A STUDY ON PERSONALITY TRAITS OF POULTRY ENTREPRENEURS IN ANAND DISTRICT OF GUJARAT STATE

A
THESIS
SUBMITTED TO THE
GUJARAT AGRICULTURAL UNIVERSITY
IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE AWARD OF THE DEGREE

OF
Master of Science
(AGRICULTURE)

IN
EXTENSION EDUCATION

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B. A. COLLEGE OF AGRICULTURE
GUJARAT AGRICULTURAL UNIVERSITY
ANAND CAMPUS, ANAND.
MAY - 2001
Regn. No. 04-4222-99
DEDICATED
TO
MY
BELOVED
FATHER.....AND
IN MEMORY OF MY
LATE MOTHER
SMT. SHEELA RANI
ABSTRACT
A STUDY ON PERSONALITY TRAITS OF POULTRY ENTREPRENEURS IN ANAND DISTRICT OF GUJARAT STATE

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ABSTRACT

Poultry plays an important role in the economy of India. It helps in augmenting food supply, generating employment, raising nutritional level and earning foreign exchange.

The poultry production in the country has made significant progress over the years. Due to research and development thrust of the Government and organised private sector, egg production was expected to increase to 31.5 billion during 1999-2000 as compared to 10 billion during 1980-81. Currently India ranks fifth in egg production in the world.

Commercial poultry production in India is barely 30 years old and since last twenty years, poultry business has gained the status of chief profitable enterprise instead of remaining subsidiary business. The major advantage of poultry enterprise over other livestock is, its minimum land dependency and resource flexibility, at the same time, it is also characterized with risk and uncertainty. It is therefore, proper adoption of the poultry technology along with
many other capabilities in terms of personality traits, one needs as the pre-
requisites to be a successful poultry entrepreneurs.

Looking to the above facts, "A study on personality traits of poultry
entrepreneurs in Anand district of Gujarat state" was undertaken with following
objectives:

1. To study personality traits of the poultry entrepreneurs.
2. To study level of adoption of the poultry entrepreneurs regarding improved
practices of poultry enterprise.
3. To ascertain the relationship between personality traits of poultry
entrepreneurs and their level of adoption of improved practices of poultry
farming.
4. To study the constraints faced by the poultry entrepreneurs in poultry
enterprise.
5. To obtain suggestion of the poultry entrepreneurs to overcome problems
of poultry enterprise.

The present study was conducted in randomly selected 14 villages of
Anand taluka of Anand district. A random sample of 80 entrepreneurs having
poultry owners was selected for the study, the data were collected with the help
of personal interview.

For the measurement of independent and dependent traits, appropriate
scales, developed and adopted by other research workers were used with due
modifications. The statistical tools used for the analysis of the data were percentage, mean, standard deviation and correlation coefficient. The important findings of the study are summarized as under:

1. Majority of the poultry entrepreneurs had middle age (63.75 per cent) and either high school level or more than that level of education (91.25 per cent).

2. Majority (58.75 per cent) of the poultry entrepreneurs had medium level of mass media exposure.

3. Majority (58.75 per cent) of the poultry entrepreneurs had medium size of poultry farm.

4. Majority of the poultry entrepreneurs had medium to high level of economic motivation (80.00 per cent), risk orientation (77.50 per cent), innovation proneness (75.00 per cent), market orientation (60.00 per cent) and management orientation (81.25 per cent), while majority of them had medium level of scientific orientation (51.25 per cent), achievement motivation (58.75 per cent), planning orientation (58.75 per cent), production orientation (57.50 per cent), competition orientation (68.75 per cent), orientation towards development of skill in farm workers (57.25) and supervision orientation of poultry production (58.75 per cent).

5. Majority (66.25 per cent) of the poultry entrepreneurs had medium to high level of adoption of modern methods of poultry enterprise.
6. The eleven personality traits of poultry entrepreneurs namely education, economic motivation, risk orientation, achievement motivation, innovation proneness, planning orientation, production orientation, market orientation, management orientation, competition orientation and orientation towards development of skill in farm workers were observed positively and significantly correlated with their level of adoption of modern practices of poultry entrepreneurs.

7. Risk and uncertainty (rank-I), difficulty in marketing (rank-II), higher price of poultry feed (rank-III), marketing of eggs (rank-IV), lack of knowledge of institutional help (rank-V) and lack of finance (rank-VI) were the major constraints faced by poultry entrepreneurs in adoption of poultry enterprise.

8. Training should be provided to the poultry entrepreneurs for improving their knowledge and adoption, effective marketing facility should be made available for reasonable returns of poultry products, easily and timely availability of poultry feed with reasonable price, quick and timely finance and long term credit facilities should be provided and electricity charges should be kept low for poultry enterprise were the important suggestions given by the entrepreneurs for the better adoption of the poultry enterprise.
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CERTIFICATE

This is to certify that the thesis entitled "A STUDY ON PERSONALITY TRAITS OF POULTRY ENTREPRENEURS IN ANAND DISTRICT OF GUJARAT STATE" submitted in partial fulfilment of the requirement for the degree of MASTER OF SCIENCE in AGRICULTURE in the subject of EXTENSION EDUCATION of the Gujarat Agricultural University, Anand Campus, Anand is a bonafide research work carried out by SHRI DAYA SINDHU DYALU SIDDHARTHA under my supervision and that no part of the thesis has submitted for any other degree. The assistance and help received during the course of investigation has been fully acknowledged.

PLACE : ANAND
DATE : 3.5.2001

(NARENDRASINH B. CHAUHAN)
MAJOR ADVISOR
ACKNOWLEDGEMENT

This memorable occasion provides me a unique opportunity to express my deepest gratitude, heartfelt respect and reverence to Dr. Narendrasinh B. Chauhan, Ph.D., Associate Professor, Dept. of Extension Education, B. A. College of Agriculture, Gujarat Agricultural University, Anand Campus, Anand. For his edifying guidance, encouragement and constructive suggestions throughout the course of my present study and in preparation of this thesis work. It was golden opportunity for me to learn so many things from him and for which I shall remain ever indebted to him.

I express my deep appreciation and thanks to members of my Advisory Committee, Dr. J.C. Trivedi, (Ex. Professor and Head), Department of Extension, Dr. R.H. Patel, Associate Professor (Agronomy) and Shri L.P. Purohit, Associate Research Scientist, Deptt. of Statistics, B.A.Colleage of Agriculture, Anand Campus, Anand for their useful suggestion and guidance when and where required.

I express my grateful thanks to Dr. S.K. Waghmare, Principal, E.E.I., Dr. N.R. Patel, Associate Educationist, Dr. M.N. Popat, Associate Educationist, Dr. M.S. Trivedi and Dr. D.J. Patel of EEI, Anand for their help and timely guidance during my study period.

I am highly obliged to my teachers Dr. Joshi, Poultry Training Centre, G.A.U., Dr. R.C. Patel, Shri Manoj C. Patel, Shri B.P. Patel and Shri A. Saiyad for their encouragement and help rendered to me during my study period.
I am highly thankful to Dr. G.S. Kaushal, Director of Agriculture, Govt. of Madhya Pradesh and Director of Extension (Training), Ministry of Agriculture, Govt. of India for sponsoring me for higher education.

I cordially express my thanks to Mr. K.S. Prajapati and Shashidharan, E.E.I., Anand for their help directly or indirectly during my study period.

My grateful and sincere thanks are to the poultry owners of Anand taluka in Anand district of Gujarat.

I would be unworthy if I fail to express my cordial thanks to Mr. K.P. Ahirwal, D.D.A., Dr. Amitabh Tiwari, (A.S.C.O.), Mr. J.L. Gupta, D.D.O, Mr. G.K. Soni, A.D.A. and R. Sahu, SMS, Tikamgarh for their valuable help direct or indirect and co-operation during the my deputation period.

I wish to accord my warm thanks to Mr. B.V. Bagaria, Mr. M.M. Atre, Mr. K.M. Abraham, Mr. H.P. Kumar, Mr. S.K. Upadhyay, Mr. D.K. Shrivastawa, Mr. U.S. Nayak, Mr. M. Mishra, Mr. Rechharia, Mr. Devendra Shrivastava, Mr. P.K. Duve, Mr. Mahesha, Khare, Mr. D.N. Chaturvadi, Mr. P.D. Rayakwar, Mr. A.K. Nabit, Mr. S.R. Singh and Bakna for their direct or indirect help and encouragement during my study period.

I would like to keep on record my cordial thanks to Mr. Anil Patil (V.M.O.) of Anand for his co-operation and help rendered during collection of data.

I can not forget my friends Sarvashree Pravin M. Acharya, B.S. Murti, Anand, S.B.S.N. Rao, S.K. Prabhudasai, Umesh, V.T. Dogardevi, P.D. Mandavi,
Guru, Adhir, Dhanu, Balu, Vinod, Ajith, Jankisingh, Mahatma, Venky Vikram and Parashar for their assistance and helpful mentality during my study period.

My special thanks are due to Mr. Jayesh Vaghela for his timely and clean typing.

My profound gratitude and reverence is due to my Father Pujyaniy Shri Prem Kumar who had an intense desire for my academic progress which gave me strength to prosecute higher study.

I am thankful to my brother-in-law Mr. Jitendra Kumar Gautam and Dinesh Pratapsingh, Bhabhi Rashmi and my daughter Ku. Manisha (Neelu), sons Ravi and Rajat (Chhotu) who were a constant source of happiness for me and playing with them made this task less arduous.

My wife Smt. Archna Siddhartha, deserves very highly appreciation for her untiring help and active co-operation in a number of ways, which can not possibly be expressed in words. So, thank you Archna for your unfailing loyalty and love.

Place : Anand

Date : 3-5-2001

(D. S. D. SIDDHARTHA)
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CHAPTER - I
INTRODUCTION

Though there is an increase in per capita availability of food grains in India in nineties by 12 grams a day from 472 grams in 1990 to 483 grams in 1998, there is no surety of filling the number of empty stomachs multiplied in the new millennium. Unless we take a holistic view of the problem and concentrate, our efforts in other areas such as fish farming, piggery, poultry etc. The shortage of food is likely to be one of the greatest problems in the years to come.

The development of new forms of food production has so far been pathetically less. If the money and man power could be diverted, we might soon find a solution. Most experts would agree, there are still unlimited possibilities for improving these sectors which could change much of the present despair to an atmosphere of hope.

The importance of poultry in meeting the food requirement of a nation was recognized by an Agricultural Production team sponsored by the food foundation. Today poultry has come to a stay as an industry, which once existed as a backward occupation. The need for giving phillip to the growth of poultry is imperative in the background of need for diversification of Indian Agriculture. Development of Poultry in rural area has definite answer to the widespread poverty, disparity and un-employment of country side and marginalization in farming.
Since last twenty five years, poultry has gained the status of chief profitable enterprise, instead of remaining subsidiary business. The major advantage of poultry enterprise over other livestock is its minimum land dependency and resource flexibility, at the same time, it is also characterized with risks and uncertainty. It is therefore, proper adoption of the poultry technology along with many other capabilities in terms of personality traits, one needs as the pre-requisites, to be a successful poultry entrepreneur.

In order to achieve best result from poultry, person involved in it should have basic qualities of entrepreneurs instead of having common qualities like a simple farmers.

The entrepreneur is an economic man, who tries to maximize his profits by innovations. The entrepreneurs are not simply innovators but they are the persons with a will to act, to assume risk and to bring about a change through systematic organization of human efforts.

The role played by such entrepreneurs is of vital importance in developing country like India, where there are ample opportunities for using innovations to exploit the available resources. Thus, in all economic development activities, more and more focus is being centred on entrepreneurship of the people. Entrepreneurs play a key role in the economic development of country because development of entrepreneurship is considered as an ingredient of economic development.
Probably next to animal husbandry, more number of persons are directly involved in poultry production in the middle Gujarat than in any other single agriculture related enterprises. Anand district of the Gujarat has made a rapid progress in the field of poultry production within a remarkable period of last two decades. Gujarat Agricultural University, Anand campus, Anand has also played a significant role by providing well trained personnel to give technical guidance and training to those persons who want to start poultry enterprise.

Besides technical knowledge and guidance of poultry technology, certain personality traits in poultry entrepreneurs like high level of education to understand modern technology, good mass media exposure to get latest information, economic motivation to gain high profit, market orientation to understand and analyse market trend, risk orientation to bear risk involved in poultry enterprise, scientific orientation for scientific consideration, high level of achievement to achieve high status, innovation proneness for positive inclination towards innovations, management orientation for proper management of enterprise, competition orientation to face the race of competition of poultry enterprise, orientation towards development of skill in farm workers for high quality work and results and high level of supervision orientation of farm production to take best work from the farm workers are to be required to become successful poultry entrepreneurs.

Looking to the above facts, the present study on personality traits of poultry entrepreneurs in Anand district of Gujarat state was decided to undertake.
1.1 STATEMENT OF THE PROBLEM

Poultry keeping is an ancient business in India, but scientific upkeep of poultry is very new. It has got economic, nutritional, industrial, recreative and research importance. It also plays an important role to improve economy of the poultry keepers.

Besides personality traits, economic factors and socio-cultural variables such as complexities of orthodoxy, education, caste and religion also influence the acceptance of poultry enterprise would provide variable information to organize this enterprise on a sound footing. Acceptance of new technology has not been easy on the part of people particularly in the rural areas. In the same proportion it has been difficult for the extension worker to accelerate the process of poultry adoption particularly in Gujarat as majority of population is purely vegetarian.

This situation needs a fuller and deeper understanding of the people involved in poultry enterprise. The investigator thus, felt to examine existing status of poultry enterprise and persons involved in this enterprise. Thus, present study was undertaken in Anand district of Gujarat state.

1.2 OBJECTIVES OF THE STUDY

The overall objective of the study was to examine personality traits of poultry entrepreneurs in Anand district of Gujarat. The specific objectives of the study were as under:
1. To study personality traits of the poultry entrepreneurs.

2. To study level of adoption of the poultry entrepreneurs regarding improved practices of poultry enterprise.

3. To ascertain the relationship between personality traits of poultry entrepreneurs and their level of adoption of improved practices of poultry enterprise.

4. To study the constraints faced by the poultry entrepreneurs in poultry enterprise.

5. To obtain suggestion of the poultry entrepreneurs to overcome problems of poultry enterprise.

1.3 SCOPE OF THE STUDY

The advantage of democracy must equally reach to all sectors of society. A large number of agricultural development projects are in operation but there is no surety of filling the number of empty stomachs of people of our country in the years to come. This is an alarming situation for the concerned to think on their existing policies and renew the programmes to solve food problem and improve existing living standard of our people. This is possible when other areas to minimise and solve food problem can be identified and developed.

Poultry is most fertile area to ease out the enormous amount of demographic pressure on agriculture. Thus, the present study will be of great use to extension workers, planners, administrators and research workers. The knowledge regarding personality traits of persons involved in poultry influencing
the success or failure of poultry enterprise will be most useful to extension workers to restructure and reframe extension approach in right direction. The findings of the study will certainly be of much help to the administrators and field extension workers, while developing and implementing the new programmes for the benefit and modernization of poultry enterprise up to the expectations.

