had favourable attitude towards the backyard poultry production rather than intensive one.

Bondt and Horne (2003) found that 32.47 percent of the respondents changed their attitude from favourable to unfavourable owing to the spiraling cost of production of broiler. Stostrad and Bjorkhang (2003) found that average farmer had common attitude towards general questions related to the improvement of poultry industry. Psysucha (2003) divulged that unfavourable attitude of the respondents towards the management of poultry farms was the prime factor leading to the

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disenchantment with the poultry vocation.

This is quite evident that attitude plays crucial role in the adoption behaviour of an individual with all this in background, the present investigation was undertaken to study the attitude of the poultry farmers towards the poultry m vocation.

RESEARCH METHODOLOGY

The present study was conducted in purposively selected Kathua District of Jammu and Kashmir state. The basis for selecting the district was that it had maximum number of functional poultry farms at the time of conduct of research. The proposed District consists of eight blocks, of which four blocks viz; Kathua, Barnoti, Hiranagar and Ghagwal were selected based on the maximum number of poultry farms functioning in these blocks. From each selected block, 30 peripheral (with in the distance of 10 Km diameter from the poultry demonstration center of State Department of Animal Husbandry) and 30 distant poultry farmers (away from 10 km distance) were selected following simple random sampling technique there by constituting a sample of 240 poultry farmers (120 peripheral and 120 distant poultry farmers). The data were collected on a comprehensively developed attitude scale employing personal interview technique and thereafter collated accordingly.

RESULTS AND DISCUSSION

a) Statement wise attitude of the poultry farmers towards poultry enterprise: The statement wise attitude domain of the poultry farmers Judged on a five point continuum scale has been presented in the Table 1. The results have been presented under the following heads:

i) Poultry farming can strengthen economic condition of the farmers:

Data presented in Table 1 reveal that majority of the poultry farmers i.e. 179 (74.58%) strongly agreed that poultry farming can strengthen the economic condition of the farmers. It was followed by 17.08 percent of the poultry farmers who showed their agreement with the statement. However, 5 percent of the respondents disagreed and 1.25 percent strongly disagreed with the potential of poultry venture of strengthening the economic

condition of the farmers. 2.08 percent of the farmers didn't give any response for the statement.

ii) Poultry farming is highly sensitive to diseases, so one should not adopt poultry from the fear of diseases:

It has been found that nearly half of the respondents (48.33%) strongly disagreed with the statement. Besides, 45.83 showed their disagreement. Only 1.67 percent agreed and 2.91 percent strongly agreed that due to disease sensitiveness one should avoid poultry keeping. 1.25 percent of the respondents remained undecided over the statement. Basically it was a negative statement and it is highly significant that farmers are not afraid of the disease sensitivity of the enterprise. It reflects their high morale with regards to the adoption of poultry enterprise.

iii) Poultry farming provides employment opportunities to poor farmers and unemployed youth:

The data presented in Table 1 regarding this statement reveals that majority of the respondents i.e. 115 (47.91 %) were strongly agree , followed by 33.34 percent which who agreed upon that poultry is an avenue for providing employment opportunities to the poor farmers and unemployed youth. More than 1\10th of them disagreed and only 1 (0.41%) respondent was strongly disagreed with the statement under study. Whereas, 6.25 percent of the samples poultry farmers remained undecided about the statement.

iv) In poultry farming one has to work with live birds which is highly cumbersome and tiring:

It can be observed from Table 1 that majority of the respondents i.e. 118 (41.16 %) were disagree with the statement followed by 33.34 percent respondents who were strongly disagreed. Whereas, 3.34 percent agreed and 0.83 percent strongly agreed with the statement. Besides, 13.34 percent of the respondents didn't take any decision regarding their attitude towards this negative statement.

v) Poultry enterprise should be started after thorough deliberations and sound planning:

It has been found that 45 percent of the respondents were strongly disagree and 30 percent

were disagree with the statement. Besides, 11.25 percent were agree and 7.50 percent were strongly agree with the statement. However, 6.25 percent of the poultry farmers didn't divulge their attitude and remained undecided. It is very discouraging that a vast majority of the poultry farming didn't give any importance to the planning which is in fact very crucial step for the start of any enterprise. It calls for proper training of the poultry farmers so as to infuse the spirit of planning in them.

vi) Available resources can optimally be utilized by poultry farming:

It can be seen from the data incorporated in Table 1 that 82.50 percent of the poultry farmers were strongly disagree that available resources can optimally be utilized by poultry farming. Besides, 5 percent were disagree, 5.41 percent were strongly agree, 4.16 percent were agree and 2.91 percent remained undecided about the statement. Majority of the poultry farmers strongly disagreed with this positive statement because most of the resources used in poultry are extraneous in intensive poultry keeping and it hardly calls for the need of locally available resources.

