Indian Journal of Extension Education
Vol. 48, No. 1 & 2, 2012 (65-67)

Evaluation of Training on Backyard Poultry: A Case of Entrepreneurship Development Among Small and Marginal Farmers

Surendar Kumar [1] R.P. Singh [2] and Saurabh Sharma [3]

ABSTRACT

An investigation was carried out during May 2011 with the objective of evaluating impact of training on backyard poultry farming among small and marginal farmers at KVK, Baghpat, Uttar Pradesh. On the basis of findings, it may be concluded that training on disease management of chicks is most important area where training is highly required followed by improved breeding. The findings also showed that education, socio-economic status, scientific orientation, land holding, social participation and marketing intelligence having the positive correlation with an amount of knowledge gained by participant. The knowledge gained during the three days training was calculated as 114%.

Keywords: Farming system, marketing intelligence, entrepreneurship, backyard poultry

INTRODUCTION

Through network of KVKs, 6.5 lakh farmers and farm women, every year, trained in agriculture and allied fields such as crop production, livestock production, plant protection, horticulture, home science, soil and water management and farm machinery etc. A training programme, which is essentially a specific learning process improves the ability of the farmers to enable them to adopt modern agriculture technology, depending on the degree of retention of knowledge acquired through learning process. The main objective of the study was to find out the extent of gain in knowledge immediately after conducting three days training programme and the role of characteristics of participants toward knowledge gained about backyard poultry among small and marginal farmers, which may be the most important component of integrated farming system for employment generation, income enhancement and family diet enrichment, the similar results were highlighted by Singh J.P. *et al.* (2010) suggested that integration of such kind of agricultural-based components of farming system will promote the livelihood security for small landholders.

METHODOLOGY

The analysis presented under this study is based on three on and off-campus training programme on back yard poultry organized May, 2011 at KVK, Baghpat Uttar Pradesh. In this programme,25 landless farmers from Sankrod village participated. The training methodologies adopted included, lectures followed by questions and answers, grouped discussion, demonstration, practice and instruction through audio-visual aids. In order to measure the knowledge level of the farmers no specific knowledge test was used. However, some precautions were taken care during preparation of a questionnaire within the syllabus of training. A questionnaire with 20 questions was prepared with the help of subject matter specialists and veterinary officers of line department. For each correct and incorrect answer 1 and 0 score was given, the maximum and minimum obtainable score was 10 and 0 respectively, for individual participant. During the training pre- and post-knowledge score of the trainees was calculated. The gain in overall knowledge was further calculated as the difference of post-and pre-knowledge score. In the present study, entire analysis is based on change in knowledge. Subramanian V.S. (1976) defined knowledge as a body of understandable information possessed by an individual or by culture. Knowledge is one of the essential measurements of individual's behaviour, since the product of learning process is the body of knowledge. The variables related to personal orientation of the trainees were operationalized in the study. Regarding training needs, trainees were asked to write down their training requirements related to backyard poultry based on priority and analyzation. As per the priority and obtained scores, training areas were ranked.

RESULTS AND DISCUSSION

It was found the that the majority (60%) participants were from 25 to 40 years age, the whole sample age varies from 25 to 45 years. Regarding qualification, majority (44%) of the participants were up to the primary standard, followed by 32% participants who can sign only, 16 per cent were illiterate and only 8 per cent participants were having metric level of educations. Majority (48%) of participants were having the experience more than 21

[1.] Subject Matter Specialist, Agricultural Extension, KVK Baghpat, SVBPA & T University, Meerut (U.P.) [2]Associate Director , KVK, Ujhani, SVBPA&T University, Badaun (U.P.) [3.] Assitant. Professor PBR Ag. College Hardoi (U.P.)

years, and 96% participants attended 1 to 2 trainings and only 4% participants more than two training programmes in different organizations (Table 1).