1.4 DERIVATION OF THE HYPOTHESIS

On the basis of objectives of the study, the following null hypothesis were formulated.

\[ H_1 : \text{There will not be significant relationship between the selected personal, communicational, economic and psychological traits of the poultry entrepreneurs and their level of adoption of improved practices of poultry enterprise.} \]

1.5 LIMITATIONS OF THE STUDY

1. The area of the study was limited to few villages of Anand taluka of Anand district only.

2. The diagnostic study was confined to only 80 selected poultry entrepreneurs.

3. The study was limited to only important practices of poultry enterprise.

4. Some of the selected personality traits of the poultry entrepreneurs were studied.

5. The finding was based on the verbal expression and responses of the poultry entrepreneurs.
REVIEW OF
LITERATURE
CHAPTER – II
REVIEW OF LITERATURE

The main purpose of review of literature is to put forth findings of the research study which are related to the present investigation. The literature reviewed so far clearly indicated that very few research studies have been conducted on the key personality traits included in this investigation. A brief account of such literature related to the problem under study has been presented under the following heads.

2.1 The personality traits of the poultry entrepreneurs.

2.2 Level of adoption of the poultry entrepreneurs regarding improved practice of poultry enterprise.

2.3 Relationship between personality traits of poultry entrepreneurs and their level of adoption of improved practices of poultry enterprise.

2.4 The constraints faced by the poultry entrepreneurs in poultry enterprise.

2.5 Suggestions of the poultry entrepreneurs to overcome problems of poultry enterprise.

2.6 Theoretical orientation.
2.1 THE PERSONALITY TRAITS OF POULTRY ENTREPRENEURS

2.1.1 Age

Patel (1983) reported that slightly more than three fourth (76.00 per cent) of the poultry farmers belonged to middle age group.

Saiyad (1986) observed that the majority (73.33 per cent) of the poultry farmers belonged to middle age group.

Gowda et al. (1991) reported that average age of the poultry farmers was 39 years.

Patel (1996) reported that majority of the poultry farmers (60.00 per cent) were from middle age group.

Shinde et al. (1998) reported that majority (66.00 per cent) of the poultry farmers were from middle age group.

2.1.2 Education

Saiyad (1986) reported that majority of the poultry farmers (55.00 per cent) were educated upto secondary level.

Malyadri (1989) reported that majority of the poultry farmers (70.00 per cent) were educated upto intermediate level, while 30.00 per cent were illiterate.

Gowda et al. (1991) reported that nearly three fourth (72.00 per cent) of the poultry farmers were found to be literate below college level and 28.00 per cent had college level of education.
Patel (1996) revealed that more than half of the poultry farmers (57.50 per cent) were having secondary level education.

Sidhu et al. (1997) observed that majority (86.67 per cent) of the poultry farmers had medium level of education.

2.1.3 Mass media exposure

Vyas (1995) reported that majority (88.00 per cent) of the milk producers possessed medium to high level of exposure to mass media.

Patel (1997) stated majority (55.00 per cent) of the respondents had favourable mass media exposure, while 45.00 per cent had unfavourable mass media exposure.

Bariya (1997) revealed that more than two fifth (46.67 per cent) of the milk producers had medium level of mass media exposure, while 45.71 per cent had low level of mass media exposure.

Reddy and Rao (1998) reported that two fifth (40.00 per cent) of the farmers had moderate level of mass media exposure.

Temkar (2000) reported that less than half (44.16 per cent) of the respondents had medium level of mass media exposure.

2.1.4 Size of poultry farm

Saiyad (1986) concluded that half of the poultry farmers (50.00 per cent) possessed medium size of poultry farm.
Malyadri (1989) reported that the 40.00 per cent of the poultry farmers had small size of land, followed by 37.50 per cent with marginal size of land and 22.50 per cent of respondents with landless labourers.

Patel (1996) reported that nearly half of the poultry farmers (48.75 per cent) possessed medium size of poultry farm.

2.1.5 Economic motivation

Patel (1983) concluded that majority of poultry farmers had medium level of economic motivation.

Saiyad (1986) reported that more than three fourth (78.34 per cent) of poultry farmers had medium level of economic motivation.

Chauhan (1994) generalized that slightly less than half (48.10 per cent) of the respondents were having high economic motivation.

Patel (1996) reported that majority of the poultry farmers (70.00 per cent) had medium level of economic motivation while 16.25 and 13.75 per cent of the poultry farmers had low and high level of economic motivation, respectively.

Temkar (2000) reported that slightly less than two fifth (37.50 per cent) of the respondents had medium level of economic motivation.

2.1.6 Risk orientation

Suthar (1989) revealed that (68.00 per cent) of the respondents were found in medium risk orientation category, followed by 18.00 and 14.00 per cent in high and low risk orientation category, respectively.
Chauhan (1994) reported that nearly half (48.00 per cent) of the small peasants were found in low level of risk orientation.

Vyas (1995) reported that majority (83.33 per cent) of the milk producers had medium to high level of risk orientation.

Rathod (1996) revealed that majority (81.25 per cent) of the respondents had medium to low level of risk orientation.

Temkar (2000) reported that slightly more than half (53.34 per cent) of the respondents had medium level of risk orientation.

Vanker (2000) revealed that majority (61.67 per cent) of the respondents were found with medium level of risk orientation.

2.1.7 Scientific orientation

Saiyad (1986) found that majority (63.33 per cent) of the poultry farmers had medium level of scientific orientation.

Nanda (1995) reported that more than half (51.00 per cent) of the respondents possessed medium level of scientific orientation.

Patel (1996) found that about more than three fifth (62.50 per cent) of the poultry farmers had medium level of scientific orientation.

Temkar (2000) reported that nearly half (48.34 per cent) of the respondents had medium level of scientific orientation.
2.1.8 Achievement motivation

Chauhan (1994) reported that majority of the respondents (72.86 per cent) had low level of achievement motivation, while more than one fourth of them (27.14 per cent) had high level of achievement motivation.

Jagadeshwara (1994) found the majority (83.79 per cent) of the respondents were found with medium to high level of achievement motivation.

Shinde (1994) concluded that majority (76.00 per cent) of the respondents had medium to high level of achievement motivation, respectively.

Vyas (1995) found that majority (86.00 per cent) of the milk producers had medium to high level of achievement motivation.

Temkar (2000) reported that less than two fifth (34.17 per cent) of the respondents had high level of achievement motivation.

2.1.9 Innovation proneness

Chari (1985) reported that slightly less than three fourth (70.00 per cent) of the respondents had medium level of innovativeness.

Prajapati (1993) revealed that majority (72.00 per cent) of the respondents had medium level of innovativeness.

Wagle (1996) reported that majority (83.08 per cent) of the respondents had high level of innovativeness.

Patel (1997) reported that majority (69.70 per cent) of the respondents had high level of innovation proneness.
2.1.10 Market orientation

Palaniswamy (1984) reported that majority (84.36 per cent) of the respondents had medium level of market orientation.

Patel (1991) found that more than one half (59.05 per cent) of the respondents had medium level of market orientation.

Patel (1997) reported that majority (56.06 per cent) of the respondents had high level of market orientation.

Wagle (1996) reported that majority (76.93 per cent) of the respondents had high level of market orientation.

2.1.11 Management orientation

Chikhale et al. (1996) reported that the majority (71.00 per cent) of the respondents had medium level of management orientation.

2.2 LEVEL OF ADOPTION OF POULTRY ENTERPRISE IMPROVED PRACTICES

Subramanian et al. (1978) reported that practices viz., maintaining improved strain, feeding and giving prophylactic vaccination were found to be adopted by almost all the respondents. The next practice adopted by almost all the poultry farmers (92.00 per cent) was the control of endoparasites. While, practices viz, debeaking, record keeping and culling of the birds were adopted only by one third of the respondents.
Patel (1983) reported that two third of the poultry farmers (66.00 per cent) adopted the selected improved poultry farming practices at medium level of adoption.

Saiyad (1986) concluded that slightly more than three fourth (76.67 per cent) of the poultry farmers adopted the selected improved poultry farming practices at medium level of adoption.

Patel (1996) reported that slightly more than three fifth (61.25 per cent) of the poultry entrepreneurs had medium level of adoption.

2.3 THE RELATIONSHIP BETWEEN PERSONALITY TRAITS OF POULTRY ENTREPRENEURS AND THEIR LEVEL OF ADOPTION OF IMPROVED PRACTICE OF POULTRY FARMING

2.3.1 Age and level of adoption

Saiyad (1986) reported that age of the poultry farmers had non-significant relationship with their adoption level.

Solanki (1990) reported that age of the poultry farmers had non-significant relationship with their adoption.

Patel (1996) revealed that age of the respondents was negatively correlated with level of adoption.

Mathiyalagan (1997) reported that age had negative and non-significant relation with level of adoption of poultry farm practices.
2.3.2 Education and level of adoption

Saiyad (1986) reported that education had significant relationship with level of adoption of poultry farmers.

Solanki (1990) reported that education had non-significant relationship with adoption level of fish farmers.

Patel (1996) revealed that education was observed significantly correlated with level of adoption of respondents.

Mathiyalagan (1997) reported that education had negative and significant relation with level of adoption of poultry farm practices.

2.3.3 Mass media exposure and level of adoption

Chauhan (1994) reported that mass media exposure had significant relationship with adoption of the respondents.

Patel (1996) revealed that there was significant correlation between mass media exposure and level of adoption of the respondents.

Mathiyalagan (1997) reported that mass media exposure had positive and significant relationship with adoption of poultry farmers.

2.3.4 Size of poultry farm and level of adoption

Saiyad (1986) reported that size of poultry farm had showed non-significant relationship with adoption level of poultry farmers.

Solanki (1990) reported that size of pond has non-significant relationship with adoption level of fish farmers.
Mathiyalagan (1997) reported that size of poultry farm had showed non-significant relationship with adoption level of poultry farmers.

2.3.5 Economic motivation and level of adoption

Saiyad (1986) reported that economic motivation had non-significant relationship with level of adoption of the poultry farmers.

Solanki (1990) reported that economic motivation had non-significant relationship with level of adoption of the respondents.

Patel (1996) revealed that economic motivation had showed positive and significant relationship with level of adoption of the respondents.

2.3.6 Risk orientation and level of adoption

Saiyad (1986) reported that risk orientation had non-significant relationship with level of adoption of poultry farmers.

Vakaria (1989) concluded that risk orientation of entrepreneurs was significantly related with their extent of adoption.

Solanki (1990) reported that risk orientation had non-significant relationship with level of adoption of the respondents.

Deshmukh et al. (1994) reported that risk orientation had showed positive and significant relationship with level of adoption of the respondents.

2.3.7 Scientific orientation and level of adoption

Saiyad (1986) reported that scientific orientation of the poultry farmers and level of adoption were non-significantly related with each other.
Solanki (1990) reported that scientific orientation had non-significant relationship with level of adoption of the respondents.

Patel (1996) reported that there was non-significant relationship between scientific orientation and level of adoption of the respondents.

2.3.8 Achievement motivation and level of adoption

Patel and Sangle (1993) reported that level of achievement motivation of the respondents had showed positive and significant relationship with their level of adoption of the respondents.

Deshmukh et al. (1994) reported that level of achievement motivation had showed positive and significant relationship with level of adoption of the respondents.

2.3.9 Innovation proneness and level of adoption

Patel and Sangle (1993) reported that innovation proneness of the respondents had showed positive and significant relationship with adoption of the respondents.

Deshmukh et al. (1994) reported that innovation proneness of the respondents had showed positive and significant relationship with adoption of the respondents.

Patel (1997) reported that innovation proneness of the respondents had showed positive non-significant relationship with adoption of the respondents.
2.3.10 Market orientation and level of adoption

Deshmukh et al. (1994) reported that market orientation had showed positive and significant relationship with adoption level of the respondents.

Pandya and Vekaria (1994) reported that market orientation had showed positive and significant relationship with adoption behaviour of the respondents.

2.3.11 Management orientation and level of adoption

Bhatker et al. (1997) reported that management orientation of the respondents had showed positive and non-significant relationship with level of adoption of the respondents.

Gomase et al. (1998) reported that management orientation of the respondents had showed positive and significant relationship with adoption of the respondents.

Kharche et al. (1998) reported that management orientation of the respondents had showed positive and significant relationship with adoption of the respondents.

2.4 CONSTRAINTS FACED BY THE POULTRY ENTREPRENEURS IN POULTRY ENTERPRISE

Patel (1983) reported that “high cost of feed”, “lack of finance”, “lack of man power to look after” and “difficult poultry farming system” were major constraints in adoption of poultry farming.

Patel and Trivedi (1985) reported that “higher price of feed”, lack of finance”, “lack of man power to look after”, “difficult poultry farming system”,
“difficulty in getting electric power supply” and “non-availability of inputs” were major constraints in adoption of poultry farming.

Saiyed (1986) observed that higher price of feed, inability to pay constant attention, non-availability of labour, non-availability of inputs, difficulty in getting loan and lack of finance were the major constraints faced by the respondents in adoption of poultry farmers.

Panda (1989) reported that the major constraints in the rapid development of poultry in some of the South Asian countries were increasing cost of feed, lack of suitable health care facilities and lack of efficient marketing structure.

Patel (1996) reported that major constraints faced by the majority of the poultry farmers of Vadodara district were high cost of feed uneven electric supply, high charge of electricity, difficulty in getting loan and non-availability of inputs.

2.5 SUGGESTIONS OF THE POULTRY ENTREPRENEURS TO OVERCOME PROBLEMS OF POULTRY ENTERPRISE

Saiyad (1986) reported that regular electricity power should be supplied (96.67 per cent), long term credit facilities with more number of installment should be provided (93.33 per cent) and quick and timely finance should be provided to the poultry keepers as per their requirements from the bank (91.67 per cent) were the important suggestions given by the respondents to overcome problems of poultry enterprise.
Patel (1996) reported that important suggestions given by the poultry farmers were poultry feed should be supplied timely with reasonable price to the poultry farmers followed by long term credit facilities with more number of installments should be provided (71.25 per cent), quick and timely finance should be provided to the poultry keepers as per requirement from the bank (73.25 per cent) and charge of electricity should be low (65.00 per cent) management of poultry co-operative society and federation should be upto date (55.00 per cent), regular supply of electric power should be provided (50.00 per cent) and regular visit by the veterinary doctor should be made available (38.75 per cent).

2.6 THEORETICAL ORIENTATION

The review of literature given in the preceding section helped in formulating the theoretical orientation of the study which consisted of

2.6.1 Conceptual frame work of the study.

2.6.2 The paradigm.

2.6.3 Operationalization of concepts.

2.6.1 Conceptual frame work of the study

The literature reviewed so far revealed that some of the personality traits are required in any individual as important pre-requisites to become successful entrepreneur. These important personality traits affect the individual's level of adoption.
2.6.2 The paradigm

The conceptual framework given in the preceding section may be presented paradigmatically which has been developed during the course of the study. The model shown in Fig. 1 is a tentative and generalized one. The final form of such a model has been suggested at the end of this dissertation in the chapter of “Conclusion”.