vii) Poultry production and consumption is related to sin:

It can be observed that 32.50 percent of the respondents were disagree with the statement followed by 17.92 who were strongly disagreed that poultry production and consumption is anyway related to sin. Besides there were 12.08 percent of the farmers who were strongly agreed and 5.83 percent farmers who showed their attitude in agreement and believed that poultry production and consumption has relationship with sin. However, 31.66 percent of the respondents remained undecided with the statement.

viii) Poultry farming is a technical and challenging venture:

It can be observed that nearly half of the poultry farmers (45.83%) were strongly disagree with the statement. Besides, 19.58 percent of the poultry farmers disagreed that the poultry farming is a technical and challenging venture. In addition to it, 21.66 and 5.41 percent of the poultry farmers showed their attitude in strong agreement and agreement

respectively. Whereas, 7.50 percent of the respondents didn't divulge their attitude with regards to the technical challenges associated with the poultry vocation.

ix) Proper management skills are generally not required in poultry farming:

Data incorporated in Table 1 reveal that 32.94 percent of the respondents had shown strong disagreement followed by 23.75 percent undecided, 20.83 percent disagree, 17.08 percent agree and 5.41 percent strongly agreed that proper management skills are generally not required in poultry farming. It is negative statement and the results are obvious as disagreement of the majority of the farmers represent the importance of management skills required for poultry farming.

x) High caste people should not hesitate in opening poultry farms:

It is apparent from the data incorporated in Table 1 that majority of the respondents (62.08) strongly disagreed with the statement. However, 22.50 percent were disagree, 6.67 percent were undecided, 4.58 percent were strongly agreed and only 4.16 percent of the poultry farmers showed their agreement that high caste people should not hesitate in opening poultry farms.

xi) Poultry farming is neither a dynamic nor a rapidly progressing enterprise:

It is a negative statement and a perusal of data incorporated in Table 1 vividly depicts that 32.91 percent of the respondents were disagree and 21.67 percent were strongly disagree with the statement. Besides, one-fourth (25.83 %) of them remained undecided about the statement that poultry venture is neither a dynamic nor a progressing enterprise. In addition to it, 11.67 percent agree and 7.91 percent strongly disagreed with the statement.

xii) Poultry can be opened at a place unsuitable for cultivation:

It can be observed from the Table 1 that majority of the respondents (46.76%) were strongly agree with this attitude statement. Besides, 27.91 percent were disagree, 12.50 percent were strongly disagree, 7.08 percent were agree with and 5.83

Table 1. Statement wise attitude of the respondents towards poultry enterprise

S. No.	Statement	Strongly Agree		Agree		Undecided		Disagree		Strongly disagree	
		f	%	f	%	f	%	f	%	f	%
1.	Poultry farming can strengthen economic condition of the farmers	179	74.58	41	17.08	5	2.08	12	5.00	3	1.25
2.	Poultry farming is highly sensitive to diseases, so one should not adopt poultry from the fear of diseases	7	2.91	4	1.67	3	1.25	110	45.83	116	48.33
3.	It provides employment opportunities to poor farmers and unemployed youth	115	47.91	80	33.34	15	6.25	29	12.08	1	0.41
4.	In poultry one has to work with live birds which is highly cumbersome and tiring	2	0.83	8	3.34	32	13.34	118	41.16	80	33.34
5.	Poultry enterprise should be started after thorough deliberations and sound planning	18	7.50	27	11.25	15	6.25	72	30.00	108	45.00
6.	Available resources can be optimally utilized through poultry farming	13	5.41	10	4.16	7	2.91	12	5.00	198	82.50
7.	Poultry production and consumption if related to sin	29	12.08	14	5.83	76	31.66	78	32.50	43	17.92
8.	Poultry farming is a technical and challenging venture	52	21.66	13	5.41	18	7.50	47	19.58	110	45.83
9.	Proper management practices are generally not required in poultry farming	13	5.41	41	17.08	57	23.75	50	20.83	79	32.94
10.	High caste people should not hesitate in opening poultry farm	11	4.58	10	4.16	16	6.67	54	22.50	149	62.08
11.	Poultry farming is neither a dynamic nor progressive venture	19	7.91	28	11.67	62	25.83	79	32.91	52	21.67
12.	Poultry farm can be opened at place unsuitable for cultivation	112	46.67	17	7.08	14	5.83	67	27.91	30	12.50
13.	One should not keep taboos and irrelevant restrictions in mind while opening a farm	167	69.58	54	22.50	4	1.67	5	2.08	10	4.16
14.	The growing pressure on land due to population explosion can be reduced by poultry keeping	98	40.83	85	35.42	13	5.41	27	11.25	17	7.08
15.	Educated youth do not opt poultry as it required high labour	14	5.84	28	11.67	14	5.84	102	42.50	82	34.16
16.	Farmers can get advantages of poultry when other crops cannot be grown	77	32.08	114	47.50	8	3.34	23	9.58	18	7.50
17.	Record keeping in poultry is not essential as this profession can be sustained without it	29	12.08	83	34.58	17	7.08	29	12.08	82	34.16
18.	Good start in poultry gives good return	179	74.58	32	13.34	7	2.91	14	5.83	8	3.34

f: Frequency, %: Percent

percent were undecided about the statement that poultry farm can be opened at a place which is not suitable for cultivation.

