

A Study on Understanding the Information Requirements of Poultry Farmers in Namakkal District

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ABSTRACT

This study discusses an understanding of the information requirements of poultry farmers in Namakkal District and then focuses regularly on how they use various channels to access information. These studies included 112 respondents and assessed their handling of newspapers, television, radio, extension agents, other farmers, the internet, and government publications. This research shows various preferences, with the internet rising as the most frequently used source, followed by newspapers and advice from other farmers. Conventional media like radio and television are relevant, while government publications are rarely used. These findings suggest the need for an impartial approach to information distribution that incorporates both conventional and digital platforms to gather the diverse needs of the farming community efficiently. This paper gives valuable insights that can direct policymakers and agricultural extension agencies. The delivery of information to develop productivity and sustainability in the poultry area.

Keywords: poultry farmers, information needs, Namakkal, information sources, agricultural extension, information requirements.

Introduction

Poultry farming is a significant center in Namakkal District, Tamil Nadu, and India. This study (Msoffe et al. P., & Ngulube, P. 2017) states that the farmers favor interpersonal sources of information because of their two-way communication, immediate feedback, quick access, ease of use, and relevance to local conditions. (Pires et al., 2019) indicated that the number of small scale and backyard livestock and poultry owners has increased greatly over the last 10 years in urban and peri-urban areas in the U.S. (Msoffe, G., & Ngulube, P. 2016) stated that accessed information can be useful to farmers, for making better decisions for improving poultry productions. (Ikoja-Odongo, R., & Ocholla, D. N. 2003) revealed that fisher folk must be equipped with information and knowledge to help them increase the productivity and ensure a better standard of fishing. (Njoku, I. F. 2004) stated that information is an important ingredient for decision making and the advances in information technology have brought an explosion in information flow resulting in the storage and accessibility of a vast amount of data on virtually every field of human endeavor. According to research by Rahman et al. (2020), farmers' information-seeking behavior is influenced by two factors. One is the nature of the crisis and another is the reliability of the available information. (Jalali, A., et al., 2020) indicated that agricultural conferences and seminars, universities, and technical-vocational training centers were perceived as the most useful information sources. This study (Phiri, A., et al. 2019) examines that the most of the information needs of rural small-holder farmers was crop husbandry as described by the maximum of rural smallholder farmers.

Research Objectives

- To determine the primary information needs of poultry farmers in Namakkal.
- To identify the sources of information currently utilized by farmers.
- To assess the effectiveness of existing information channels and services.
- To recommend strategies for improving information dissemination and utilization.

LITERATURE REVIEW

1. This study was conducted in Adamawa State, Nigeria, by (Michael et al., 2022). It found that poultry farmers need information related to disease avoidance. Survey tool was used to collect data from 113 poultry farmers, and different methods were used to analyze the information. This study found that farmers relied on sources like friends, the internet, and radio for information.
2. This study aimed to assess the literacy levels of small - scale farmers in Kabaa, Mwala Sub-County, Kenya. It mainly focuses on poultry farmers (Riithi et al., 2022). Data was analyzed using SPSS (Statistical Package for the Social Sciences) version 27, (2020). Information was represented through tables, charts and graphs. It revealed that, most of the farmers in Kabaa are proficient in reading, writing and utilizing printed Information.
3. Masephula, L., & Olorunfemi, O. D. (2023) investigated this study in Nkomazi, South Africa, about poultry farmers' extension and marketing information needs. This research used structured questionnaires and face-to-face interviews, and data was collected from 91 poultry farmers (Ninety-One). The following research was analyzed using Pearson Product Moment Correlation (PPMC) and Descriptive Statistics. The result revealed information on optimal production, disease management, feeding and water management, which are prominent areas where information and advisory services are available. This research recommended a need to improve the implementation of the National Extension Policy by extension organizations.
4. According to (Tanui et al. P. 2022), this study was conducted in Menengai West Location, Rongai Sub County, Nakuru. The research aims to evaluate the utilization of agricultural information. The study's objectives were to find the usage of agricultural information by poultry farmers, followed by factors influencing the use of certain agricultural information, and to determine the awareness level of existing agricultural information. The study population was 517, and the sample size was 217 poultry farmers. The Pilot study was conducted in Njoro Sub County. Data were collected using questionnaires and structured interviews. The research concludes that gaps exist in the use of agricultural information. The study recommended that the county government employ more extension officers within Menengai West.
5. Kandpal, A. S. (2022) revealed the study conducted in GBPUA&T, Pantnagar. Data was collected from 120 poultry farmers, and descriptive Statistics were used for data analysis. The study's findings showed that most farmers were in the middle age group, followed by those educated up to intermediate level with medium-sized families and belonging to medium income group. The research concluded that culling and selecting birds, feeding and watering management, bird, meat, and egg marketing, incubation and hatching, vaccination, loan facilities, and protective actions are some of the professed training needs.

