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Study And Examination Of The Attitude, Knowledge, Extent Of Adoption Of People Towards Different Practices Under Scientific Management Of Poultry Farming.

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Abstract

Poultry farming is usually considered as an profitable and income generating enterprise for the rural people. There is also growing demand of poultry with good price which will not be saturated in near future. To make the enterprise a profitable business, it is essential that a farmer should know the recent development in poultry-farming and acquired all the necessary skills involved in its management. Possession of awareness i.e knowledge is always associated with acceptance of technology. Change of attitude for acceptance of improved technology is also equally responsible for scientific poultry farming. All these require good extension approach for transfer of technology and create favourable atmosphere in farmers situation. Unless the growers change his behaviour and equipped with adequate knowledge along with skills adoption of improved practice will not result much. Keeping these in view, attempt was made study to examine the attitude, awareness, adoption of poultry farmer about different practices on scientific management of poultry farming. All the pertinent production parameters i.e land requirement for farm, litter management, brooder house management, water management, feeding, disease management, harvesting and post harvest management.

1) knowledge about farm house requirement- Scientific poultry farming requires a feasible farm area for better production. Brooderhouse should be draft free and rain proof and protected against predators. Good ventilation also a comfortable environment without draft. water maintained 50 linearcm and height of waterers should be 2.5cm. Brooder guard length is 1.05-1.5m.

Table no.3.1 knowledge about farm house management(n=90)

Sl no.	statements	frequency	%age	rank
1	Ideal brooderhouse	15	16.66	IV
2	Brooder guard 1.05-1.5m	28	31.11	II
3	Water space 50 linearcm	64	71.11	I
4	Litter depth 5cm	20	22.22	III

As revealed in the table, it is observed that poultry farmers had a better knowledge about farm house management. They were lacking little in maintaining ideal brooder house management. Whatever knowledge the poultry farmers acquired, it is always advisable that the poultry growers should acquire detail knowledge about management of farmhouse since it depends on the growth of the chicks.

2) Knowledge about poultry species

Lots of research have been conducted on breeding of poultry. Number of species have been developed both exotic species. different species is recommended for better yield.

Table no.3.2 knowledge about poultry species(n=90)

Sl no.	statements	frequency	% age	rank
1.	Whiteleghorn	3	3.33	III
2.	Broiler	80	88.88	I
3.	Australian variety	2	2.22	IV
4.	Desi variety	5	5.55	II

It is observed from the table that the poultry growers have better knowledge about the species grown in the farm. The demand of broiler is more as compared to the other varieties. It generally gives maximum yield in a very shorter time period.

3) knowledge about feeding management

Chicken feeding is a highly perfected science that ensures a maximum intake of energy for growth and fat production. High quality and well-balanced protein sources produce a maximum amount of muscle, organ, skin, and feather growth. The essential minerals produce bones and eggs, 3 to 4 percent of the live bird being composed of minerals and 10 percent of the egg. Calcium, phosphorus, sodium, chlorine, potassium, sulfur, manganese, iron, copper, cobalt, magnesium, and zinc are all required. Vitamins A, C, D, E and K and all 12 of the B vitamins are also required. Water is essential, and antibiotics are almost universally used to stimulate appetite, control harmful bacteria, and prevent disease. Modern rations produce a pound of broiler on about 2 pounds (0.9 kg) of feed and a dozen eggs from 4.5 pounds (2 kg) of feed.

Table no. 3.3 knowledge about feeding management (n=90)

Sl.no	Statements	frequency	%age	Rank
1.	Corn&soyabean are common supplementary feed	10	11.11	III
2.	Feeding daily with broken rice/millet/wheat	60	66.66	I
3.	Use of prestarter-starter-finisher	45	50	II
4.	Supplement it with greens,sraps,grains,coarsesand/eggshell	5	5.55	IV
5.	Clean drinkers and feeders everyday	3	3.33	V
6.	Provides clean waters all the times	2	2.22	VI
7.	Good results with mixing with a little EM(effective micro-organism)	0	0	VII

It is observed from the table that the farmers possessed good knowledge about feeding management except mixing effective micro-organism. Similarly adding corn and soyabean in equal proportion is also attract chickens for supplementary feeding. First pre-starter doses were applied then after 7 days starter dose application and at end they were applied finisher dose. Since the ,the poultry growers were not adequate knowledge about these aspects,the study recommended that various activities are to be undertaken by the extension system to fully equip the poultry growers with sufficient knowledge about feeding management.