xiii) One should not keep social taboos and irrelevant social restrictions in mind while opening a poultry farm:

As is evident from data incorporated in Table 1 that majority of the poultry farmers (69.58 %) were strongly agree with this statement. In addition to it, 22.50 percent were agree, 4.16 percent were strongly disagree, 2.08 percent were disagree and only 1.67 percent didn't divulge their attitude towards the statement that social taboos and irrelevant social restrictions should not be kept in mind while deciding to enter the vocation of poultry farming.

xiv) The growing pressure on land due to population explosion can be reduced by poultry keeping:

A perusal of data incorporated in Table 1 that 40.83 percent of the poultry farmers were strongly agree with this attitude statement followed by 35.42 percent of them who agreed that growing pressure on land due to population explosion can be reduced by undertaking the poultry vocation as compared to agriculture. Besides, 11.25 percent disagreed, 7.08 percent strongly disagreed and 5.41 percent remained undecided about the statement.

xv) Educated youth do not opt poultry farming as it required high labour:

It can be seen from the data presented in Table 1 that 42.50 percent of the poultry farmers were disagree with this attitude statement followed by 34.16 percent respondents were strongly disagree that educated youth don't opt for poultry because of its intensive labour requirement. It implies that even educated youth is interested in opening poultry farms. Besides, 11.67 percent and 5.84 percent respondents were agree and strongly agree with the statement under study respectively. In addition to it, 5.84 percent of the poultry farmers didn't expose their attitude about the statement.

xvi) Farmers can get advantages of poultry when other crops cannot be grown:

As is evident from the data presented in Table 1 that nearly half of the respondents were i.e. 47.50 percent were agree with this statement. Besides,

32.08 percent were strongly agree, 9.58 percent were disagree and 7.50 percent were strongly disagree with the statement that farmers can get advantage of poultry when other crop cannot be grown. However, only 3.34 percent of the poultry farmers didn't yield any response in this context.

xvii) Record keeping in poultry is not essential as this profession can be sustained without it:

As has been found that nearly equal percentage of respondents were agree (34.58 %) and strongly disagree (34.16%) that record keeping in poultry is not essential as this profession can be sustained without it. Besides equal number of the poultry farmers i.e. 12.08 percent were strongly agree and disagree with the statement. However, 7.08 percent of the respondents did not give their decision regarding their attitude toward the statement. It implies that poultry farmers do not give any importance to record keeping which is very important. The poultry farmers should be educated and properly trained about the record keeping.

xviii) Good start in poultry gives good return:

It is evident from the data incorporated in Table 1 that majority of the poultry farmers (74.18%) were strongly agree that good start in poultry gives good return. It was followed by 13.34 percent of the respondents who showed their attitude in agreement with the statement Besides, 5.83 percent of them were disagree, 3.34 percent were strongly disagree and 2.91 percent expressed their attitude as neutral. It implies that majority of the poultry farmers believed that a good start should be given to the poultry enterprise so as to get success in the vocation.

CONCLUSION

It can be concluded from above findings that majority of the poultry farmers strongly agreed that poultry keeping strengthens the economic condition of the farmers, poultry farming provides employment opportunities to poor farmers and unemployed youth, poultry enterprise should be started after thorough deliberations and sound planning, the growing pressure on land due to population explosion can be reduced by poultry keeping. Farmers can get advantage of poultry when other crops cannot be grown and good start in poultry

gives good results.

Contrary to it, majority of the poultry farmers were disagreed with the statements that poultry farming is highly sensitive to diseases, so one should not adopt poultry from the fear of diseases, in poultry one has to work with the live birds which is highly cumbersome and tiring, available resources can optimally be utilized by poultry farming, poultry production and consumption is related to sin, poultry farming is a technical and challenging venture, proper management practices are generally not required in poultry farming, high caste people should not hesitate in opening poultry farms, poultry farming is neither a dynamic nor a rapidly progressing enterprise, one should not keep social taboos and irrelevant restrictions in mind while opening poultry farm, educated youth don't opt poultry farming as it requires high labour and; record keeping in poultry is not essential as this profession can be sustained without it. It is recommended that proper training as well as educational programmes on the poultry should be conducted for the people

to create awareness among them about the nutritive value of the poultry products and to remove the irrelevant doubts from the minds of the people.

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