2.6.3 Operationalization of concepts

1. **Entrepreneur**: An entrepreneur can be defined as a person who creates something new undertakes risk, organises production and handles the economic uncertainty.

2. **Poultry**: Domesticated species of birds reared for eggs, meat or feathers, include chickens, ducks, geese, turkey guinea fowls etc.

3. **Adoption**: It is the process to continue full use of a poultry innovation.

4. **Constraints**: It refers to the difficulties faced by the poultry entrepreneurs in scientific poultry enterprise.

5. **Mass media exposure**: It is defined as the nature and frequency of respondents involvement in different mass media such as television, radio, newspaper etc.

6. **Economic motivation**: It is defined as the occupational success in terms of profit maximization and relative value an individual places on economic ends.
7. **Risk orientation**: It is the degree to which poultry entrepreneur is oriented towards encountering risks and uncertainty in adopting any new idea or innovation.

8. **Scientific orientation**: It is the degree to which a poultry entrepreneur is oriented to the use of scientific methods in decision making in relation to their adoption behaviour.

9. **Achievement motivation**: It is defined as the respondents realistic estimate of the predecided goals he had achieved in life over last ten years.

10. **Innovation proneness**: It is the degree of an individual's interest and desire to seek change in forming his own operations as and when found practicable and feasible.

11. **Planning orientation**: It is a degree to which poultry entrepreneur is oriented to make necessary arrangement, well in advance about all the aspects of poultry enterprise.

12. **Production orientation**: It is a degree to which poultry entrepreneur is oriented to follow necessary scientific guidelines to improve level of his poultry production.

13. **Market orientation**: It is referred to the judgment taken by an individual entrepreneur to sell his poultry products for better price by analyzing various prevailing infrastructure and market intelligensia.
14. **Management orientation**: Management orientation has been defined as the degree to which a poultry entrepreneur is oriented towards scientific poultry farm management comprising of planning, production and marketing function of his farm.

15. **Competition orientation**: It is a degree to which poultry entrepreneur is oriented to place himself in a competitive situation in relation to other farmer for projecting his excellence in poultry farming.

16. **Orientation towards development of skill in farm workers**: It is defined as the creation of situation which facilitates the acquisition of skill by the poultry farm workers.

17. **Supervision orientation of farm production**: It is a process by which the poultry entrepreneur ensures proper execution of poultry farm operation and surveillance against possible damage to poultry productions with the ultimate objectives of getting higher production.
Fig. 1

Conceptual model of the study
METHODOLOGY
CHAPTER - III
METHODOLOGY

This chapter deals with the description of procedure followed for carrying out this investigation. It contains the research design, the tools and techniques including interview schedule employed for data collection. The selection of universe and sampling techniques for investigation as well as devices used for analysis are also explained in this chapter under following sub-heads.

3.1 Plan of the study
3.2 Area of the study
3.3 Sampling technique
3.4 Research design
3.5 Tools for the study
3.6 Pre-testing of the schedule
3.7 Collection of the data
3.8 Selection of variables
3.9 Measurement of variables
3.10 Statistical framework for analysis of the data

3.1 PLAN OF THE STUDY

Poultry enterprise plays a crucial role in Indian economy. The importance of poultry enterprise in the agricultural country like India, has been well recognized from viewpoint of economic development.
The scientific management and high yielding poultry breeds have great potential for increasing the poultry production. Besides technical knowledge and guidance of poultry technology, certain personality traits in poultry entrepreneurs like high level of education to understand modern technology, good mass media exposure to get latest informations, economic motivation to gain high profit, market orientation to understand and analyze market trend, risk orientation to bear risk involved in poultry enterprise, scientific orientation for scientific consideration, high level of achievement motivation to achieve high status, innovation proneness for positive inclination towards innovations, management orientation for proper management of enterprise, competition orientation to face the race of competition of poultry enterprise, orientation towards development of skill in farm workers for high quality of work and result and supervision of farm production to take best work from the farm workers are to be required to become successful poultry entrepreneurs.

With a view to analyze these, present study on "A study on personality traits of poultry entrepreneurs in Anand district of Gujarat state" was undertaken.

3.2 AREA OF THE STUDY

The present study was carried out in Anand district of Gujarat state. Anand district is located in middle Gujarat and covers some parts of Charotar area and some track of Bhal area. The southern boundary of district touches bay of Khambhat, while northern boundary touches Kheda district. The western
boundary touches Kheda and Ahmedabad districts whereas eastern boundary touches Kheda and Vadodara districts.

3.3 SAMPLING TECHNIQUES

In present investigation simple random sampling technique was employed.

3.3.1 Selection of the taluka

For present study, Anand taluka of Anand district was selected purposively because

1. Poultry enterprise is one of the most important economic activities of rural people in this taluka of the district.

2. Nearly 50 per cent poultry entrepreneurs of the Anand district were situated in this taluka. Out of total 233 poultry entrepreneurs of the district, 102 were situated in Anand taluka.

3. Significant number of poultry development activities by State Government, Gujarat Agril. University, Banking organization, Sardar Smruti Kendra, Krushi Vigyan Kendra are being carried out in this taluka of the district.

4. Very few scientific and systematic efforts have been made to know key and important personality traits of the poultry entrepreneurs in this taluka of the district.

5. Investigator would be able to cover this area within the time limit.

6. Probably, next to agriculture and animal husbandry, more number of persons are directly or indirectly involved in poultry production in this taluka.
FIG. 1.1: MAP OF GUJARAT STATE SHOWING ANAND DISTRICT, ANAND TALUKA AND VILLAGES UNDER STUDY
3.3.2 Selection of villages

For the present study total 14 villages as listed in Table 1 were selected because more than 75.00 per cent of total population of poultry entrepreneurs of the Anand taluka was observed in these villages. Location of selected villages are given in the map of Anand taluka.

Table 1: Villagewise distribution of the poultry entrepreneurs

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Name of village of Anand taluka</th>
<th>Selected number of poultry entrepreneurs</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Gamdi</td>
<td>01</td>
</tr>
<tr>
<td>2.</td>
<td>Chikhodra</td>
<td>03</td>
</tr>
<tr>
<td>3.</td>
<td>Wagasi</td>
<td>02</td>
</tr>
<tr>
<td>4.</td>
<td>Mogar</td>
<td>02</td>
</tr>
<tr>
<td>5.</td>
<td>Gopalpura</td>
<td>01</td>
</tr>
<tr>
<td>6.</td>
<td>Vadod</td>
<td>02</td>
</tr>
<tr>
<td>7.</td>
<td>Hadgud</td>
<td>01</td>
</tr>
<tr>
<td>8.</td>
<td>Adas</td>
<td>03</td>
</tr>
<tr>
<td>9.</td>
<td>Bedva</td>
<td>02</td>
</tr>
<tr>
<td>10.</td>
<td>Sarsa</td>
<td>32</td>
</tr>
<tr>
<td>11.</td>
<td>Napad</td>
<td>06</td>
</tr>
<tr>
<td>12.</td>
<td>Khombhoraj</td>
<td>03</td>
</tr>
<tr>
<td>13.</td>
<td>Kunjra</td>
<td>02</td>
</tr>
<tr>
<td>14.</td>
<td>Navli</td>
<td>20</td>
</tr>
<tr>
<td><strong>TOTAL:</strong></td>
<td></td>
<td><strong>80</strong></td>
</tr>
</tbody>
</table>

3.3.3 Selection of poultry entrepreneurs

A list of available poultry entrepreneurs of Anand taluka was obtained from the Poultry Training Research Station, Gujarat Agricultural University, Anand Campus, Anand, office of the Deputy Director Veterinary and Animal Husbandry, Nadiad and Jilla Panchayat, Anand. According to available information, total 102 poultry entrepreneurs were existed in the Anand taluka, out
of them total 80 poultry entrepreneurs were randomly selected as respondents for the study.

The villages like Sarsa and Navli where great majority of the poultry entrepreneurs were existed, while in remaining selected villages of Anand taluka, less than four poultry entrepreneurs were existed. Hence, great majority of the poultry entrepreneurs were selected from Navli and Sarsa villages and one to three poultry entrepreneurs were selected from the remaining villages as respondents. Villagewise distribution of the selected respondents is given in the Table 1.

3.4 RESEARCH DESIGN

The present study was confined to ex-post-facto research design as the independent variables have already operated in the study area. Kerlinger (1976) stated that ex-post-facto research design is worthy to apply when the independent variables have already acted upon.

3.5 TOOLS FOR THE STUDY

The data were collected through the personal interview. Personal interview schedule is considered to be the most important tool and the researcher can get most authentic first hand information. The interview schedule was prepared by keeping in view the objectives of the study and was common for all the respondents. In formulating the questions and statements for the schedule the investigator sought the opinion and guidance of the major advisor, used available literature and consulted experts of Poultry Department of Anand
The interview schedule was developed with four major parts as under.

First part devoted to study the personal, communicational, economic and psychological traits of the poultry entrepreneurs. Second part of the interview schedule was developed to measure the level of adoption of selected improved poultry farming practices of the poultry entrepreneurs. Third part of the interview schedule was developed to study the various constraints as perceived by the poultry entrepreneurs. Fourth part of the interview schedule was developed to ascertain the suggestion to overcome the constraints in adoption of poultry enterprise from the poultry entrepreneurs.

3.6 PRE-TESTING OF THE SCHEDULE

In order to test the administrability of each question and statement and to remove ambiguity in measuring instrument, pre-testing was carried out with five non-sample poultry entrepreneurs. The respondents were randomly selected from Navli village of Anand taluka. The respondents were informed about the importance and purpose of the study. After gaining their confidence and developing rapport with them, interview schedule was put forth on them.

On the basis of answer given by these respondents and hurdles faced during interviewing, necessary changes were made after consultation with the major advisor.

The final approved interview schedule has been given in Appendix.
3.7 COLLECTION OF THE DATA

The data were collected by personal interview method from all the 80 poultry entrepreneurs and the responses were recorded in the schedule. Before asking question, the investigator had established rapport with the poultry entrepreneurs. He explained them the purpose of the interview and assured them to keep their opinions confidential and finally closed the interview with a vote of thanks to the poultry entrepreneurs. Thus, all possible efforts had been made to create a congenial atmosphere, free from discomfort and distraction.

3.8 SELECTION OF THE VARIABLES

The variables under study were selected on the basis of extensive review of literature related to the topic of research and consultation with experts. Only those variables which were found most relevant to the present investigation were finally selected for the study.

3.8.1 Dependent variable

1. Adoption

3.8.2 Independent variables

1. Age
2. Education
3. Mass media exposure
4. Size of poultry farm
5. Economic motivation
6. Risk orientation
7. Scientific orientation
8. Achievement motivation
9. Innovation proneness  
10. Planning orientation  
11. Production orientation  
12. Market orientation  
13. Management orientation  
14. Competition orientation  
15. Orientation towards development of skill in farm workers  
16. Supervision orientation of farm production  

3.9 MEASUREMENT OF THE VARIABLES  
3.9.1 Dependent variable  
3.9.1.1 Adoption: -  

The level of adoption of scientific methods of poultry enterprise by the poultry entrepreneurs was measured with the help of an adoption quotient formula given below:

\[
\text{Adoption quotient} = \frac{\text{Score obtained for adopted practices}}{\text{Optimum score for all recommended practices}} \times 100
\]

In this study scientific methods of poultry enterprise involved ten selected practices viz.,

I. Improved strain  
II. Feed management  
III. Water management  
IV. Lighting  
V. Culling  
VI. Health care  
VII. Rearing system  
VIII. Summer and winter management
IX. Record keeping
X. Marketing

Information was collected from each respondent about the adoption of the various practices. By using the above formula, the adoption quotient was worked out for each poultry entrepreneur and was as such considered as the adoption score for individual poultry entrepreneur.

The poultry entrepreneurs were grouped into three categories viz., High (Score above $X + 0.5 \text{ S.D.}$), Medium (Score in between $X \pm 0.5 \text{ S.D.}$) and Low (Score below $X - 0.5 \text{ S.D.}$).

3.9.2 Independent variables

3.9.2.1 Personal traits:

3.9.2.1.1 Age

Age of the poultry entrepreneurs was operationalized as the number of completed years at the time of interview. The poultry farmers were classified into three groups viz., Young age (upto 30 years), Middle age (31 to 55 years) and Old age (above 55 years).

3.9.2.1.2 Education

It refers to the number of formal education years completed by the poultry entrepreneurs of formal education. The poultry farmers were classified into six categories. The following scoring technique was followed to quantify the educational status of the respondents.
### Category | Score
---|---
A. Illiterate & 0 \\
B. Can read and write & 1 \\
C. Primary (upto VII std.) & 7 \\
D. High school (VIII to X std.) & 10 \\
E. Higher secondary (XI to XII std.) & 12 \\
F. College education & 15 \\

### 3.9.2.2 Communicational trait :-

#### 3.9.2.2.1 Mass media exposure

This refers to the frequency of reading newspaper, farm magazine and other literature relating to poultry entrepreneurship as well as use of radio and television by the poultry entrepreneurs. This variable was quantified by using the following procedure.

Score of five for always exposure, four for once in a week, three for once in a fortnight, two for once in a month, one for once in a year and zero for non-exposure were separately assigned for newspaper, farm magazine, agriculture literature, radio, television, exhibition and seminar/symposium. To know the final score of mass media exposure, score obtained by an individual for each media was added up. After that entrepreneurs were grouped in to three categories viz., low (below mean – 0.5 S.D.), medium (mean ± 0.5 S.D.) and high (above mean + 0.5 S.D.).
3.9.2.3 Economic trait:

3.9.2.3.1 Size of poultry farm

According to the size of poultry farm, the birds were grouped into three categories viz., Small size of poultry farm (upto 5000 birds), Medium size of poultry farm (5000 to 20,000 birds) and Large size of poultry farm (above 20,000 birds).

3.9.2.4 Psychological traits:

3.9.2.4.1 Economic motivation

This was measured with the help of slightly modified scale developed by Supe (1969). The scale consisted of five statements, out of which first four were positive and fifth was negative. The responses of the poultry entrepreneurs were obtained against each statement in terms of their agreement or disagreement with the statement on a five point continuum ranging from strongly agree to strongly disagree.

The positive and negative statement were scored as follows:

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly agree</th>
<th>Agree</th>
<th>Undecided</th>
<th>Disagree</th>
<th>Strongly disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Positive</td>
<td>9</td>
<td>7</td>
<td>6</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>Negative</td>
<td>2</td>
<td>5</td>
<td>6</td>
<td>7</td>
<td>9</td>
</tr>
</tbody>
</table>

The economic motivation of an individual poultry entrepreneur was worked out by the total of the scores of all the statements included in the scale. The respondents have been categorized into three categories viz., low (below mean – 0.5 S.D.), medium (mean ± 0.5 S.D.) and high (above mean + 0.5 S.D.).
3.9.2.4.2  *Risk orientation*

Poultry entrepreneurs' willingness to take risk was measured with the help of slightly modified risk orientation scale developed by Supe (1969). The scale consisted of five statements.

