

Original Research Article

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Information Need of Poultry Farmer from Vidarbha Region of Maharashtra

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ABSTRACT

Keywords

Poultry farmers, Information needs, Desi birds, Vidarbha Region, Nagpur, Maharashtra

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The present study was specifically undertaken to understand the different domains of information required by the poultry farmers from the Vidarbha Region of Maharashtra state. Using the exploratory research design and following random sampling for selection of poultry farmers a total of 60 respondents from the purposively selected two districts of Nagpur and Chandrapur of Vidarbha were personally interviewed for assessing their information need. The statements in the questioner were categorized into three responses; 'Most needed', 'Needed', and 'Not Needed' with a scoring of 3, 2, and 1 respectively. The results indicated that majority of the poultry farmers opined that care and management of poultry birds and feeding management were the most needed areas of information for the poultry farmers followed by feeding management, housing for poultry birds and health and disease control.

Introduction

Information is a key aspects for implementation of any management practice in the farm and non-farm sector. The areas like feeding, housing, care and management and disease control for poultry is an integral part of improving the productivity and thus profitability of the poultry unit.

This is more crucial in the management of Desi poultry birds in small flocks. An investigation was carried out to understand the information need of the poultry farmers especially for the Desi poultry rearing farmers so that effective extension strategies can be

expedited for this vulnerable group of farmers in the rural areas of Vidarbha region of Maharashtra.

Materials and Methods

Following Exploratory research design the present research for ascertaining the information needs of the poultry farmers was undertaken in two purposively selected districts of Nagpur and Chandrapur from Vidarbha region of Maharashtra State. In Nagpur district, Kuhi and Parseoni talukas were selected and from Chandrapur district Chimur and Sindewahi talukas were selected. Following random sampling 15 poultry

farmers were selected with the help of local village level functionaries and livestock development officers. Thus a total of 60 respondents were finalized to assess the information need of poultry farmers by personal dialogue method. With the help of semi structured questionnaire the information needs in the areas like breeding, feeding, management, health care housing management, and feeding management were ascertained. For prioritization of the information needs, informative statements from each practices were categorized *viz.* 'Most needed', 'Needed' and 'Not needed'. Using the available statistical tools the data was categorized, tabulated and is presented for its logical understanding.

Results and Discussion

Information needs of all the farmers of poultry farming practices like care and management, feeding management, housing management, health and disease control were studied and the results are presented below in different sections for better clarity.

Categorization of poultry farmers on the basis of information need about poultry farming practices

It is observed from Table 1 that majority of the poultry farmers (53.33%) opined that care and management of poultry birds and feeding management were the most needed areas of information for the poultry farmers followed by feeding management and housing for poultry birds (50%). Interestingly an equal number of poultry farmers (46.67%) indicated the information regarding health and disease control as most needed and needed.

Information seeking behaviour about the important aspect like care and management and feeding of poultry birds indicates that the poultry farmers are quite progressive and

guidance in these important domains of poultry farming can be provided for these poultry farmers. These results are in consonance with the earlier observation made by researchers like Arowolo *et al.*, (2012) and Msoffe *et al.*, (2018).

Categorization of poultry farmers on the basis of need assessment of care and management of poultry birds

Information needs of all the farmers about care and management of poultry birds like methods of poultry rearing, breeds of poultry, brooding management, feeding management of chicks, water management of chicks, litter management of chick (racking regularly done), ventilation in shed, space requirement, biosecurity and mortality of chicks were assessed and are presented below.

It is evident from the Table 2 that most need area among the care and management poultry birds was brooding management (60%) followed by feeding of chicks (58.30%), methods of rearing and breeds (55%), litter management and mortality of chicks (53.30%) and ventilation in sheds (51.70%).

Further half of the respondents also indicated that water management space requirement and bio-security were the needed areas of information for the poultry farmers. Importance of information in the areas like brooding and chick mortality highlights the importance of care and management of the poultry birds.

About 17 and 13 per cent respondents opined that information on methods of rearing and breeds of poultry was not needed. This may be due the fact that most of the poultry farmers were rearing local chicken varieties in available facilities at home. The results are in consonance with the findings of Farayola *et al.*, (2013) and Grace *et al.*, (2015).

Table.1 Categorization of poultry farmers on the basis of information need about poultry farming practices

N=60

Sr. No.	Variables	Most Needed		Needed		Not Needed	
		f	%	F	%	F	%
1	Care and Management	32	53.33	24	40.00	04	06.67
2	Feeding Management	32	53.33	23	38.34	05	08.33
3	Housing Management	30	50.00	23	38.34	07	11.67
4	Health and Disease Control	28	46.67	28	46.67	04	06.67

Table.2 Categorization of poultry farmers on the basis of need assessment of care and management of poultry birds

N=60

Sr. No.	Variables	Category	Most Needed		Needed		Not needed	
			F	%	F	%	F	%
1.	Care and Management of Poultry Birds	Methods of poultry rearing	33	55.00	19	31.70	08	13.30
2.		Breeds of poultry	33	55.00	17	28.30	10	16.70
3.		Brooding management	36	60.00	21	35.00	03	05.00
4.		Feeding management of chicks	35	58.30	23	38.30	02	03.30
5.		Water management of chicks	30	50.00	28	46.70	02	03.30
6.		Litter management of chick(racking regularly done)	32	53.30	22	36.70	06	10.00
7.		Ventilation in shed	31	51.70	23	38.30	06	10.00
8.		Space requirement	26	43.30	30	50.00	04	06.70
9.		Bio-security	28	46.70	30	50.00	02	03.30
10.		Mortality of chicks	32	53.30	27	45.00	01	01.70