Methodology

The study was conducted in Paramathi Velur Taluk, Namakkal District, Tamilnadu, India. The sample size was 112 out of 120 respondents. The prepared questionnaires and interview methods were used to collect data. Focus group discussions can also be conducted to gather collective insight. The SPSS tool (Statistical analysis tool) was used to identify patterns and trends.

Variable	No. of Respondent	%
26-30	5	4.5
31-35	6	5.4
36 and above	101	90.2
Total	112	100.0

able 1 shown the age distribution of 112 respondents. The majority (90.2%) of respondents was 36 years old and above, followed by the smaller proportion of respondents fell into the 26-30 (4.5%) and 31-35 (5.4%) age groups.

TABLE – 2 GENDERS OF THE RESPONDENTS

Variable	No. of Respondent	%
male	99	88.4
female	13	11.6
Total	112	100.0

Table 2 shows the percentage and frequency of male and female respondents. The majority of respondents (88.4%) identified as male, followed by the remaining (11.6%) identified as female. Table 2 indicates that were more male respondents in the sample compared to female respondents.

TABLE – 3 EDUCATIONS OF THE RESPONDENTS

Variable	No. of Respondent	%
Illiterate	7	6.3
School education	100	89.3
Graduate	5	4.5
Total	112	100.0

Table 3 presents the educational levels of a sample of 112 respondents. The majority (89.3%) completed their school education. A small proportion (6.3%) reported being illiterate, while an even smaller percentage (4.5%) held a graduate degree.

TABLE – 4 OCCUPATIONS OF THE RESPONDENTS

Variable	No. of Respondent	%
crop farming and livestock keeping	85	75.9
small business and livestock keeping	18	16.1
skilled work and livestock keeping	9	8
Total	112	100.0

Table 4 shows the primary occupations of a sample of 112 respondents. Most (75.9%) were in crop farming and livestock keeping. A smaller proportion (16.1%) were involved in small business and livestock keeping, while 8% were engaged in skilled work and livestock keeping.

TABLE – 5 EXPERIENCES OF THE RESPONDENTS

Variable	No. of Respondent	%
3-5 years	8	7.1
6-10 years	18	16.1
more than 10 years	85	75.9
Total	112	100.0

Table 5 shows the experience levels of a sample of 112 respondents. The majority (75.9%) had more than ten years of experience. A smaller proportion had 6-10 years of experience (16.1%), while 7.1% had 3-5 years of experience.

TABLE – 6 SIZES OF THE FARMS

Variable	No. of Respondent	%
Small-scale (1-500 birds)	10	8.9
Medium-scale (501-1,000 birds)	31	27.7
Large-scale (1,001 or more birds)	71	63.4
Total	112	100.0

Table 6 represents the farm sizes of a sample of 112 respondents. The majority (63.4%) operated large-scale farms (1,001 or more birds). A smaller proportion had medium-scale farms (501-1,000 birds) at 27.7%, while 8.9% had small-scale farms (1-500 birds).

TABLE – 7 TYPES OF THE FARMS

Variable	No. of Respondent	%
Layers (egg production)	63	56.3
Broilers (meat production)	39	34.8
Both layers and broilers	8	7.1
Total	112	100.0

Table 7 shown the primary poultry production activities of a sample of 112 respondents. The majority (56.3%) were engaged in layer production (egg production), while 34.8% were involved in broiler production (meat production). A smaller proportion (7.1%) engaged in both layer and broiler production.

TABLE – 8 MEMBERSHIPS IN FARMER GROUPS

Variable	No. of Respondent	%
yes	83	74.1
no	29	25.9
Total	112	100.0

Table 8 presents the membership status of a sample of 112 respondents. The majority of the respondents were (74.1%) indicated being members of a poultry farming association or cooperative, while 25.9% were not members.

Information Needs

9. What format do you prefer to receive information?

Table -9 Preferred Formats

Preferred Format	Number of Respondents	Percentage
Printed materials (brochures, leaflets)	25	22.3%
Audio (radio programs, podcasts)	15	13.4%

Video (demonstration videos, documentaries)	20	17.9%
Online (websites, mobile apps)	30	26.8%
Face-to-face training	18	16.1%
Other	4	3.6%
Total	112	100%