The responses of the poultry entrepreneurs were obtained against each item in terms of their agreement or disagreement on a five point scale ranging from strongly agree to strongly disagree. The positive and negative statements were scored as follows:

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly agree</th>
<th>Agree</th>
<th>Undecided</th>
<th>Disagree</th>
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</tr>
<tr>
<td>Negative</td>
<td>2</td>
<td>5</td>
<td>6</td>
<td>7</td>
<td>9</td>
</tr>
</tbody>
</table>

The risk orientation score of an individual poultry entrepreneur was the total of scores of all the statements included in the scale. The respondents were categorized viz., low (below mean - 0.5 S.D.), medium (mean ± 0.5 S.D.) and high (above mean + 0.5 S.D.).

3.9.2.4.3  *Scientific orientation*

Poultry entrepreneurs' scientific orientation was measured with the help of slightly modified scale developed by Supe (1969). The scale consisted of five statements. The positive and negative statements were scored as under:
<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly agree</th>
<th>Agree</th>
<th>Undecided</th>
<th>Disagree</th>
<th>Strongly disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Positive</td>
<td>9</td>
<td>7</td>
<td>6</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>Negative</td>
<td>2</td>
<td>5</td>
<td>6</td>
<td>7</td>
<td>9</td>
</tr>
</tbody>
</table>

The scientific orientation score of an individual respondent was the total of the scores of all the statements included in the scale. The respondents were categorized viz., low (below mean – 0.5 S.D.), medium (mean ± 0.5 S.D.) and high (above mean + 0.5 S.D.).

3.9.2.4.4  *Achievement motivation*

The scale developed by Singh (1974) was used to measure achievement motivation of the poultry entrepreneurs in the present study. The scale has 6 statements. The poultry entrepreneurs had to check one of the alternates out of five to each statement. For 1st, 4th and 6th statements, the scoring pattern was 5, 4, 3, 2, 1 for the alternatives in that order.

For remaining statements, the reverse scoring pattern was followed. Thus, the score ranged from 0 to 30 for an individual. The poultry entrepreneurs were grouped into three categories viz., low (below mean – 0.5 S.D.), medium (mean ± 0.5 S.D.) and high (above mean + 0.5 S.D.).

3.9.2.4.5  *Innovation proneness*

To measure innovation proneness of poultry entrepreneurs, the scale developed by Feaster (1968) was used with three response categories viz., 'yes', 'undecided' and 'no'. For first 4 statements, score of '2' was assigned to 'yes', '1'
for undecided and '0' for 'no'. The scoring procedure was reversed in last four statements. Summation of scores gives total innovation proneness score, which could be between 0-16. The poultry entrepreneurs were later categorized into three categories viz., low (below mean – 0.5 S.D.), medium (mean ± 0.5 S.D.) and high (above mean + 0.5 S.D.).

3.9.2.4.6  Planning orientation

This was measured with the help of scale developed by Samantha (1977). It consisted of six items, the 2\textsuperscript{nd}, 4\textsuperscript{th} and 5\textsuperscript{th} statements were negative and the rest were positive. The poultry entrepreneurs' opinion stated in the interview schedule was sought on a four point continuum viz., Strongly agree, Agree, Disagree and Strongly disagree with scores of 4, 3, 2 and 1 for positive statements, whereas scoring was reversed for negative statements. Total score was obtained by summing all the responses. High score indicated high degree of planning orientation in this scale. Conceptually, the poultry entrepreneurs were categorized into three groups on the basis of mean and standard deviation viz., low (below mean – 0.5 S.D.), medium (mean ± 0.5 S.D.) and high (mean + 0.5 S.D.).

3.9.2.4.7  Production orientation

The scale used to measure this variable is based on production orientation scale developed by Samantha (1977). It consisted of six items, the 1\textsuperscript{st} to 5\textsuperscript{th} statements were positive and 6\textsuperscript{th} statement was negative. The poultry entrepreneurs opinion stated in the interview schedule were sought on a four
points continuum viz., Strongly agree, Agree, Disagree and Strongly disagree with scores of 4, 3, 2 and 1 for positive statements, whereas scoring was reversed for negative statement. Total score was obtained by summing all the responses. High score indicated high degree of production orientation in this scale. Conceptually, the poultry entrepreneurs were categorized into three groups on the basis of mean and standard deviation viz., low (below mean − 0.5 S.D.), medium (mean ± 0.5 S.D.) and high (mean + 0.5 S.D.).

3.9.2.4.8 Market orientation

This was measured with the help of scale developed by Samantha (1977). It consisted of six items, the 1st, 4th and 5th statements were negative and the rest were positive. The poultry entrepreneurs' opinion stated in the interview schedule were sought on a four point continuum viz., Strongly agree, Agree, Disagree and Strongly disagree with scores of 4, 3, 2 and 1 for positive statements, whereas scoring was reversed for negative statements. Total score was obtained by summing all the responses.

High score indicated high degree of market orientation in this scale. Conceptually, the poultry entrepreneurs were categorized into three groups on the basis of mean and standard deviation viz., low (below mean − 0.5 S.D.), medium (mean ± 0.5 S.D.) and high (mean + 0.5 S.D.).

3.9.2.4.9 Management orientation

The scale used to measure this variable is based on management orientation scale developed by Samantha (1977). The management orientation
was measured by summing three components viz., Planning orientation, Production orientation and Marketing orientation with six statements under each component as explained in this chapter's item No. 3.9.2.4.6, 3.9.2.4.7 and 3.9.2.4.8.

The responses were collected in 4 point categories. The positive statements were given score for strongly agree – 4, agree – 3, disagree – 2 and strongly disagree – 1. Scoring was reversed for the negative statements. Total score was obtained by summing all the responses of all three components. High score indicated high degree of management orientation in this scale. Conceptually, the poultry entrepreneurs were categorized into three groups on the basis of mean and standard deviation viz., low (below mean – 0.5 S.D.), medium (mean ± 0.5 S.D.) and high (mean + 0.5 S.D.).

3.9.2.4.10  Competition orientation

To measure competition orientation of the respondents, scale developed by Singh (1981) was used. This scale consisted of 6 statements. The statements with serial Nos. 1, 2, 4 and 5 indicated positive orientation, while 3rd and 6th statements indicated negative orientation. Each statement was provided with 4 point response categories. The 4 points in the continuum were strongly agree, disagree and strongly disagree with weightage of 4, 3, 2 and 1 respectively for the positive statements and with weightage of 1, 2, 3 and 4 respectively for the negative statements.
Each individual poultry entrepreneurs was located in the scale by his total score. The poultry entrepreneurs were categorized in three categories on the basis of mean and standard deviation viz., low (below mean – 0.5 S.D.), medium (mean ± 0.5 S.D.) and high (mean + 0.5 S.D.).

3.9.2.4.11 Orientation towards development of skill in farm workers

This was measured with the help of slightly modified "orientation towards development of skill in farm workers scale" worked out by Sagar (1983). The scale consisted of 7 items (statements). Each statement was provided with 4 point response categories with score for most often – 3, often – 2, sometimes – 1 and never – 0. The range of scores was from 0 to 21. The poultry entrepreneurs were categorized on the basis of total score obtained by them as low (below mean – 0.5 S.D.), medium (mean ± 0.5 S.D.) and high (mean + 0.5 S.D.).

3.9.2.4.12 Supervision of farm production

This was measured with the help of slightly modified scale developed by Sagar (1983). The supervision of farm production scale had 13 statements. Each statement was provided with 4 point response categories with scores for most often —3, often – 2, sometimes – 1 and never – 0. The range of scores was from 0 to 39. Each individual poultry farmer was located in the supervision of farm production scale by his total score in the scale. The poultry entrepreneurs were categorized viz., low (below mean – 0.5 S.D.), medium (mean ± 0.5 S.D.) and high (mean + 0.5 S.D.).
3.9.2.5.1 **Constraints associated in adoption of poultry enterprise**

To know the constraints in adoption of modern poultry enterprise, a simple ranking technique was applied. Each poultry entrepreneur was asked to indicate the problems on three continuum namely Most important, Important and Least important. The scores of 2, 1 and 0 were assigned to Most important, Important and Least important responses, respectively. After calculating the total score for each constraint, the mean score was computed and ranking was done accordingly.

3.9.2.6.1 **Suggestion of the poultry farmers for successful poultry farming**

To record the important suggestions made by the poultry farmers, they were individually asked to give some valuable suggestions for successful poultry farming. To measure the suggestions a simple ranking technique was applied.

Each poultry entrepreneur was asked to indicate the suggestions on three continuum, namely Most important, Important and Least important. The scores of 2, 1 and 0 were assigned to Most important, Important and Least important responses, respectively. After calculating the total score for each suggestion, the mean score was computed and ranking was done accordingly.

### 3.10 STATISTICAL FRAMEWORK FOR THE ANALYSIS OF DATA

All the responses in the interview schedule were transferred to the master table to describe personal, economic, communicational and psychological traits of the poultry entrepreneurs. For various items, frequencies were marked and percentages were calculated.
The following statistical tools were used for interpreting the data.

1. **Frequency and Percentage**:

   The simple comparison was made on the basis of frequency and percentage.

2. **Mean score**:

   It was obtained by total number of score divided by total number of poultry entrepreneurs.

   \[
   \bar{X} = \frac{\sum_{i=1}^{n} X_i}{n}
   \]

   Where,
   - \( \bar{X} \) = Mean
   - \( n \) = Total number of poultry entrepreneurs

3. **Standard deviation**:

   It was obtained by the square root of the average of the square deviation from mean by the following formula.

   \[
   \text{S.D.} = \sqrt{\frac{\sum (X_i - \bar{X})^2}{N - 1}}
   \]

   Where,
   - \( \text{S.D.} \) = Standard deviation
   - \( X_i \) = Individual score
   - \( \bar{X} \) = Mean of the sample
   - \( N \) = Total number of poultry entrepreneurs
4. **Correlation coefficient (r):**

The Pearson's product moment method suggested by Chandel (1974) for computing correlation coefficient (r) was used to study the relationship between independent variables and dependent variable.

The correlation coefficient gives two kinds of information:

i) Indication of the magnitude of the relationship and

ii) Information about the direction for the relationship (whether positive or negative).

For computing Pearson's product moment coefficient following formula was used in this study.

\[
\begin{align*}
    r &= \frac{\sum XY - \sum X \cdot \sum Y}{n} \\

    &= \sqrt{\frac{\sum X^2 - (\sum X)^2}{n} \cdot \frac{\sum Y^2 - (\sum Y)^2}{n}}
\end{align*}
\]

Where,

- \( r \) = Correlation coefficient
- \( X \) = Independent variable
- \( Y \) = Dependent variable
- \( \sum XY \) = Sum of product of the deviation of \( X \) and \( Y \) from their mean
- \( \sum X^2 \) = Sum of square of the deviation of \( X \) from their mean
- \( \sum Y^2 \) = Sum of square of the deviation of \( Y \) from their mean
- \( n \) = Number of observations
FINDINGS AND DISCUSSION
CHAPTER – IV
FINDINGS AND DISCUSSION

This chapter presents the objective-wise findings of the study. Keeping in view the objectives of the study, information was collected from the poultry entrepreneurs and analysed. The results regarding the following aspects are presented in this chapter.

4.1 Personality traits of the poultry entrepreneurs.

4.2 Level of adoption of the poultry entrepreneurs regarding improved practices of poultry enterprise.

4.3 Relationship between personality traits of poultry entrepreneurs and level of adoption.

4.4 Constraints faced by the poultry entrepreneurs in adoption of the poultry practices.

4.5 Suggestions of the poultry entrepreneurs to overcome problems of poultry enterprise.

4.1 PERSONALITY TRAITS OF THE POULTRY ENTREPRENEURS

The level of adoption of poultry entrepreneurs is viewed as a complex process which is influenced by their different personality traits. It was beyond the scope of the present study to include majority of traits of the poultry entrepreneurs. However, on the basis of review of literature and observations
during pilot study, some important traits were identified and the findings have been classified into four groups viz., personal, communicational, economic and psychological traits as under.

4.1.1 Personal traits

4.1.1.1 Age :-

The data in Table 2 revealed that majority (63.75 per cent) of the poultry entrepreneurs were from middle age group, followed by 26.25 per cent with young age and 10.00 per cent from old age.

Table 2 : Distribution of the poultry entrepreneurs according to their age

<table>
<thead>
<tr>
<th>Age groups</th>
<th>Entrepreneurs</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Young age (Below 31 years)</td>
<td>21</td>
<td>26.25</td>
</tr>
<tr>
<td>Middle age (Between 31 - 55 years)</td>
<td>51</td>
<td>63.75</td>
</tr>
<tr>
<td>Old age (Above 55 years)</td>
<td>08</td>
<td>10.00</td>
</tr>
<tr>
<td>Total</td>
<td>80</td>
<td>100.00</td>
</tr>
</tbody>
</table>

The reason for this might be that persons from middle age group have more interest in poultry enterprise related activities than the persons with other age group.

The possible reason for less involvement in poultry by young age group might be due to the fact that poultry enterprise in Gujarat state is not liked by all the classes in the society and also the youngsters are unable to go against the decision of the senior members of the family. In this regard, the middle aged
FIG. 2: DISTRIBUTION OF THE POULTRY ENTREPRENEURS ACCORDING TO THEIR AGE

AGE GROUP

FIG. 3: DISTRIBUTION OF THE POULTRY ENTREPRENEURS ACCORDING TO THEIR LEVEL OF EDUCATION

LEVEL OF EDUCATION

ILLITERATE CAN READ AND WRITE PRIMARY HIGH SCHOOL HIGHER SECONDARY COLLEGE LEVEL EDUCATION
persons are advantageously placed to take their own decision to go for this profitable business.

This findings is in line with the findings reported by Patel (1983), Saiyad (1986) and Patel (1996).

4.1.1.2 *Education* :-

High level of education has been considered as one of the important qualities to understand modern technology of poultry enterprise in poultry entrepreneurs. Looking to this fact information was collected on educational level of the poultry entrepreneurs.

It is evident from the data in Table 3 that less than two fifth (32.50 per cent) of the poultry entrepreneurs were with college level of education followed by 30.00 per cent with upto higher secondary level of education, 28.75 per cent with high school level of education and only 8.75 per cent were found with primary level of education.

Table 3 : Distribution of the poultry entrepreneurs according to their level of education

<table>
<thead>
<tr>
<th>Education level</th>
<th>Entrepreneurs</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Frequency</td>
<td>Percentage</td>
</tr>
<tr>
<td>Illiterate</td>
<td>00</td>
<td>0.00</td>
</tr>
<tr>
<td>Can read and write</td>
<td>00</td>
<td>0.00</td>
</tr>
<tr>
<td>Primary (Upto VII std.)</td>
<td>07</td>
<td>8.75</td>
</tr>
<tr>
<td>High school (Upto VII to X std.)</td>
<td>23</td>
<td>28.75</td>
</tr>
<tr>
<td>Higher secondary (XI to XII std.)</td>
<td>24</td>
<td>30.00</td>
</tr>
<tr>
<td>College level education</td>
<td>26</td>
<td>32.50</td>
</tr>
<tr>
<td>Total</td>
<td>80</td>
<td>100.00</td>
</tr>
</tbody>
</table>

N = 80
From the above facts, it can be concluded that majority (91.25 per cent) of the poultry entrepreneurs had either high school level or more than that level of education.