Table.3 Categorization of poultry farmers on the basis of need assessment about feeding management practices

N=60

Sr. No.	Variables	Category	Most Needed		Needed		Not Needed	
			f	%	F	%	f	%
1.	Feeding Management	Feeding of chicks 1 st week pre-starter feed	37	61.70	19	31.70	04	06.70
2.		Feeding of chick 2 nd and 3 rd week starter feed	21	35.00	28	46.70	11	18.30
3.		Feeding of grower 3 rd -8 th weeks	27	45.00	26	43.30	07	11.70
4.		Feeding of finisher 6 th weeks to market age	30	50.00	24	40.00	06	10.00
5.		Requirement of feed per bird	26	43.30	29	48.30	05	08.30
6.		Ratio of feed intake and weight gain (FCR)	23	38.30	31	51.70	06	10.00

Table.4 Categorization of poultry farmers on the basis of need assessment about Poultry housing management

N=60

Sr. No.	Variables	Category	Most Needed		Needed		Not Needed	
			F	%	F	%	f	%
1.	Housing Management	Selection of site for construction of poultry house	35	58.30	19	31.70	06	10.00
2.		Space requirement for birds at different age	28	46.70	25	41.70	07	11.70
3.		Distance between two sheds	22	36.70	30	50.00	08	13.30
4.		Internal atmosphere of house	28	46.70	28	46.70	04	06.70
5.		Requirements of water and feeding utensils	31	51.70	20	33.30	09	15.00
6.		Ventilators in a shed	33	55.00	27	45.00	00.00	00.00
7.		Cleaning and fumigation	39	65.00	21	35.00	00.00	00.00

Table.5 Categorization of poultry farmers on the basis of information need assessment about health and disease control

N=60

Sr. No.	Variables	Category	Most Needed		Needed		Not Needed	
			F	%	F	%	f	%
1.	Health and Disease Control	Importance of vaccination for the control of diseases	36	60.00	23	38.30	01	01.70
2.		Care for the prevention and destruction of internal parasite	25	41.70	24	40.00	11	18.30
3.		Information about disease like RD, IB, IBD and Mareks disease	21	35.00	37	61.70	02	03.30

Categorization of poultry farmers on the basis of need assessment about feeding management practices

Information needs of all the farmers about feeding management practices like feeding of chicks 1st week pre-starter feed, feeding of chick 2nd and 3rd week starter feed, feeding of grower 3rd-8th weeks, feeding of finisher 6th weeks to market age, requirement of feed per bird and ratio of feed intake and weight gain (FCR) were explored and are presented below.

Table 3 reveals the information about information related with the feeding management of the desi chicken birds.

The data indicated that feeding of chicks (61.70%), feeding of finisher birds (50%) and feeding of grower (45%) were the most needed areas of information for poultry farmers.

The information about feed conversion ratio (51.70%) and feed per bird (48.30%) was also designated as needed by the poultry farmers. Hari *et al.*, (2014) also indicated similar results in their findings. Early weight gain and attainment of proper weight for the market is an important aspect for the profitability of the poultry business and hence these areas could have been indicated by the poultry farmers as most needed.

Categorization of poultry farmers on the basis of need assessment about poultry housing management

Information needs of about housing management like selection of site for construction of poultry house, space requirement for birds at different age, distance between two sheds, internal atmosphere of house, requirements of water and feeding utensils, ventilators in a shed and cleaning and fumigation of house were considered and are presented below.

It is evident from the Table 4 that majority of the poultry farmers opined that information on cleaning and fumigation (65%), selection of site for poultry farm (58.30%), ventilation in shed (55%), and requirement of feeding and watering utensils (51.70%) and Space requirement for birds at different age (46.70%) were the most needed domains.

The information regarding distance between sheds (50%) and internal atmosphere (46.70%) was also needed by the poultry farmers. Near similar results were also reported by Daya Ram *et al.*, (2017) Poultry shed management necessarily involved the important aspects like cleaning and fumigation along with issues like selection of site ventilation and internal atmosphere management as important parameters for efficient management of the

poultry birds and hence could be marked as most need to need by majority of the poultry farmers.

Categorization of poultry farmers on the basis of information need assessment about health and disease control

Information needs from the areas like health and disease control like importance of vaccination for the control of contagious diseases, care for the prevention and destruction of internal parasite and information about disease like RD, IB, IBD and Mareks disease were studied and are presented below.

The data in the Table 5 revealed that majority of the poultry farmers (61.70%) opined that they need information was about diseases like RD, IB, IBD and Mareks diseases followed by importance of vaccination for the control of contagious diseases (60%) as most needed information.

About 42 per cent poultry farmers also indicated that information about prevention and destruction of internal parasite was most needed. Razzaq *et al.*, (2011) and Daya Ram *et al.*, (2017) also reported that poultry farmers required training on health and disease management.

Incidences of diseases and the need for vaccination at filed level are crucial for the poultry farmers rearing the desi chicken as there is a risk acute losses due to the poultry diseases for the poultry farmers.

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