

The influence of certain socio-personal characteristics of the farmers in the adoption of improved poultry practices

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A study was conducted in Erode and Modakkurichi blocks of Coimbatore district to find out the influence of socio-personal characteristics of the farmers on their adoption of improved poultry practices. The age of the respondents and adoption of improved practices in terms of adoption quotient was negatively correlated. Education, farm size (number of birds maintained), scientific orientation and risk preference were positively associated with the adoption of improved practices. There was no significant association between adoption quotient and the variables like gross income, socio economic status and economic motivation.

On account of increased demand for eggs and chicken in human diet, poultry has become a profitable enterprise. So, the extension agency is involved in encouraging the farmers to start more number of commercial farms and to adopt modern technique to increase production for maximising income. The decision making process of the farmers with regard to the adoption of innovations is likely to be influenced by their socio-personal characteristics like age, education, income, socio-economic status, economic motivation, scientific orientation, risk preference etc. Hence, an attempt has been made to know the adoption of improved poultry practices by the poultry farmers.

MATERIAL AND METHODS

The study was conducted in Erode and Modakkurichi blocks of Coimbatore district where reasonable number of commercial poultry farms is being avai-

lable and poultry development programmes were in operation for quite a number of years preceding the study. All the available 50 farmers were utilised for the study. The respondents were interviewed with the help of a structured schedule.

The study was confined to seven improved practices covering the four major areas of breeding, feeding, management and disease control. The extent of adoption was measured in terms of adoption quotient. The concept of adoption quotient developed by Sengupta, (1967) with little modification was used. The adoption quotient =

$$\frac{\text{Number of practices adopted}}{\text{No. of practices selected}} \times 100$$

In this study only eight variables namely age, education, farm size, gross income, socio-economic status, econo-

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mic motivation, scientific orientation and risk preference were selected and quantified as follows.

Age : The respondents were classified as young, middle and old categories based on the completed years.

Education : The respondents were categorised into four groups as illiterate, middle school, high school and collegiate.

Farm size : The farm size refers to the number of birds maintained. It was classified into small, medium and large by working out the cumulative totals of all the poultry farms in the two blocks and dividing into three groups.

Gross income : Based on the gross annual income of the family through all sources except poultry, it was classified as low, medium and high income groups.

The scales developed by Trivedi (1963) and Supe (1969) were used with slight modification to measure the socio economic status and the value dimensions of economic motivation, scientific orientation and risk preference.

With a view to get on over all picture of the influence of the different socio personal factors on the adoption of all the practices pooled together, correlation was worked out between the adoption quotient and each of the socio personal factors.

RESULTS AND DISCUSSION

The correlation between the extent of adoption quotient and socio-personal characters of the poultry farmers were worked out and presented in Table I.

TABLE I. Correlation between the extent of adoption (A.Q.) and socio personal characters of poultry farmers.

Adoption quotient and their correlates	Coefficient of correlation
Adoption quotient and age	-0.4121 **
Adoption quotient and education	0.7721 **
Adoption quotient and farm size	0.2882 *
Adoption quotient and gross income	0.2015 NS
Adoption quotient and socio-economic status	0.2518 NS
Adoption quotient and economic motivation	0.2108 NS
Adoption quotient and scientific orientation	0.2665 *
Adoption quotient and risk preference	0.5187 **

* Significant at 5 per cent level

** Significant at 1 per cent level.

Adoption quotient and age: A significant negative relationship between age and adoption, indicated that the extent of adoption would decrease considerably with the increase in the age of the respondents and *vice versa*. The age of the respondents ranged from 21 to 62 with an overall mean of 38 years (Table II). From the negative relationship and the wide range of the age, it can be said that age beyond 38 would adversely affect the extent of adoption. Similar findings were reported by Khan (1973) and Jothiraj (1974).

Adoption quotient and education: The extent of adoption would increase considerably with the increase in education and vice-versa. From the mean and range values for education (Table II) it is clear that below middle school level of education may affect the extent of adoption of improved prac-

TABLE II. Mean and Range values

Variables	Mean value	Range value
Age (in year)	38	21-62
Farm size (No. of birds)	612	50-7500
Gross income (in thousands per year)	26.50	197.0

tices. The positive relationship education and adoption level was also reported earlier (Verma 1966 Satish chander 1970 Jothiraj 1974). Due to higher education the respondents were able to read magazines, bulletins, news papers etc., and acquire more knowledge and confidence in the improved practices.

Adoption quotient and Farm size: The Farm size of the respondents widely varied from 50 to 7500 birds with an overall mean of 612 birds (Table II). From the positive significant correlation between farm size and adoption quotient (Table I) it is inferred that increase in farm size would follow with an increase in the extent of adoption of improved practices. Similar finding has been reported of Narayana-murthy (1970), Satish chander 1970 and Jothiraj (1974).

Adoption quotient and gross income: In general, the gross annual income may influence the adoption of improved practices. But in this study the non-significant correlation between the gross income and adoption quotient (Table I) indicates that the gross annual income of the respondents does not influence the extent of adoption of improved practices. So the adoption

of poultry practices need not necessarily be among the rich farmers. Hussain (1968) in his study also found the non-significant relationship between gross annual income and extent of adoption of practices.

Adoption quotient and socio-economic status: The non-significant correlation value in (Table I), Show that the socio-economic status of the respondents does not influence the extent of adoption of improved poultry practices, which is contrary to the belief that higher the socio-economic status higher will be the adoption rate. However, similar findings were observed (Singh and Sinha 1970).

Adoption quotient and Economic motivation: It is surprising to note that no correlation exists between economic motivation and adoption quotient. In other words the level of economic motivation of the respondents did not significantly influence the extent of adoption of improved practices.

Adoption quotient and Scientific orientation: The positive significant value of the data from (Table I) revealed that the extent of adoption of improved poultry practices increased with increase in the level of scientific orientation. High scientific orientation in general may go with high education and the respondents may go in for a variety of sources causing better understanding leading to final adoption (Copp 1956, Supe 1969 and Sinha *et al.* 1974).

Adoption quotient and risk preference: The extent of adoption would

ncrease with increase in the level of risk preference (Table I). Farmers who are willing to take risk will naturally go in for adoption of more practices. Pushkaran (1975) also observed that majority of the poultry practices had either high or medium risk preference and none with low risk preference.

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