4. Knowledge about Poultry Disease Management

Poultry are quite susceptible to a number of diseases; some of the more common are fowl typhoid, pullorum, fowl cholera, chronic respiratory disease, infectious sinusitis, infectious coryza, avian infectious hepatitis, infectious synovitis, bluecomb, Newcastle disease, fowl pox, avian leukosis complex, coccidiosis, blackhead, infectious laryngotracheitis, infectious bronchitis, and erysipelas. Strict sanitary precautions, the intelligent use of antibiotics and vaccines, and the widespread use of cages for layers and confinement rearing for broilers have made it possible to effect satisfactory disease control. Parasitic diseases of poultry, including hexamitiasis of turkeys, are caused by roundworms, tapeworms, lice, and mites. Again, modern methods of sanitation, prevention, and treatment provide excellent control.

Table no.3.4 knowledge about disease management(n=90)

Sl.No.	Statements	Frequency	%age	Rank
1.	Advice at first sign of disease of flock	50	55.55	II
2.	Removal of dead bird immediately.burying/burning	85	94.44	I
3.	Vaccination regime below is recommended for commercial chicks	34	37.77	III
4.	Provide new litter,install& fill the feeders & drinkers	12	13.33	IV
5.	Disinfect usinglime wash.	5	5.55	VI
6.	Using ITKfor coccidiocis	6	6.66	V

It is observed from the table that the poultry growers had better knowledge about attack of different diseases, but little lacking in doing all the remedial measures. 90% of the respondent remove the dead birds at the first sign of the disease. Few people knows about the itk for the disease coccidiosis and crd .The study therefore concluded that the farmers should possess sufficient knowledge in disease management and more specifically with preventive measures.

Attitude of Respondents towards scientific poultry farming(n=90)

Though poultry farming is considered as profitable enterprise, it largely depends on the attitude of the person concerned to take up the enterprise. It is a tedious job in which a person has to involve intensively and do a lot of operations even he has to maintain very closely and provide utmost watch and ward in both day and night of the farm. Therefore a farmer has to develop a strong attitude towards poultry farming before going for scientific poultry farming. Attempt was also made in the study to assess the attitude of growers towards scientific poultry farming

Table 3.5 Attitude or reaction of respondent towards scientific poultry farming(n=90)

Sl No.	Statement	Frequency	%age	Rank
1.	Poultry will be managed by woman&children	0	0	IX
2.	Compositepoultry-layer/broiler is morep rofitable	10	11.11	VIII
3.	Family labour is properly utilized	15	16.66	VII
4.	Improved B..P breeds are more economic than indigenous	74	82.22	II
5.	Scientific poultry farming is coasly	80	88.88	I
6.	Backyard poultry is feasible in rural condition	65	72.22	III
7.	Good demand of poultry in locality	56	62.22	IV
8.	Technology are not easily available	20	22.22	VI
9.	No problem in marketing	54	60	V

It is observed from the table that the poultry growers have favourable attitude towards scientific poultry farming, but it is costly. Since the study conducted in cuttack areas were there good marketing facility at different places. Moreover Regional centre of central avian research institute is established in these areas and transferring technical know-how to the grower regularly, since technologies, easily transferred input readily available, heavy demand of Broiler and availability of suitable land, naturally an individual will develop strong attitude towards scientific poultry management practices.

Adoption of Scientific poultry Farming

Adoption of technology is the last item of extension approach. If the individual changes his behaviour, acquire sufficient knowledge and not adopt the technology, it will be a great loss to the extension system. Lot of efforts were taken by the state govt. To make the state self sufficient in poultry production. Attempt was also made in the study to assess the adoption level of respondents towards scientific poultry farming. Information in this regard were analyzed and presented in the following table.

Table3.6 Adoption level of respondents towards scientific poultry farming(n=90)

Sl. No.	Statements	Frequency	%age	Rank
1.	Supplementary feeding	15	16.66	VI
2.	Proper care of disease attack	25	27.77	V
3.	Maintain prestarter-starter-finisher doses	75	83.33	I
4.	Feeders and waterers provide	10	11.11	VII
5.	Litter materials provide	45	50	III
6.	Vaccination against Ranikhet disease	42	46.66	IV
7.	Harvesting at proper stage	55	61.11	II

Conclusion

It is observed from the table that almost half of the poultry growers maintain the prestarter-starter and finisher dose for better production followed by harvesting at proper stage i.e within 45 days. They provide required amount of litter material and change it time to time for better results. They are also aware about the disease control and vaccination.

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