"Managerial Ability of Poultry Owners"

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A b s t r a c t

Extensive research is done in India for development of poultry sector. Many scientists are working to develop best breed, feed, precaution against various diseases and managerial practices. There are many factors affecting the growth and manufacture of poultry but the management factor is very important. Management input is not capital, income and material resources, but it is an individual which helps him to exploit natural resources and accumulate capital. In highly competitive world , the challenges before the poultry owners is how well they can manage the poultry farm to enhance the net returns on a sustained basis. Keeping this in view, the present study entitled "**Managerial Ability of poultry owners of Gujarat"** was undertaken with the following specific objectives:

1. To study the management efficiency of the poultry owners.

2. To study the relationship between the management efficiency of the poultry owners and their personal, socio- economic, communicational and psychological characteristics. The study was conducted in Anand and Kheda districts of Gujarat state. Based on this study this may be concluded that exactly two third (66.00 per cent) of the respondents had medium level of management efficiency. The independent variables studied *viz*. education, experience in poultry farming, size of the poultry farm, annual income, contact with extension agency, exposure to mass media training, received, economic motivation, risk orientation, scientific orientation, achievement motivation, level of aspiration, competition orientation, self confidence, and innovation proneness had positive and highly significant correlation with management efficiency of the poultry owners in relation to poultry management practices. The independent variables such as annual income, competition orientation,

education, training received, level of aspiration, and scientific orientation, contributed 61.52 per cent variation in management efficiency of the poultry owners. Out of 16 substantial indirect effects, seven routed through competition orientation, six routed through education, five each routed through achievement motivation and innovation proneness three routed through scientific orientation, two routed through level of aspiration and one routed through training received of the poultry owners. Risk orientation (0.8570) of poultry owners had exerted highest positive direct effect on management efficiency while annual income (0.2815) had exerted total maximum positive indirect effect.

Introduction:

Poultry development however has opened up a new era for Indian poultry community. Considerable research is done in India for development of poultry sector. Many scientists are working to evolve best breed, feed, precaution against various diseases and managerial practices. The scientific management and high breed have a great potential for increasing the poultry production. Thus, the new technologies have established their superiority over the old ones. It is, therefore, believed that the changes in such technologies will lead to socio-economic development of the country. Today the combined farm factions are considerably large in magnitude than the total farm level operations. There are many factors affecting the development and production of poultry but the management factor is very important. Management input is not capital, income and material resources, but it is an individual which helps him to exploit natural resources and accumulate capital. Keeping this in view, the present study entitled "**Managerial Ability of poultry owners"** was undertaken with the following specific objectives:

Materials and Methods:-

The present study was conducted in Anand and Kheda districts of Gujarat state. Four talukas from each district were selected. Thirteen villages from Anand and twelve villages from Kheda districts were purposively selected. In all 150 poultry farmers were selected from 25 villages. The independent and

dependent variables were measured with the help of responses to appropriate questions. Suitable and appropriate scales were used for the measurement of such variables in light of the derived objective. The collected data were compiled, tabulated and analyzed to get proper answer for the specific objectives of the study with the help of various statistical tools to test the hypotheses under study. The statistical tools such as percentage, mean, standard deviation, co-efficient of correlation, stepwise multiple regression and path co-efficient analysis were used.

Results and Discussion:

The facts and finding have been grouped into the following heads:

1. Management efficiency of the poultry owners.
2. Relationship between the management efficiency of the poultry owners and their personal, socio-economic, communicational and psychological characteristics.

Managerial Ability of poultry owners

The poultry farming is such a business that requires high level of management ability. Management efficiency is a degree to which an individual acquires and adopt effectiveness factors in an enterprise to reach higher level of performance. The data regarding management efficiency of the poultry owners were categorized into three groups and data of which are presented in **Table: 1**

Table 1: Distribution of the respondents according to their Managerial Ability

n=150

Sr. No.	Management efficiency	Number	Per cent
1	Low level (Below 56.39 score)	23	15.33
2	Medium level (56.39 to 70.35 score)	99	66.00
3	High level (Above 70.35 score)	28	18.67
	Total	150	100.00

Mean =63.37 **S.D. =6.98**

It was evident from the Table-1 that exactly two third (66.00 per cent) of the respondents had medium level of management efficiency followed by 18.67 per cent and 15.33 per cent of respondents had high and low level of management efficiency. In a nutshell, it can be said that majority (66.00 per cent) of the respondent had medium level of risk orientation. This finding derives support from the results reported by Patel and Patel (2000), Patel et al. (2003), Toppo et al. (2004) and Patel, (2005).