The probable reason for this might be that they had awareness regarding importance of education to understand and adopt modern methods of poultry enterprise to improve their economic condition.

This finding is in concurrence with the finding reported by Patel (1996) and Saiyad (1986).

4.1.2 Communicational trait

4.1.2.1 Mass media exposure:

Mass media is also an important trait, poultry entrepreneurs need to have to get latest information on poultry enterprise.

The data presented in Table 4 indicate that majority (58.75 per cent) of the poultry entrepreneurs had medium level of mass media exposure, followed by 23.75 per cent with low level and 17.50 per cent of poultry entrepreneurs with high level of mass media exposure.

Table 4: Distribution of the poultry entrepreneurs according to their mass media exposure

<table>
<thead>
<tr>
<th>Level of mass media exposure</th>
<th>Entrepreneurs</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low (Below 29)</td>
<td></td>
<td>19</td>
<td>23.75</td>
</tr>
<tr>
<td>Medium (Score between 29 to 31)</td>
<td></td>
<td>47</td>
<td>58.75</td>
</tr>
<tr>
<td>High (Score above 31)</td>
<td></td>
<td>14</td>
<td>17.50</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>80</td>
<td>100.00</td>
</tr>
</tbody>
</table>

N = 80
LEVEL OF MASS MEDIA EXPOSURE

FIG. 4: DISTRIBUTION OF THE POULTRY ENTREPRENEURS ACCORDING TO THEIR MASS MEDIA EXPOSURE

SIZE OF POULTRY FARM

FIG. 5: DISTRIBUTION OF THE POULTRY ENTREPRENEURS ACCORDING TO THEIR SIZE OF POULTRY FARM
In general, it was observed that 58.75 per cent of the poultry entrepreneurs possessed medium level of mass media exposure. This might be due to availability of mass media, good financial condition and awareness in the entrepreneurs regarding importance of radio, television, film and agricultural literature as useful means to get information on modern methods of poultry enterprise.

The finding of this study was in agreement with the findings reported by Chauhan (1994) and Bariya (1997).

4.1.3 Economic trait

4.1.3.1 Size of poultry farm

It is seen from the Table 5 that majority (58.75 per cent) of the poultry entrepreneurs had the medium size of poultry farm followed by 30.00 per cent with the large size of poultry farm and 11.25 per cent with the small size of poultry farm.

Table 5: Distribution of the poultry entrepreneurs according to their size of poultry farm

<table>
<thead>
<tr>
<th>Size of poultry farm</th>
<th>Entrepreneurs</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Small size (Upto 5000 birds)</td>
<td>9</td>
<td>11.25</td>
</tr>
<tr>
<td>Medium size (5000 to 20,000 birds)</td>
<td>47</td>
<td>58.75</td>
</tr>
<tr>
<td>Large size (Above 20,000 birds)</td>
<td>24</td>
<td>30.00</td>
</tr>
<tr>
<td>Total</td>
<td>80</td>
<td>100.00</td>
</tr>
</tbody>
</table>
It is evident from the Table 5 that majority (58.75 per cent) of the poultry entrepreneurs had medium size of poultry farm.

This might be due to the fact that though poultry has been considered as highly profitable enterprise, high degree of risk is also involved in this occupation. In this situation poultry entrepreneurs might have decided to take medium level of risk and adopted medium size of poultry enterprise.

4.1.4 Psychological traits

4.1.4.1 Economic motivation :-

The economic motivation is defined as the occupational success in terms of profit maximization and value an individual places on economic ends. This psychological trait is essential in poultry entrepreneurs to gain high profit in poultry enterprise.

It is seen from the Table 6 that slightly less than half (48.75 per cent) of the poultry entrepreneurs had medium level of economic motivation followed by 31.25 per cent with low level of economic motivation.

Table 6: Distribution of the poultry entrepreneurs according to their economic motivation

<table>
<thead>
<tr>
<th>Level of economic motivation</th>
<th>Entrepreneurs</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low (Score below 31)</td>
<td></td>
<td>16</td>
<td>20.00</td>
</tr>
<tr>
<td>Medium (Below 31 to 35)</td>
<td></td>
<td>39</td>
<td>48.75</td>
</tr>
<tr>
<td>High (Above 35)</td>
<td></td>
<td>25</td>
<td>31.25</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>80</td>
<td>100.00</td>
</tr>
</tbody>
</table>

N = 80
FIG. 6: DISTRIBUTION OF THE POULTRY ENTREPRENEURS ACCORDING TO THEIR ECONOMIC MOTIVATION

FIG. 7: DISTRIBUTION OF THE POULTRY ENTREPRENEURS ACCORDING TO THEIR RISK ORIENTATION
It is revealed that majority (80.00 per cent) of the poultry entrepreneurs had medium to high level of economic motivation.

The probable reason for above situation might be due to fact that majority of the poultry entrepreneurs might have considered poultry enterprise as remunerative enterprise.

The finding was in conformity with the finding of Patel (1996).

4.1.4.2 Risk orientation :-

In addition to other psychological traits, risk orientation has been also considered as an important psychological trait in poultry entrepreneurs to bear risk involved in poultry enterprise.

The data presented in Table 7 indicate that slightly less than half (47.50 per cent) of the poultry entrepreneurs had medium level of risk orientation, followed by 30.00 per cent with high and 22.50 per cent with low level of risk orientation.

Table 7: Distribution of the poultry entrepreneurs according to their risk orientation

<table>
<thead>
<tr>
<th>Level of risk orientation</th>
<th>Entrepreneurs</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low (Score below 29)</td>
<td></td>
<td>18</td>
<td>22.50</td>
</tr>
<tr>
<td>Medium (Score between 29 to 33)</td>
<td></td>
<td>38</td>
<td>47.50</td>
</tr>
<tr>
<td>High (Above 33)</td>
<td></td>
<td>24</td>
<td>30.00</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>80</td>
<td>100.00</td>
</tr>
</tbody>
</table>

N = 80
In nutshell, it can be said that majority (77.50 per cent) of the poultry entrepreneurs had medium to high level of risk orientation.

This might be due to the fact that poultry entrepreneurs have preferred to take risk because they must have considered poultry enterprise as profit making enterprise.

The above finding was in conformity with the findings of Patel (1983), Saiyad (1986) and Patel (1996).

4.1.4.3 Scientific orientation :-

Poultry enterprise is such a field, where one has to use science and modern technology for its high degree of success. It is therefore, poultry entrepreneurs should have desired degree of orientation towards science and technology.

The data shown in Table 8 reveal that slightly more than half (51.25 per cent) of the poultry entrepreneurs had medium level of scientific orientation, followed by 25.00 per cent with low and 23.75 per cent with high level of scientific orientation.

Table 8: Distribution of the poultry entrepreneurs according to their scientific orientation

<table>
<thead>
<tr>
<th>Level of scientific orientation</th>
<th>Entrepreneurs</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Low (Score below 34)</td>
<td>20</td>
<td>25.00</td>
</tr>
<tr>
<td>Medium (Score between 34 to 35)</td>
<td>41</td>
<td>51.25</td>
</tr>
<tr>
<td>High (Score above 35)</td>
<td>19</td>
<td>23.75</td>
</tr>
<tr>
<td>Total</td>
<td>80</td>
<td>100.00</td>
</tr>
</tbody>
</table>
LEVEL OF SCIENTIFIC ORIENTATION

FIG. 8: DISTRIBUTION OF THE POULTRY ENTREPRENEURS ACCORDING TO THEIR SCIENTIFIC ORIENTATION

LEVEL OF ACHIEVEMENT MOTIVATION

FIG. 9: DISTRIBUTION OF THE POULTRY ENTREPRENEURS ACCORDING TO THEIR ACHIEVEMENT MOTIVATION
Thus, it can be concluded that slightly more than half (51.25 per cent) of the poultry entrepreneurs had medium level of scientific orientation.

The probable reason might be due to their medium level of educational level and the technical know-how regarding modern poultry enterprise.

This finding was in agreement with the finding of Patel (1996).

4.1.4.4 **Achievement motivation** :-

The psychological trait like achievement motivation plays vital role in poultry entrepreneurs to achieve high level of economic status through better adoption of poultry enterprise.

The data presented in Table 9 indicate that majority (58.75 per cent) of the poultry entrepreneurs had medium level of achievement motivation, followed by 22.50 per cent with low and 18.75 per cent with high level of achievement motivation.

Table 9: Distribution of the poultry entrepreneurs according to their achievement motivation

<table>
<thead>
<tr>
<th>Level of achievement motivation</th>
<th>Entrepreneurs</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low (Below score 23)</td>
<td></td>
<td>18</td>
<td>22.50</td>
</tr>
<tr>
<td>Medium (Between 23 to 26)</td>
<td></td>
<td>47</td>
<td>58.75</td>
</tr>
<tr>
<td>High (Above 26)</td>
<td></td>
<td>15</td>
<td>18.75</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>80</td>
<td>100.00</td>
</tr>
</tbody>
</table>
4.1.4.5 **Innovation proneness** :-

An innovation proneness has been considered as an important trait in any individual for positive inclination towards innovation.

The data in Table 10 reveal that nearly half (47.50 per cent) of the poultry entrepreneurs had medium level of innovation proneness, followed by 27.50 per cent with high and 25.00 per cent with low level of innovation proneness.

Table 10: Distribution of the poultry entrepreneurs according to their innovation proneness

<table>
<thead>
<tr>
<th>Level of Innovation proneness</th>
<th>Entrepreneurs</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Low (Score below 10)</td>
<td>20</td>
<td>25.00</td>
</tr>
<tr>
<td>Medium (Between 10 to 12)</td>
<td>38</td>
<td>47.50</td>
</tr>
<tr>
<td>High (Above 12)</td>
<td>22</td>
<td>27.50</td>
</tr>
<tr>
<td>Total</td>
<td>80</td>
<td>100.00</td>
</tr>
</tbody>
</table>

Thus, it can be concluded that majority (75.00 per cent) of the poultry entrepreneurs had medium to high level of innovation proneness.

This might be due to the fact that to get good success through poultry enterprise, majority of the poultry entrepreneurs might have shown medium to high degree of interest and desired to seek change in forming their operations as and when found practicable and feasible.

The finding is similar to the findings reported by Prajapati (1993) and Patel (1997).
FIG. 10: DISTRIBUTION OF THE POULTRY ENTREPRENEURS ACCORDING TO THEIR LEVEL OF INNOVATION PRONENESS

LEVEL OF INNOVATION PRONENESS

FIG. 11: DISTRIBUTION OF THE POULTRY ENTREPRENEURS ACCORDING TO THEIR LEVEL OF PLANNING ORIENTATION

LEVEL OF PLANNING ORIENTATION
4.1.4.6 Planning orientation :-

The data shown in Table 11 reveal that majority (58.75 per cent) of the poultry entrepreneurs had medium level of planning orientation followed by 21.25 per cent with low and 20.00 per cent with high level of planning orientation.

Table 11: Distribution of the poultry entrepreneurs according to their planning orientation

<table>
<thead>
<tr>
<th>Level of planning orientation</th>
<th>Entrepreneurs</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Frequency</td>
</tr>
<tr>
<td>Low (Score 17)</td>
<td>17</td>
</tr>
<tr>
<td>Medium (Between 17 to 20)</td>
<td>47</td>
</tr>
<tr>
<td>High (Above 20)</td>
<td>16</td>
</tr>
<tr>
<td>Total</td>
<td>80</td>
</tr>
</tbody>
</table>

Thus, it can be concluded that majority (58.75 per cent) of the entrepreneurs had medium level of planning orientation.

The probable reason for this might be due to their medium level of mass media exposure, level of education and the technical know-how regarding poultry enterprise.

4.1.4.7 Production orientation :-

To become good poultry entrepreneurs, this type of orientation is essential in any individuals.

The data in Table 12 reveal that majority (57.50 per cent) of the entrepreneurs had medium level of production followed by 22.50 per cent with high and 20.00 per cent low level of production orientation.
Table 12: Distribution of the poultry entrepreneurs according to their production orientation

<table>
<thead>
<tr>
<th>Level of production orientation</th>
<th>Entrepreneurs</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Frequency</td>
<td>Percentage</td>
</tr>
<tr>
<td>Low (Score below 17)</td>
<td>16</td>
<td>20.00</td>
</tr>
<tr>
<td>Medium (Between 17 to 19)</td>
<td>46</td>
<td>57.50</td>
</tr>
<tr>
<td>High (Score above 19)</td>
<td>18</td>
<td>22.50</td>
</tr>
<tr>
<td>Total</td>
<td>80</td>
<td>100.00</td>
</tr>
</tbody>
</table>

It can be concluded that majority (80.00 per cent) of the poultry entrepreneurs had medium to high level of production orientation.

The probable reason for above finding might be due to their expected level of education, innovation proneness and achievement motivation.

4.1.4.8 Market orientation :-

To get better value of poultry products every poultry entrepreneur should have high degree of market orientation.

It is referred to the judgement taken by an individual farmer to sell his agricultural products for better price by analysing various prevailing infrastructure and market intelligenzia.

The data presented in Table 13 indicate that majority (60.00 per cent) of the poultry entrepreneurs had medium level of market orientation followed by 21.25 per cent with high and 18.75 per cent with low level of market orientation.
FIG. 12: DISTRIBUTION OF THE POULTRY ENTREPRENEURS ACCORDING TO THEIR PRODUCTION ORIENTATION

FIG. 13: DISTRIBUTION OF THE POULTRY ENTREPRENEURS ACCORDING TO THEIR MARKET ORIENTATION
Table 13: Distribution of the poultry entrepreneurs according to their market orientation

<table>
<thead>
<tr>
<th>Level of market orientation</th>
<th>Entrepreneurs</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Low (Below 14)</td>
<td>15</td>
<td>18.75</td>
<td></td>
</tr>
<tr>
<td>Medium (Between 14 to 17)</td>
<td>48</td>
<td>60.00</td>
<td></td>
</tr>
<tr>
<td>High (Above 17)</td>
<td>17</td>
<td>21.25</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>80</td>
<td>100.00</td>
<td></td>
</tr>
</tbody>
</table>

In a nutshell, it can be said that majority (81.25 per cent) of the poultry entrepreneurs had medium to high level of market orientation.

This might be due to the fact that majority of poultry entrepreneurs might have realised that knowledge of marketing is pre-requisite for any poultry entrepreneurs to make poultry as profit making enterprise.

The above finding was in confirmity with the finding of Deshmukh et al. (1994).

4.1.4.9 Management orientation: -

The management orientation has been defined as the degree to which an individual is oriented towards scientific management. Comprising of planning, production and marketing functions. This type of orientation is essential in any poultry entrepreneurs.

The data shown in Table 14 reveal that nearly half (46.25 per cent) of the poultry entrepreneurs had medium level of management orientation followed by
35.00 per cent with high and 18.75 per cent with low level of management orientation.