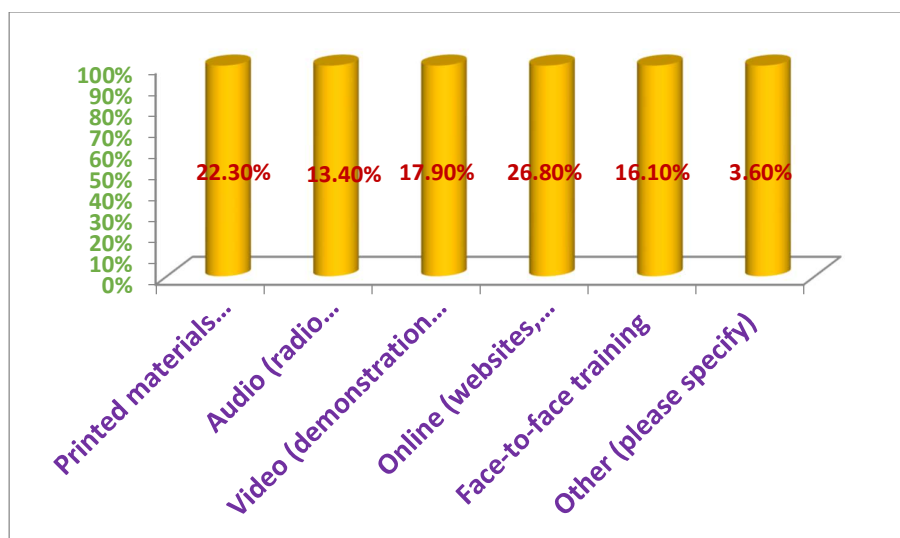


Figure 1

Table 9 describes preferred format of the respondents. Most respondents (26.8%) prefer online formats, followed by printed materials, which are also popular, representing that conventional methods stay relevant and video formats appeal to 17.9%, while face-to-face training is preferred by 16.1%. Audio formats (13.4%) and other unspecified methods (3.6%) are minor.

Information Sources

10. How often do you use the following information sources?

Table - 10 Information Source

Information Source	1	2	3	4	5	Total
Newspapers	10 (8.9%)	15 (13.4%)	20 (17.9%)	35 (31.3%)	32 (28.6%)	112 (100%)
Television	8 (7.1%)	12 (10.7%)	30 (26.8%)	40 (35.7%)	22 (19.6%)	112 (100%)
Radio	15 (13.4%)	20 (17.9%)	25 (22.3%)	30 (26.8%)	22 (19.6%)	112 (100%)
Extension Agents	20 (17.9%)	25 (22.3%)	30 (26.8%)	25 (22.3%)	12 (10.7%)	112 (100%)
Other Farmers	5 (4.5%)	10 (8.9%)	25 (22.3%)	40 (35.7%)	32 (28.6%)	112 (100%)
Internet	5 (4.5%)	10 (8.9%)	20 (17.9%)	40 (35.7%)	37 (33.0%)	112 (100%)
Government Publications	25 (22.3%)	20 (17.9%)	30 (26.8%)	25 (22.3%)	12 (10.7%)	112 (100%)

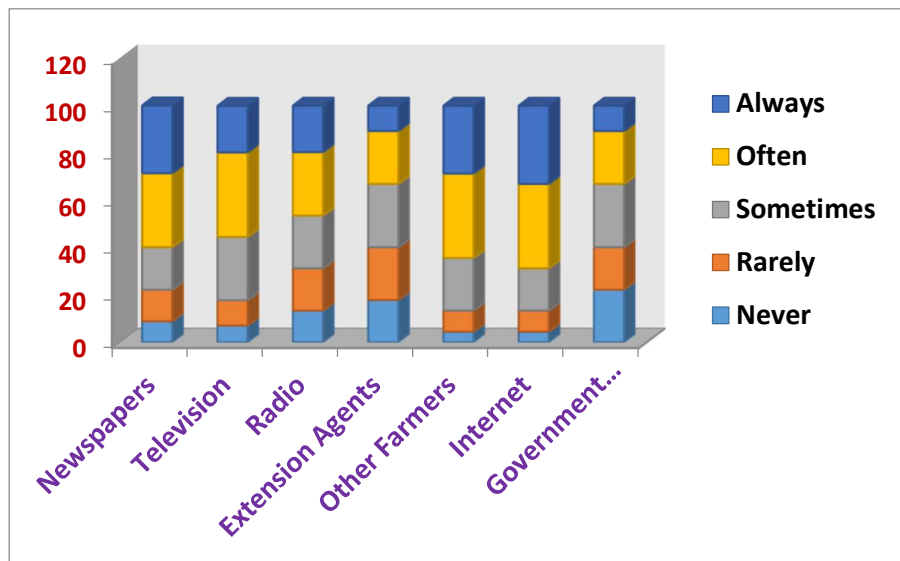


Table 10 shows the frequency of respondents' use of information sources. 33.0% use the internet "always," followed by newspapers and other farmers' use 28.6% "always." Government publications, with 22.3% indicating "never" use, followed by radio and extension agents, have diverse usage patterns, representing diverse preferences among respondents.

Findings

The study was conducted in Paramathi Velur Taluk, Namakkal District. It aims to improve and boost productivity, profitability, and sustainability in the poultry industry by addressing their particular information needs. The study highlights a male, experienced and well-educated group of large-scale farmers. There is an obvious shift towards digital platforms, emphasize the need for immediate and tailored strategies that combines digital channels and conventional strategies.

Conclusion

Findings of the research emphasize the significant role of male farmers in larger-scale layer operations. Poultry farmers prefer both traditional and digital information sources. By recognizing the specific information needs of different farmer groups to develop a more productive and sustainable of poultry industry. To efficiently address the information needs of this demographic, an all around approach is necessary, combine traditional extension methods with pioneering digital strategies

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