Score ranges, total obtained score and mean score relating to before exposure, after exposure and knowledge gained by all the participants in the training programme. revealed that before exposure, score range was 1 to 4 and total knowledge obtained score was 97 and after exposure score range was 3 to 8 and obtained score was 211, the score added was 114 and the knowledge increment was 118 per cent. Khuspe (1963) concluded on the basis of a study undertaken on knowledge of paddy growers about Japanese method of paddy cultivation that the knowledge score was 6 out of 7 in case of 73 per cent of high acceptors, while in case of 80 per cent low acceptors, the score was up to 3 only.

Table 1: Trainees profile.

Items	No.	Percentage
Age (year)		
Low (Up to 40)	8	32
25-40	15	60
>40	2	8
Total	25	100
Education		
Illiterate	4	16
Literate who can sign	8	32
Primary	11	44
Matriculate	2	8
Total	25	100
Experience of rearing of backyard poultry		
Up to 10 yrs	3	12
11-20	5	20
21-40	12	48
>40	5	20
Total	25	100
Training attended		
1-2	24	96
>2	1	4

Table 2: Impact of rearing of backyard poultry

Particulars	Before training	After training	Knowledge gained
Score range	1-4	3-8	3-7
Total score	97	211	114
Mean score	2.4	5.9	3.5

The attempt was made to ascertain the effectiveness of independent variables on knowledge gained in training programme. It was found that age of the participants was negatively and non-significantly correlated with knowledge gained (Table 3) . It shows that young participants gained more knowledge than older one. Sadamate and Sinha (1976) reported in their study that age influences the amount of knowledge gained. Education of the participants was positively and significantly correlated with knowledge gained. It indicates that the qualified participants gained more knowledge than less/non-qualified one. Similar findings were also reported by Mishra and Sinha (1981) and Sharma *et al.* (2006). Experience in agriculture, family background and training programmes attended by the participants did not show any relationship with knowledge gained. Socio-economic status, scientific orientation level holding social participation and marketing intelligence also having positive correlation towards knowledge gained.

Table 3: Zero order correlation co-efficient of independent variables with knowledge gained.

Independent variables	'r' value
Age	-0.276
Education	0.543*
Experience	0.332
Family background	0.033
Socio-economic status	0.603**
Number of trainings attended	0.022
Scientific orientation	0.272**
Land holding	0.312**
Social participation	0.268**
Marketing intelligence	0.740*

* P=0.05, ** P=0.01

Analysed of data indicated that majority of the trainees had expressed their need of training on backyard poultry as a whole. Correlation of selected characteristics like education, socio-economic status, land holding, social participation, scientific orientation and marketing intelligence had positively, and significantly, correlation their knowledge gained. Similar findings were reported by Rajput *et al.* (2009). The findings also revealed that all 25 trainees required training needs on all the aspect of backyard poultry production technology as perceived by the participants, that the most important area of the training has been found to be disease management in chicks ranked first (Table 4). This is understood by the point of view, that disease management of chick needs a lot of skills to handle it. This is followed by improved breeds for backyard poultry. Feeding management and taking care is another important area identified in training needs; it also required a sharp management skill for success entrepreneur, such findings were highlighted by Rao *et al.* (2009) they suggested that management skill is relatively important component to all other dimensions of any occupation that may be utilized in entrepreneurship development.

Table:4 Training needs of participants

Sl No.	Particulars	Score	Rank
1.	Disease management in chicks	19	I
2.	Improved breeds for backyard poultry	18	II
3.	Feed preparation	11	IV
4.	Feeding management and take care	15	III
5.	Marketing intelligence	9	V

CONCLUSION

It can be concluded from the study that young and qualified trainees gained more knowledge than old and illiterate participants. The major and top ranked training needs of the participants were disease management in chicks and improved breeds for backyard poultry. Taylor (1961) rightly said that training mean to bring about the continuous improvement in the quality of work performed by the staff and the individuals. Thereby, training should be provided time to time to an individual to update them from the new technologies so that they can perform well in their field.

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