Table 14: Distribution of the poultry entrepreneurs according to their management orientation

<table>
<thead>
<tr>
<th>Level of management orientation</th>
<th>Entrepreneurs</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low (Score below 48)</td>
<td></td>
<td>15</td>
<td>18.75</td>
</tr>
<tr>
<td>Medium (Score between 48 to 55)</td>
<td></td>
<td>37</td>
<td>46.25</td>
</tr>
<tr>
<td>High (Score above 55)</td>
<td></td>
<td>28</td>
<td>35.00</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>80</td>
<td>100.00</td>
</tr>
</tbody>
</table>

Thus, it can be concluded that majority (81.25 per cent) of the poultry entrepreneurs had medium to high level of management orientation.

The probable reason might be due to the fact that majority of them had medium or medium to high level of planning orientation, production orientation and marketing orientation.

4.1.4.10 **Competition orientation** :-

Competition orientation is a degree to which an individual is oriented to place himself in a competitive situation in relation to other persons for projecting his excellence in his profession. This type of competition orientation is essential in any poultry entrepreneur to face the race of competition of poultry enterprise.

The data presented in Table 15 indicate that majority (68.75 per cent) of the poultry entrepreneurs had medium level of competition orientation followed
LEVEL OF MANAGEMENT ORIENTATION

FIG. 14: DISTRIBUTION OF THE POULTRY ENTREPRENEURS ACCORDING TO THEIR MANAGEMENT ORIENTATION

LEVEL OF COMPETITION ORIENTATION

FIG. 15: DISTRIBUTION OF THE POULTRY ENTREPRENEURS ACCORDING TO THEIR COMPETITION ORIENTATION
by 18.75 per cent with low and 12.50 per cent with high level of competition orientation.

**Table 15**: Distribution of the poultry entrepreneurs according to their competition orientation

<table>
<thead>
<tr>
<th>Level of competition orientation</th>
<th>Entrepreneurs</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low (Below 15)</td>
<td></td>
<td>15</td>
<td>18.75</td>
</tr>
<tr>
<td>Medium (Between 15 to 18)</td>
<td></td>
<td>55</td>
<td>68.75</td>
</tr>
<tr>
<td>High (Above 18)</td>
<td></td>
<td>10</td>
<td>12.50</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>80</td>
<td>100.00</td>
</tr>
</tbody>
</table>

It is revealed that majority (68.75 per cent) of the poultry entrepreneurs had medium level of competition orientation.

The probable reason for above situation might be due to fact that majority of the poultry entrepreneurs might have understood poultry enterprise as medium remunerative enterprise which might have led them towards medium level of competition orientation.

4.1.4.11 **Orientation towards development of skill in farm workers**

In any successful poultry entrepreneurs, orientation towards development of skill in their farm workers is essential. It is a creation of situation which facilitates the acquisition of skill by the poultry farm workers.

It is seen from the Table 16 that slightly more than half (51.25 per cent) of the poultry entrepreneurs had medium level of orientation towards development
of skill in farm worker followed by 28.75 per cent with high and 20.00 per cent with low level of orientation towards development of skill in farm worker.

Table 16: Distribution of the poultry entrepreneurs according to their orientation towards development of skill in farm worker

<table>
<thead>
<tr>
<th>Orientation towards development of skill in farm worker</th>
<th>Entrepreneurs</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Frequency</td>
<td>Percentage</td>
</tr>
<tr>
<td>Low (Below 13)</td>
<td>16</td>
<td>20.00</td>
</tr>
<tr>
<td>Medium (Between 13 to 16)</td>
<td>41</td>
<td>51.25</td>
</tr>
<tr>
<td>High (Above 16)</td>
<td>23</td>
<td>28.75</td>
</tr>
<tr>
<td>Total</td>
<td>80</td>
<td>100.00</td>
</tr>
</tbody>
</table>

It is revealed that majority (80.00 per cent) of the poultry entrepreneurs had medium to high level of orientation towards development of skill in farm workers.

The probable reason for above situation might be due to the fact that majority of the poultry entrepreneurs might have understood the importance of creation of desirable situation by developing skill of farm workers for desired poultry production.

4.1.4.12 Supervision of poultry production :-

It is process by which the poultry entrepreneur ensures proper execution of poultry farm operation and surveillance against possible damage to poultry production with the ultimate objectives for getting higher production.

It is evident from the data in Table 17 that majority (58.75 per cent) of the poultry entrepreneurs had medium level of supervision of poultry production.
ORIENTATION TOWARDS DEVELOPMENT OF SKILL IN FARM WORKER

FIG. 16: DISTRIBUTION OF THE POULTRY ENTREPRENEURS ACCORDING TO THEIR ORIENTATION TOWARDS DEVELOPMENT OF SKILL IN FARM WORKER

LEVEL OF SUPERVISION OF POULTRY FARM

FIG. 17: DISTRIBUTION OF THE POULTRY ENTREPRENEURS ACCORDING TO THEIR SUPERVISION OF POULTRY PRODUCTION
followed by 21.25 per cent with high and 20.00 per cent of poultry entrepreneurs with low level of supervision of poultry production.

Table 17: Distribution of the poultry entrepreneurs according to their supervision of poultry production

<table>
<thead>
<tr>
<th>Level of supervision of poultry farm</th>
<th>Entrepreneurs</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Low (Below 28)</td>
<td>16</td>
<td>20.00</td>
</tr>
<tr>
<td>Medium (Between 28 to 31)</td>
<td>47</td>
<td>58.75</td>
</tr>
<tr>
<td>High (Above 31)</td>
<td>17</td>
<td>21.25</td>
</tr>
<tr>
<td>Total</td>
<td>80</td>
<td>100.00</td>
</tr>
</tbody>
</table>

Thus, it can be concluded that majority (80.00 per cent) of the poultry entrepreneurs had medium to high level of supervision of poultry production.

The probable reason might be due to the fact that they have realised that for higher poultry production, one should do proper execution of poultry farm operations and regular surveillance against possible damage.

4.2 LEVEL OF ADOPTION OF THE POULTRY ENTREPRENEURS REGARDING IMPROVED PRACTICES OF POULTRY ENTERPRISE

The success of poultry enterprise depends upon basic principles of breeding, feeding management and disease control. Hence, it was felt necessary to know that up to what extent the poultry entrepreneurs have adopted the improved practices of poultry enterprise.

In the present study, an attempt was made to find out the level of adoption of selected improved poultry farming practices of the poultry entrepreneurs.
The entrepreneurs were classified according to their level of adoption of selected improved practices viz., low level of adoption, medium level of adoption and high level of adoption.

The data in this regard were presented in Table 18. The data reveal that slightly less than half (47.50 per cent) of the poultry entrepreneurs were found to have high level of adoption, followed by 33.75 per cent with low and 18.75 per cent with medium level of adoption.

It can be concluded that majority (66.25 per cent) of the poultry entrepreneurs had medium to high level of adoption.

Table 18: Distribution of the poultry entrepreneurs according to their overall adoption of improved practices of poultry enterprise

<table>
<thead>
<tr>
<th>Level of overall adoption</th>
<th>Entrepreneurs</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low (Below 63)</td>
<td></td>
<td>27</td>
<td>33.75</td>
</tr>
<tr>
<td>Medium (Between 63 to 74)</td>
<td></td>
<td>15</td>
<td>18.75</td>
</tr>
<tr>
<td>High (Above 74)</td>
<td></td>
<td>38</td>
<td>47.50</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>80</td>
<td>100.00</td>
</tr>
</tbody>
</table>

The probable reason for this might be that majority of the poultry entrepreneurs had upto high school level or more than that level of education which might have helped them to understand technology to adopt. The other reason might be due to positivisum in their personality traits like economic motivation, risk orientation, achievement motivation, innovation proneness, planning orientation, production orientation, market orientation, management
FIG. 18: DISTRIBUTION OF THE POULTRY ENTREPRENEURS ACCORDING TO THEIR OVERALL ADOPTION OF IMPROVED PRACTICES OF POULTRY ENTERPRISE
orientation, competition orientation and orientation towards development of skill in farm workers.

4.3 RELATIONSHIP BETWEEN PERSONALITY TRAITS OF POULTRY ENTREPRENEURS AND THEIR LEVEL OF ADOPTION OF POULTRY FARMING

To understand role of selected personality traits of poultry entrepreneurs on the level of their adoption, relationship between level of adoption and all the selected traits of the poultry entrepreneurs was worked out. Results have been presented as under.

4.3.1 Age and level of adoption

The data presented in Table 19 reflect that level of adoption of the poultry entrepreneurs was found negatively and non-significantly associated with their age. This indicated that age of the poultry entrepreneurs did not play any role in improving their level of adoption of selected improved practices of poultry enterprise.

Hence, the null hypothesis (H₀) in case of age was accepted.

This finding is similar to the finding reported by Saiyad (1986) and Mathiyalagan (1997).

4.3.2 Education and level of adoption

Level of education of the poultry entrepreneurs was positively and significantly correlated with their level of adoption. Thus, data indicated that with the increase in educational level of poultry entrepreneurs, their adoption level was increased.
Table 19: Relationship between personality traits of poultry entrepreneurs and their level of adoption

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Personality traits</th>
<th>Correlation coefficient ($r = value$)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Age</td>
<td>-0.06914 NS</td>
</tr>
<tr>
<td>2</td>
<td>Education</td>
<td>0.24895*</td>
</tr>
<tr>
<td>3</td>
<td>Mass media exposure</td>
<td>0.06512 NS</td>
</tr>
<tr>
<td>4</td>
<td>Size of poultry farm</td>
<td>0.18164 NS</td>
</tr>
<tr>
<td>5</td>
<td>Economic motivation</td>
<td>0.44926*</td>
</tr>
<tr>
<td>6</td>
<td>Risk orientation</td>
<td>0.42364*</td>
</tr>
<tr>
<td>7</td>
<td>Scientific orientation</td>
<td>-0.07282 NS</td>
</tr>
<tr>
<td>8</td>
<td>Achievement orientation</td>
<td>0.28346*</td>
</tr>
<tr>
<td>9</td>
<td>Innovation proneness</td>
<td>0.40833*</td>
</tr>
<tr>
<td>10</td>
<td>Planning orientation</td>
<td>0.43662*</td>
</tr>
<tr>
<td>11</td>
<td>Production orientation</td>
<td>0.47951*</td>
</tr>
<tr>
<td>12</td>
<td>Market orientation</td>
<td>0.35554*</td>
</tr>
<tr>
<td>13</td>
<td>Management orientation</td>
<td>0.48879*</td>
</tr>
<tr>
<td>14</td>
<td>Competition orientation</td>
<td>0.40334*</td>
</tr>
<tr>
<td>15</td>
<td>Orientation towards development of skill in farm worker</td>
<td>0.59726*</td>
</tr>
<tr>
<td>16</td>
<td>Supervision of poultry production</td>
<td>0.14644 NS</td>
</tr>
</tbody>
</table>

* Significant at 0.05 level of probability
The possible reason for significant result might be that educated poultry entrepreneurs had greater skill, progressive outlook and ability to understand and adopt complicated new innovations as compared to the low educated poultry entrepreneurs.

Hence, the null hypothesis (H₁) in case of education was rejected.

This finding is in line with finding reported by Saiyad (1986).

4.3.3 Mass media exposure and level of adoption

The data presented in Table 19 reveal that mass media exposure of the poultry entrepreneurs was found non-significant with level of adoption of the poultry enterprise. It meant that mass media exposure of the poultry entrepreneurs did not play any role in improving their level of adoption of modern poultry practices.

The probable reason for above finding might be due to homogeneity in mass media exposure in irrespective types of adopters of modern practices of poultry enterprise.

Hence, the null hypothesis (H₁) is accepted.

The finding was in agreement with the findings of Chauhan (1994) and Patel (1997).

4.3.4 Size of poultry farm and level of adoption

The data presented in Table 19 indicated that level of adoption of the poultry entrepreneurs was non-significantly related with the size of poultry farm. It
meant that size of poultry farm did not play any role in improving extent of adoption of poultry practices.

Hence, the null hypothesis ($H_1$) in case of size of poultry farm was accepted.

Similar result was in conformity with the finding of Saiyad (1986).

**4.3.5 Economic motivation and level of adoption**

The data presented in Table 19 reflect that economic motivation was positively and significantly correlated with the level of adoption of the poultry entrepreneurs.

Hence, the null hypothesis ($H_1$) in case of economic motivation was rejected, which disclosed that economic motivation had significant influence on the adoption of the poultry entrepreneurs.

In other words it can be said that level of adoption of poultry entrepreneurs increased with increase in their level of economic motivation.

It was true that economically oriented poultry entrepreneurs were likely to have more inclination to know scientific methods and this led them to adopt modern methods of poultry farming.

Similar results were also observed by Chauhan (1994) and Temkar (2000).

**4.3.6 Risk orientation and level of adoption**

The risk orientation was positively and significantly correlated with the level of adoption of the poultry entrepreneurs.
Thus, the null hypothesis ($H_1$) for risk orientation was rejected and it could be said that risk orientation had significant influence on the level of adoption of the poultry entrepreneurs. It meant that higher orientation of risk in the entrepreneurs, higher would be their extent of adoption regarding modern methods of poultry enterprise.

Risk orientation is expressed as the degree to which entrepreneurs is oriented to take risk and has courage to face uncertainties in adoption of improved technology by the poultry entrepreneurs, who is having this particular trait, normally will have better knowledge. This might be the probable reason for existence of this type of relationship.

Similar result was also observed by Patel (1996).

4.3.7 Scientific orientation and level of adoption

The Table 19 indicated that the psychological traits viz., scientific orientation was found to be non-significantly and negatively associated with the level of adoption of the poultry entrepreneurs. It meant that level of scientific orientation of the poultry entrepreneurs did not play any role in improving level of their adoption.

Hence, the null hypothesis ($H_1$) for scientific orientation is accepted.

The probable reason for above finding might be due to homogeneity in scientific orientation in irrespective levels of adopters of modern poultry practices.

The present finding is in line with the finding of Saiyad (1986).
4.3.8 Achievement motivation and level of adoption

The Table 19 indicates that achievement motivation of the poultry entrepreneurs was found positively and significantly related with their level of adoption regarding poultry enterprise. It showed that adoption of the poultry entrepreneurs increased with increase in their level of achievement motivation.

In other words, it can be said that high level of achievement motivation has played a role in accelerating the rate of adoption of poultry enterprise. The drive to excel in poultry enterprise might have motivated them to increase rate of their adoption.

Hence, the null hypothesis (H₁) in case of achievement motivation was rejected.

The present finding was not in line with the finding of Deshmukh et al. (1995).

4.3.9 Innovation proneness and level of adoption

The data presented in Table 19 indicated that innovation proneness of the poultry entrepreneurs was found positively significant with their level of adoption regarding poultry enterprise. It proved that high degree of innovation proneness of poultry entrepreneurs had played a vital role for improving level of adoption of their modern methods of poultry enterprise.

This finding supports the general view that high degree of interest in the poultry entrepreneurs towards a new technology enhances their knowledge and
higher adoption on several aspects of the new poultry technology. Thus, the significant relationship was found.

Hence, the null hypothesis (H₁) in case of innovation proneness is rejected.

4.3.10 Planning orientation and level of adoption

The data shown in Table 19 reveal that planning orientation of the poultry entrepreneurs was found positive significant with their level of adoption regarding poultry practices.