Relationship between the Managerial Ability of the poultry owners and Their Personal, Socio-Economic, Communicational and Psychological Characteristics

Management efficiency is a composite factor involving several components. Among them Knowledge regarding poultry management practices, attitude towards poultry management practices, ability in planning, ability to make rational decisions, ability to mobilize resources, ability to coordinate activities, timely adoption, efficient use of resources, competence in evaluation and ability in rational marketing are important. Thus, poultry farming is not a unique but a complex process involving sequence and thought of action. The action of an individual farmer is governed by personal, socio-economic, communicational and psychological factors involved in situation. Chauhan *et al* (2014) also reported the same. Thorat, (2005) has reported the same results.

Table 2: Relationship between the Managerial Ability of the poultry owners and their personal, socio- economic, communicational and psychological characteristics

n=150

Sr. No.	Independent variables	Coefficient of correlation ('r' value)	
	Personal characteristics		
1	Age	– 0.2713	**
2	Education	0.505	**
3	Poultry farming experience	0.2034	**
	Socio-economic characteristics		
4	Caste	0.0401	NS
5	Family size	0.0502	NS
6	Size of poultry farm	0.4970	**
7	Size of the land holding	0.1412	NS
8	Annual income	0.5908	**
	Communicational characteristics		
9	Contact with extension agency	0.1890	**
10	Exposure to mass media	0.0521	NS
11	Training received	0.4476	**
	Psychological characteristics		
12	Economic motivation	0.1794	**
13	Risk orientation	0.3970	**
14	Scientific orientation	0.4471	**
15	Achievement motivation	0.1675	**
16	Level of aspiration	0.1776	**
17	Production orientation	0.0312	NS

18	Self confidence	0.2873	**
19	Competition orientation	0.5663	**
20	Innovation proneness	0.2461	**

As such the extent of adoption is in reality not influenced by any of the independent variable singly. It is found to be influenced by more than one of these independent attributes jointly through their reciprocal and interactive relationship. In order to assess the contribution (influence) of each independent variable to the dependent variable, the effect of other was held constant.Efroymsons (1962) stated that stepwise regression is one such method which has been widely adopted in multiple regression analysis. The multiple regressions co-efficient (R) represents the correlation between the dependent variable's actual score and the predicted scores obtained from the filled multiple regression equation. From the Table:3, it can be observed that out of 20 independent variables only 6 variables were acquainting influence on the extent of management efficiency pertaining to poultry production technology in poultry. All the six variables together were contributing 61.52 per cent variation as indicated by (R^2) value for the extent of management efficiency pertaining to poultry production technology in poultry. Chauhan *et al* (2014), Thorat, G. N. (2005) and Patel *et al* (2004) also reported the same.

Direct and indirect effect of personal, socio-economic, communicational and psychological characteristic of the poultry owners on Managerial Ability of poultry production technology

The correlation co-efficient values(r) were found to be significant in case of 16 variables as mentioned earlier. The data thus, indicate that observed relationships between the variables were only partially absolute and partially relative. A partial relationship was a contribution made by other variables exercising their influence jointly. It is therefore necessary to study the influence of one variable on other variable both directly as well as through other variables presented in the situation. Hence, the significant variables were subjected to path analysis. Chauhan *et al* (2014) and Patel *et al* (2004) also reported the same.

The result of path analysis is presented in **Table-3.**

Table :3 :Direct and indirect effect of personal, socio-economic, communicational and psychological characteristic of the poultry owners on Managerial Ability of poultry production technology n=150

Sr. No.	variables	Direct effect	Total indirect effect	Substantial indirect effect through	
				1	2
1	Age (x_1)	0.1512	-0.1198	-0.0420(x_2)	-0.0384(x_{11})
2	Education (x_2)	0.3253	0.1800	0.0918(x_{17})	0.0728(x_8)
3	Poultry farming experience (x_3)	0.1281	0.0749	0.0616 (x_8)	0.0282(x_{17})

4	Size of poultry farm (x_6)	0.4622	0.0348	0.0667(x_{20})	0.0514(x_{14})
5	Annual income (x_8)	0.3085	0.2815	0.0620(x_{14})	0.0601(x_8)
6	Contact with extension agency(x_9)	0.2458	0.0568	0.0504(x_{17})	0.0378(x_{16})
7	Exposure to mass media(x_{10})	0.0852	-0.0332	-0.0613(x_{12})	0.0337(x_{16})
8	Training received(x_{11})	0.2599	0.1881	0.0620(x_8)	0.0601(x_2)
9	Economic motivation(x_{12})	0.3031	-0.2721	-0.1881(x_{20})	0.0268(x_{17})
10	Risk orientation(x_{13})	0.8570	-0.0460	0.0953(x_{20})	-0.0854(x_{12})
11	Scientific orientation(x_{14})	0.2705	0.1765	0.0849(x_{20})	0.0764(x_{17})
12	Achievement motivation(x_{15})	0.1627	0.0043	0.0644(x_{17})	-0.0394(x_{12})
13	Level of aspiration(x_{16})	0.0 341	0.1429	-0.0370(x_{12})	0.0324(x_8)
14	Competition orientation (x_{17})	0.3195	0.2465	0.0670(x_2)	0.0593(x_{20})
15	Self confidence(x_{18})	0.2568	0.0302	0.0703(x_8)	0.0551(x_{14})
16	Innovation proneness(x_{20})	0.0106	0.2354	0.0621(x_{17})	0.0256(x_{12})

Total indirect effect

So far, total indirect effect is concerned annual income (0.2815), had exerted maximum positive total indirect effect followed by competition orientation (0.2465), innovation proneness (0.2354), training received (0.1881), education (0.1800), scientific orientation (0.1765), level of aspiration(0.1429) poultry farming experience (0.0749), size of poultry farm (0.0348) and self confidence(0.0302) and achievement motivation (0.0043).It was further noticed that five variables exercised the negative indirect effect on management efficiency of poultry owners (Table-3). Among them economic motivation (-0.2721) of the poultry owners had excreted highest negative total indirect effect on management efficiency of poultry owners followed by age (-0.1198), contact with extension agency (-0.0568), risk orientation (-0.0460) and exposure to mass media (-0.0332). Chauhan *et al* (2014) and Patel *et al* (2004) also reported the same.

Conclusion

Agriculture and livestock enterprises are two main supports on which the entire structure of rural life rest in India. However, the poultry has been very responsive in providing the consumers needs. Chicken nuggets, chicken pizza, chicken burger are just few example of convenience food.

Overall Managerial Ability: Exactly two third (66.00 per cent) of the respondents had medium level of management efficiency followed by 18.67 per cent and 15.33 per cent of the respondents had high and low level of management efficiency.

The independent variables studied viz. education, experience in poultry farming, size of the poultry farm, annual income, contact with extension agency, exposure to mass media training received, economic motivation, risk orientation, scientific orientation, achievement motivation, level of aspiration, competition orientation, self confidence, and innovation proneness had positive and highly significant correlation with management efficiency of the poultry owners in relation to poultry management practices. Rest of the characters were exerted no relationship with management efficiency of the poultry owners in relation to poultry management practices. The independent variables such as annual income, competition orientation, education, training received, level of aspiration, and scientific orientation, contributed 61.52 per cent variation in management efficiency of the poultry owners. The findings are suggestive of the fact that for increasing the management efficiency in poultry farming, such variables should be reckoned. Risk orientation (0.8570) of poultry owners had exerted highest positive direct effect on management efficiency while annual income (0.2815) had exerted total maximum positive indirect effect. Out of 16 substantial indirect effects, seven routed through competition orientation, six routed through education, five each routed through achievement motivation and innovation proneness three routed through scientific orientation, two routed through level of aspiration and one routed through training received of the poultry owners.

Majority of the poultry owners were trained in poultry farming, had medium level of extension contact and mass media exposure. Out of twenty independent variables, fifteen variables viz, education, experience in poultry farming, size of the poultry farm, annual income, extension contact, exposure to mass media, training received in poultry, economic motivation, risk orientation, scientific orientation, achievement motivation, aspiration level, competition orientation, self confidence and innovation proneness had positive and significant correlation with management efficiency of poultry owners, while age was negatively and significantly correlated. The variables viz, caste, size of family, size of land holding, production orientation failed to establish any correlation with the management efficiency of the poultry owners. Out of 16 substantial indirect effects, ten routed through attitude towards Integrated Pest Management technology, nine through knowledge about Integrated Pest Management technology in pigeon pea and three through age of the pigeon pea growers. Further, knowledge and attitude of the pigeon pea growers regarding Integrated Pest Management technology were the key variables in exerting considerable direct and substantial effect on adoption of recommended Integrated Pest Management technology in pigeon pea. Age was the major trait in determination of adoption level through negative indirect and direct effect whereas; education and scientific orientation of the pigeon pea growers were the key variables which influenced positively and indirectly.

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