It could be concluded that higher level of planning orientation in poultry entrepreneurs, higher would be their extent of adoption of modern methods of poultry enterprise.

The person who takes proper time to plan his activity can keep all the materials ready and available for its better adoption. This might be the probable reason for above findings.

Hence, the null hypothesis (H₁) in case of planning orientation was rejected.

4.3.11 Production orientation and level of adoption

The data presented in Table 19 indicate that production orientation of the entrepreneurs was found significantly related with their level of adoption.

Result showed that higher level of production orientation of poultry entrepreneurs, higher would be their extent of adoption.
This might be due to the fact that because of their higher interest in improving level of poultry production, they tried to adopt modern methods of poultry enterprise.

Hence, the null hypothesis ($H_1$) in case of production orientation is rejected.

4.3.12 Market orientation and level of adoption

The Table 19 indicates that market orientation of the poultry entrepreneurs was found positively and significantly related with their level of adoption.

The persons who have high degree of contact with market, will prefer to adopt those new technologies though which they can get better profit. This might be the probable reason for above findings.

Hence, the null hypothesis ($H_1$) in case of market orientation was rejected.

Similar results were also obtained by Deshmukh et al. (1994) and Pandya and Vekaria (1994).

4.3.13 Management orientation and level of adoption

It can be seen from the Table 19 that management orientation and level of adoption of the poultry entrepreneurs were positively and significantly correlated with each other.

It meant that high degree of management orientation of the poultry entrepreneurs played important role in improving their level of adoption of modern methods of poultry enterprise.
High degree of management oriented person will have high degree of orientation towards scientific poultry farm management which includes good planning, production and marketing orientation of poultry enterprise. This might be the probable reason to have high degree of adoption in those persons who had high level of management orientation.

Hence, the null hypothesis (H₁) in case of management orientation was rejected.

4.3.14 Competition orientation and level of adoption

The data presented in Table 19 indicate that the relationship between competition orientation and their level of adoption of the poultry entrepreneurs was positive and significant.

Hence, the null hypothesis (H₁) in case of competition orientation was rejected and it could be said that competition orientation of the poultry entrepreneurs had significant influence to improve their level of adoption of modern methods of poultry enterprise. Higher orientation of competition in poultry entrepreneurs, higher would be their extent of adoption.

The higher competition orientation is exposed as a high degree to which poultry entrepreneur is oriented to place himself in a competitive situation in relation to other farmers for projecting his excellence in poultry enterprise. A person who is having this particular trait, normally will have better knowledge of modern methods of poultry, marketing policy and adoption policy. This might be the possible reason for existence of above type of relationship.
4.3.15 Orientation towards development of skill in farm worker and level of adoption

The data presented in Table 19 indicate that the relationship between orientation towards development of skill in farm worker and their level of adoption of the poultry entrepreneurs was positive and significant. It meant that level of adoption of poultry entrepreneurs increased with increase in their orientation towards development of skill in their farm workers.

The probable reason was that the persons who have taken more interest in facilitating the acquisition of skill in their poultry farm workers, might have utilised skill of farm workers in improving level of adoption of modern methods of poultry enterprise.

Hence, the null hypothesis (H₁) in case of orientation towards development of skill in farm worker was rejected.

4.3.16 Supervision of poultry production and level of adoption

The relationship between supervision of poultry production and level of adoption of the poultry entrepreneurs was observed positively but non-significantly correlated. It meant that there was homogeneity in terms of degree of supervision of poultry production in irrespective types of adopters of modern methods of poultry enterprise.

Hence, the null hypothesis (H₁) in case of supervision of poultry production was accepted.
4.4 CONSTRAINTS FACED BY THE POULTRY ENTREPRENEURS IN ADOPTION OF THE MODERN METHODS OF POULTRY ENTERPRISE

The adoption of poultry technology influenced by many constraints. Constraints refer to the item of difficulties faced by the poultry entrepreneurs in adoption of the poultry technology. Constraints may be inside or outside, and they are inter-related within themselves.

The constraints are categorized and studied into four groups in this study viz., Knowledge constraints, Personal and family constraints, Situational constraints and Economic constraints.

The poultry entrepreneurs were asked to report the constraint faced by them in adoption of poultry entrepreneurship, which are presented in Table 20.

It is evident from Table 20 that major constraints faced by the poultry entrepreneurs in adoption of poultry practices in decending order of rank were risk and uncertainty (rank I), higher price of feed (rank II), difficulty in marketing (rank III), marketing of eggs (rank IV), lack of knowledge of institutional help (rank V), lack of finance (rank VI), lack of man power to supervise poultry farm (rank VII), difficulty in getting loan (rank VIII), non-availability of labour (rank IX), inability to pay constant attention (rank X), non-availability of inputs (rank XI), complicated poultry farming (rank XII), social status (rank XIII), difficulty in getting electric supply (rank XIV), absence of veterinary centre (rank XV) and difficulty for water (rank XVI).
Table 20: Distribution of the poultry entrepreneurs according to their constraints in adoption of poultry entrepreneurship

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Constraints</th>
<th>Mean score</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Knowledge constraints</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(i)</td>
<td>Lack of knowledge of institutional help</td>
<td>2.08</td>
<td>V</td>
</tr>
<tr>
<td>B</td>
<td>Personal and family constraints</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(i)</td>
<td>Inability to pay constant attention</td>
<td>1.83</td>
<td>X</td>
</tr>
<tr>
<td>(ii)</td>
<td>Lack of man power to supervise poultry farm</td>
<td>2.00</td>
<td>VII</td>
</tr>
<tr>
<td>(iii)</td>
<td>Social status</td>
<td>1.51</td>
<td>XIII</td>
</tr>
<tr>
<td>C</td>
<td>Situational constraints</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(i)</td>
<td>Risk and uncertainty</td>
<td>2.87</td>
<td>I</td>
</tr>
<tr>
<td>(ii)</td>
<td>Non-availability of labour</td>
<td>1.90</td>
<td>IX</td>
</tr>
<tr>
<td>(iii)</td>
<td>Difficulty in marketing</td>
<td>2.39</td>
<td>III</td>
</tr>
<tr>
<td>(iv)</td>
<td>Non-availability of inputs</td>
<td>1.70</td>
<td>XI</td>
</tr>
<tr>
<td>(v)</td>
<td>Absence of veterinary centre</td>
<td>1.41</td>
<td>XV</td>
</tr>
<tr>
<td>(vi)</td>
<td>Complicated poultry farming</td>
<td>1.53</td>
<td>XII</td>
</tr>
<tr>
<td>(vii)</td>
<td>Difficulty in getting electric supply</td>
<td>1.48</td>
<td>XIV</td>
</tr>
<tr>
<td>(viii)</td>
<td>Difficulty for water</td>
<td>1.11</td>
<td>XVI</td>
</tr>
<tr>
<td>D</td>
<td>Economic constraints</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(i)</td>
<td>Lack of finance</td>
<td>2.03</td>
<td>VI</td>
</tr>
<tr>
<td>(ii)</td>
<td>Difficulty in getting loan</td>
<td>1.91</td>
<td>VIII</td>
</tr>
<tr>
<td>(iii)</td>
<td>Higher price of feed</td>
<td>2.81</td>
<td>II</td>
</tr>
<tr>
<td>(iv)</td>
<td>Marketing of eggs</td>
<td>2.36</td>
<td>IV</td>
</tr>
</tbody>
</table>

N = 80
It can be concluded that there is higher risk and uncertainty in poultry entrepreneurship. However, the higher cost of feed and poor marketing facilities and availability of finance were the major constraints faced by poultry entrepreneurs. While difficulty in water supply and electric supply along with medicinal care and independent social status were the least focused constraints expressed by the poultry entrepreneurs.

4.5 SUGGESTIONS OF THE POULTRY ENTREPRENEURS TO OVERCOME PROBLEMS OF POULTRY ENTERPRISE

Constraint is the difficulties faced by individuals to accept poultry technology. Now how individuals think to remove the constraints or which are the probable ways to overcome constraints have been studied. The poultry entrepreneurs were asked to pin point suggestions. The data collected were analysed and presented with the help of rank in Table 21.

Data presented in Table 21 clearly indicate that the suggestions expressed by the poultry entrepreneurs to overcome constraints in adoption of poultry enterprise were training should be provided for improving their knowledge, attitude, skill and adoption (rank I), effective marketing facility should be made available for reasonable returns of poultry products (rank II), poultry feed should be made available at reasonable price (rank III), quick and timely finance with long term credit facilities should be provided (rank IV) and electricity charges should be kept low for poultry enterprise (rank V).
Table 21: Suggestion given by the entrepreneurs to overcome the constraints in adoption of poultry enterprise

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Suggestions</th>
<th>Entrepreneurs</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Mean score</td>
<td>Rank</td>
<td></td>
</tr>
<tr>
<td>1.</td>
<td>Training should be provided to the entrepreneurs for improving their knowledge, attitude, skill and adoption</td>
<td>2.03</td>
<td>I</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Easily and timely availability of poultry feed with reasonable price</td>
<td>1.90</td>
<td>III</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Effective marketing facility should be made available for reasonable returns of poultry products</td>
<td>2.01</td>
<td>II</td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>Quick and timely finance with long term credit facilities should be provided</td>
<td>1.53</td>
<td>IV</td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>Electricity charges should be kept low for poultry enterprise</td>
<td>1.31</td>
<td>V</td>
<td></td>
</tr>
</tbody>
</table>

N = 80
SUMMARY AND CONCLUSION
CHAPTER – V
SUMMARY AND CONCLUSION

This chapter includes in nutshell the summary, conclusions, suggestions for action and future research.

5.1 SUMMARY

Poultry plays an important role in the economy of India. It helps in augmenting food supply, generating employment, raising nutritional level and earning foreign exchange.

The poultry production in the country has made significant progress over the years due to research and development thrust of the Government and organised private sector. Egg production was expected to increase to 31.5 billion during 1999-2000 as compared to 10 billion during 1980-81. Currently India ranks fifth in egg production in the world.

Commercial poultry production in India is barely 30 years old and since last twenty years, poultry business has gained the status of chief profitable enterprise instead of remaining subsidiary business. The major advantage of poultry enterprise over other livestock is its minimum land dependency and resource flexibility, at the same time, it is also characterized with risk and uncertainty.

It is therefore proper adoption of the poultry technology along with many other capabilities in terms of personality traits, one needs as the pre-requisites to be a successful poultry entrepreneurs.
Looking to the above facts "A study on personality traits of poultry entrepreneurs in Anand district of Gujarat state" was undertaken with following objectives:

1. To study personality traits of the poultry entrepreneurs.
2. To study level of adoption of the poultry entrepreneurs regarding improved practices of poultry enterprise.
3. To ascertain relationship between personality traits of poultry entrepreneurs and their level of adoption.
4. To study constraints faced by the poultry entrepreneurs in adoption of the poultry practices.
5. To obtain suggestions from the poultry entrepreneurs to overcome problems of poultry enterprise.

On the basis of review of literature having direct or indirect bearing on the problem, the following null hypothesis was also formulated:

H1: There will not be relationship between the selected personal, communicational, economic and psychological traits of the poultry entrepreneurs and their level of adoption of improved practices of poultry enterprise.

The methodological procedures consisted of determination of dependent and independent variables, setting and selection of the poultry entrepreneurs, analysis of the data and various statistical measures used to test the hypothesis.
The statistical measures such as percentage, mean score, standard deviation, coefficient of correlation and ranking were used.

In order to measure selected variables of the poultry entrepreneurs, the scale developed and adopted by various researchers were used with due modifications. In the present investigation, a random sample of total 80 poultry entrepreneurs was selected. The data were collected with the help of interview schedule by conducting personal interview. The data so collected were coded, classified, tabulated and analysed in order to make the findings meaningful.

5.2 MAJOR FINDING AND CONCLUSIONS

The important findings of the study are summarized as under.

5.2.1 Personality traits of the poultry entrepreneurs

5.2.1.1 Age

Majority (63.75 per cent) of the poultry entrepreneurs were observed from middle age group.

5.2.1.2 Education

Majority (91.25 per cent) of the poultry entrepreneurs had either high school level or more than that level of education.

5.2.1.3 Mass media exposure

Majority (58.75 per cent) of the poultry entrepreneurs had medium level of mass media exposure.
5.2.1.4  Size of poultry farm

Majority (58.75 per cent) of the poultry entrepreneurs had medium size of poultry farm.

5.2.1.5  Economic motivation

Majority (80.00 per cent) of the poultry entrepreneurs had medium to high level of economic motivation.

5.2.1.6  Risk orientation

Majority (77.50 per cent) of the poultry entrepreneurs had medium to high level of risk orientation.

5.2.1.7  Scientific orientation

Slightly more than half (51.25 per cent) of the poultry entrepreneurs had medium level of scientific orientation.

5.2.1.8  Achievement motivation

Majority (58.75 per cent) of the poultry entrepreneurs had medium level of achievement motivation.

5.2.1.9  Innovation proneness

Majority (75.00 per cent) of the poultry entrepreneurs had medium to high level of innovation proneness.

5.2.1.10 Planning orientation

Majority (58.75 per cent) of the poultry entrepreneurs had medium level of planning orientation.
5.2.1.11  *Production orientation*

Majority (57.50 per cent) of the poultry entrepreneurs had medium level of production orientation.

5.2.1.12  *Market orientation*

Majority (60.00 per cent) of the poultry entrepreneurs had medium to high level of market orientation.

5.2.1.13  *Management orientation*

Majority (81.25 per cent) of the poultry entrepreneurs had medium to high level of management orientation.

5.2.1.14  *Competition orientation*

Majority (68.75 per cent) of the poultry entrepreneurs had medium level of competition orientation.

5.2.1.15  *Orientation towards development of skill in farm workers*

Slightly more than half (51.25 per cent) of the poultry entrepreneurs had medium level of orientation towards development of skill in their farm workers.

5.2.1.16  *Supervision orientation of poultry production*

Majority (58.75 per cent) of the poultry entrepreneurs had medium level of supervision orientation of poultry production.

5.2.2  *Level of adoption of poultry entrepreneurs regarding improved practices of poultry enterprise*

Majority (66.25 per cent) of the poultry entrepreneurs had medium to high level of adoption of modern methods of the poultry enterprise.
6.2.3 Relationship between personality traits and level of adoption of poultry farming

Eleven personality traits of poultry entrepreneurs namely education, economic motivation, risk orientation, achievement motivation, innovation proneness, planning orientation, production orientation, market orientation, management orientation, competition orientation and orientation towards development of skill in farm workers were positively and significantly correlated with their level of adoption of modern practices of poultry enterprise, while their personality traits like age and scientific orientation were observed negatively and non-significantly correlated with their level of adoption of modern practices of poultry enterprise. Three personality traits namely size of poultry farm, mass media exposure and supervision of poultry production were observed positively and non-significantly related with the level of adoption of the poultry entrepreneurs.

5.2.4 Constraints faced by the poultry entrepreneurs in adoption of modern methods of poultry enterprise

The major constraints faced by the poultry entrepreneurs in adoption of modern method of poultry enterprise were high risk and uncertainty (rank I), higher price of poultry feed (rank II), difficulty in marketing (rank III), marketing of eggs (rank IV), lack of knowledge of institutional help (rank V) and lack of finance (rank VI).
Fig. 19: Personality traits of the poultry entrepreneurs related with extent of adoption of modern technologies of poultry enterprise
5.2.5 **Suggestions given by the poultry entrepreneurs**

Important suggestions pointed out by the poultry entrepreneurs to overcome the constraints in adoption of modern methods of poultry enterprise were training should be provided to the poultry entrepreneurs for improving their knowledge and adoption (rank I), effective marketing facility should be made available for reasonable returns of poultry products (rank II), easily and timely availability of poultry feed with reasonable price (rank III), quick and timely finance with long term credit facilities should be provided (rank IV) and electricity charge should be kept low for poultry enterprise (rank V).

5.2.6 **Implications**

The following implications are suggested on the basis of the findings of the study.

1. The study facilitates in knowing the personality traits of the poultry entrepreneurs which will serve as a guidance for the planner and extension agency for planning and implementing programmes related to the modernization of poultry enterprise.

2. Some personality traits like mass media exposure, economic motivation, achievement motivation, innovation proneness, planning orientation, marketing orientation, supervision orientation of poultry production and level of adoption were observed higher in younger to middle aged poultry entrepreneurs. It is therefore, suggested that extension agencies may
concentrate their efforts in persuading younger to middle aged persons to adopt poultry enterprise for effective results.

3. Many psychological traits of the poultry entrepreneurs played significant role in extent of adoption of poultry enterprise. It has provided that modernization in poultry enterprise can be brought through change in psychology of the poultry entrepreneurs. It is therefore, recommended that high efforts should be made by extension agencies so as to enable poultry entrepreneurs to change their psychology in positive direction.

4. During investigation, it was observed that majority of the poultry entrepreneurs preferred to have a middle size of poultry enterprise. It is therefore, recommended that most suitable poultry technology should be developed for middle size of poultry enterprise.

5. The study revealed that poultry entrepreneurs expressed major constraints of risk and uncertainty, higher price of feed, difficulty in marketing, marketing of egg, lack of knowledge of institutional help and lack of finance. To overcome these constraints sincere efforts should be made by Government agencies, NGOs, Gujarat Agricultural University and State Department of Animal Husbandry.

6. It is also recommended that banking services, input service, marketing services should be improved. The Government should provide assistance for purchasing inputs and birds to the small and medium poultry entrepreneurs.
7. Poultry training programme should be organised to enrich knowledge and modern skill to poultry entrepreneurs, so that risk and uncertainty can be minimised.

8. The poultry association should establish the feed testing laboratory and feed supply co-operative society, so that good quality of feed at reasonable price can be made available as per requirements.

9. Regular electricity supply with reasonable charge should be provided to the poultry entrepreneurs, so that they can overcome problems of lighting.

5.2.7 Suggestions for further study

From the results of the study, researcher feels to suggest certain points to carry out studies in the area of poultry enterprise.

1. A study regarding effectiveness and impact of poultry training given by Poultry Training Research Station, G.A.U., Anand should be conducted.

2. A study on sources of information and its validity regarding poultry farming should be conducted in other areas of the state.

3. A detailed study is required to know the role of poultry association in development of poultry farming.

4. Similar study may be conducted in other patches of poultry farming in state to confirm results of this study.

5. Some other personality traits of the poultry entrepreneurs other than those considered in this study might be affecting level of adoption of poultry technology. They should be identified and their correlation with the adoption of poultry technology be ascertained.

6. Such studies should be repeated after some lapse of time.
REFERENCES


*Original not seen.*
APPENDIX

A STUDY ON PERSONALITY TRAITS OF POULTRY ENTREPRENEURS IN ANAND DISTRICT OF GUJARAT STATE

INTERVIEW – SCHEDULE

1. Interview Schedule No. ........................................................................................................
2. Name of the Village/Poultry farm ......................................................................................
3. Name of the poultry entrepreneurs .....................................................................................

PART – I

PERSONAL, COMMUNICATIONAL, ECONOMIC AND PSYCHOLOGICAL TRAITS OF THE POULTRY ENTREPRENEURS

I. Personal trait

1. Age: Years .....................................
2. Education: Std. ..................................... Score

   (1) Illiterate .................................................. 0
   (2) Can read and write .................................. 1
   (3) Primary education upto VII std. .............. 7
   (4) High school upto VII to X std. ............... 10
   (5) Higher secondary XI to XII std. ............ 12
   (6) College education ................................. 15

II. Communicational trait

1. Mass Media Exposure:

   Which of the following mass media is used by you please indicate:

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Media</th>
<th>Exposure</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Always</td>
</tr>
<tr>
<td>1.</td>
<td>Newspaper</td>
<td>5</td>
</tr>
<tr>
<td>2.</td>
<td>Farm magazine</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Agril. Literature</td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>Radio</td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>Television</td>
<td></td>
</tr>
<tr>
<td>6.</td>
<td>Exhibition</td>
<td></td>
</tr>
<tr>
<td>7.</td>
<td>Seminar/Symposium</td>
<td></td>
</tr>
</tbody>
</table>
### III. Economic trait

1. Size of poultry farm:
   
   (1) Unit
   
   (2) Total no. of birds

### IV. Psychological traits

1. Economic Motivation:

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Statements</th>
<th>SA</th>
<th>A</th>
<th>UD</th>
<th>D</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>A poultry entrepreneurs should work hard towards higher egg production</td>
<td>9</td>
<td>7</td>
<td>6</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>II</td>
<td>The most successful poultry entrepreneurs is one who makes more profit</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>III</td>
<td>A poultry entrepreneurs should try any new enterprise idea which may earn him more money</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IV</td>
<td>A poultry entrepreneur should select improved strain of birds to increase monetary profits</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>V</td>
<td>It is difficult for the poultry entrepreneurs children to make good start unless he provides them with economic assistance</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

SA = Strongly agree; A = Agree; UD = Undecided; D = Disagree; SD = Strongly disagree
2. **Risk orientation**

The followings are some statements representing risk orientation of poultry entrepreneurs. State the degree of your agreement by putting tick mark (✓) against each of them on five point scale.

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Statements</th>
<th>SA</th>
<th>A</th>
<th>UD</th>
<th>D</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>I.</td>
<td>A poultry entrepreneur should take chance to avoid greater risk with adopting more number of birds</td>
<td>9</td>
<td>7</td>
<td>6</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>II.</td>
<td>A poultry farmer who is willing to take greater risk than the average poultry entrepreneurs usually be financially sound</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>III.</td>
<td>It is good for a poultry entrepreneur to take risk when he know his chance of success is fairly high</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IV.</td>
<td>Trying an entirely a new poultry enterprise method to a poultry entrepreneur involves risk, but it is worth</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>V.</td>
<td>A poultry entrepreneur should follow poultry enterprise along with farming occupation to avoid greater risk</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

SA = Strongly agree; A = Agree; UD = Undecided; D = Disagree; SD = Strongly disagree

3. **Scientific orientation**

The followings are some statements representing scientific orientation of poultry entrepreneurs. State the degree of your agreement by putting tick mark (✓) against each of them on five point scale.

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Statements</th>
<th>SA</th>
<th>A</th>
<th>UD</th>
<th>D</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>I.</td>
<td>New methods of poultry enterprise give better results to a poultry entrepreneur than the old method</td>
<td>9</td>
<td>7</td>
<td>6</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>II.</td>
<td>A poultry entrepreneurs with lots of experience should use new methods of poultry enterprise Though it takes time for a poultry entrepreneur to learn new methods in poultry enterprise it is worth the effort</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>III.</td>
<td>A good poultry entrepreneurs experiments with new innovations in poultry enterprise</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IV.</td>
<td>Traditional method of poultry enterprise to be changed in order to raise the level of living of a poultry entrepreneurs</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

SA = Strongly agree; A = Agree; UD = Undecided; D = Disagree; SD = Strongly disagree
4. **Achievement Motivation**:

Check and tick mark (✓) any one of the alternatives given under each statement.

I. Success brings relief for further determination and not just pleasant feeling.
   - SA Agree Undecided Disagree Strongly disagree
   - 5 4 3 2 1

II. How true is it to say that your efforts are directed towards a goal?
   - Quite normal Not very true Not sure Fairly true Quite true
   - 5 4 3

III. How often do you seek opportunity to excel?
   - Hardly ever Seldom About half the time Frequently Nearly always
   - 5 4 3 2 1

IV. Would you hesitate to undertake something that might lead to you failing?
   - Hardly ever Seldom About half the time Frequently Nearly always
   - 5 4 3 2 1

V. How many situation do you avoid in which you may be exposed to evaluation?
   - Most Many Some Few Very few
   - 5 4 3 2 1

VI. In how many sphere do you think you will succeed in doing as well as you can?
   - Most Many Some Few Very few
   - 5 4 3 2 1

5. **Innovation proneness**:

The followings are some statements representing innovation proneness of poultry entrepreneurs. Please state the degree of agreement by putting (✓) against each of them on three point scale.

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Statements</th>
<th>Yes</th>
<th>UD</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>I.</td>
<td>Do you want to learn advanced way of poultry enterprise?</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>II.</td>
<td>If extension worker gives a talk on improved poultry enterprise practices would you attend?</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>III.</td>
<td>If the Govt. help you to establish new farm else where would you go?</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>IV.</td>
<td>Do you want a change in your way of life?</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>V.</td>
<td>A farmer should try to form the way his parents did.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>VI.</td>
<td>Do you want your sons to be the poultry entrepreneurs?</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>VII.</td>
<td>It is better to enjoy today and let tomorrow take care of itself.</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>VIII.</td>
<td>Do you believed that fortune is in hand of the God?</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
6. Management Orientation:

The followings are some statements representing management orientation of poultry entrepreneurs. Please state the degree of agreement by putting (√) against each of them on four point scale.

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Statements</th>
<th>SA</th>
<th>A</th>
<th>DA</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Planning Orientation :-</td>
<td></td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>I. Each year one should think a fresh about the poultry enterprise for each type of farm/strain of bird/type of bird.</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>II. It is not necessary to make prior decision about the poultry enterprise.</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>III. The amount of feed, vaccination lighting needed for poultry enterprise should be assessed well in advance.</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>IV. It is not necessary to think a head of the cost involved in raising a poultry enterprise.</td>
<td></td>
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</tr>
<tr>
<td>V. One need not consult an veterinary experts for poultry farm planning.</td>
<td></td>
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<td></td>
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</tr>
<tr>
<td>VI. It is possible to increase the productivity through poultry enterprise plan.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>B. Production orientation :-</td>
<td></td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>I. Timely bring chicks in a poultry farm for better production.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>II. One should use poultry feed as per requirement of birds.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>III. Determining poultry feed dose as per suggested by veterinary experts.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IV. No. of birds as per square feet should be kept according to the advice of poultry expert.</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>V. For timely disease control one should even use suitable medicines as preventive measures.</td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>VI. With low lighting one should use as much electricity available.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
7. Market Orientation:

The followings are some statements representing market orientation of poultry entrepreneurs. Please state the degree of agreement by putting (√) tick mark against each of them on four point scale.

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Statements</th>
<th>SA</th>
<th>A</th>
<th>DA</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>I.</td>
<td>Market news are not so useful to a poultry farm.</td>
<td>4</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>II.</td>
<td>A poultry entrepreneurs can get a good price by grading his produce.</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>III.</td>
<td>Cold storage can help poultry entrepreneurs to get better price for his produce.</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IV.</td>
<td>One should sale his produce to the nearest market and retail sale is more profitable.</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>V.</td>
<td>One should purchase his inputs from the shop from where his follow poultry owner buy.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>VI.</td>
<td>One should grow the bird which has more market demand.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

SA = Strongly agree; A = Agree; UD = Undecided; D = Disagree
SD = Strongly disagree

8. Competition orientation:

The followings are some statements representing competition orientation of poultry entrepreneurs. Please state the degree of agreement by putting (√) tick mark against each of them on four point scale.

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Statements</th>
<th>SA</th>
<th>A</th>
<th>DA</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>I.</td>
<td>The key points of success in poultry enterprise should not be divulged to other entrepreneurs.</td>
<td>4</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>II.</td>
<td>A better production in comparison to the neighbours, brings more prestige.</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>III.</td>
<td>It is of no use to keep information at what other entrepreneurs are doing.</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IV.</td>
<td>Poultry enterprise competition should be organized for all important aspects of poultry production.</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>V.</td>
<td>Better poultry enterprise provides opportunity for recognition by the extension officers.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>VI.</td>
<td>It is not good for poultry entrepreneur to become too ambitious in life.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
9. **Orientation towards development of skill in farm workers:**

The followings are some statements representing orientation towards development of skill in farm worker of poultry entrepreneurs. Please state the degree of agreement by putting (✓) tick mark against each of them on four point scale.

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Statements</th>
<th>Most often (3)</th>
<th>Often (2)</th>
<th>Sometime (1)</th>
<th>Never (0)</th>
</tr>
</thead>
<tbody>
<tr>
<td>I.</td>
<td>How often do you discuss the latest poultry farm technology with other poultry farm workers?</td>
<td></td>
<td></td>
<td></td>
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<td>II.</td>
<td>How often do you show the poultry farm workers the use of latest poultry farm technology in the field?</td>
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<td>III.</td>
<td>How often do the workers seek clarification on the technology by asking questions?</td>
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<td>IV.</td>
<td>How often do you supervise the application of latest poultry farm technology by the poultry farm workers?</td>
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<td>V.</td>
<td>How often do you pay more wages to the skilled poultry farm workers?</td>
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<td>VI.</td>
<td>How often do you prefer skilled poultry farm workers for employment in poultry farm?</td>
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<td>VII.</td>
<td>How often you change farm workers?</td>
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</table>
10. Supervision of poultry production:

Please state the degree of agreement by putting (√) tick mark against each of them on four point scale.

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Statements</th>
<th>Most often</th>
<th>Often</th>
<th>Sometime</th>
<th>Never</th>
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<tbody>
<tr>
<td>I.</td>
<td>In poultry enterprise how often do you check for improved strains?</td>
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<td>II.</td>
<td>How often do you supervise the application of vaccination of veterinary medicine?</td>
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<td>III.</td>
<td>How often do you supervise the poultry enterprise operation of your birds?</td>
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<td>IV.</td>
<td>How often do you give vaccination to your birds?</td>
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<td>V.</td>
<td>How often do you supervise the lighting for our birds?</td>
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<td>VI.</td>
<td>How often do you supervise the feed management for your birds?</td>
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<td>VII.</td>
<td>How often do you keep watch for requirement of water to your birds?</td>
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<td>VIII.</td>
<td>How often do you supervise disposal of poultry waste from your poultry farm?</td>
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<td>IX.</td>
<td>How often do you supervise for removing diseased birds?</td>
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<td>X.</td>
<td>How often do you supervise for the addition of new birds?</td>
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<td>XI.</td>
<td>How often do you keep watch to see disease attack in your poultry farm?</td>
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<td>XII.</td>
<td>How often do you supervise spraying/dusting operations in the surrounding of poultry house/cage for better hygiene?</td>
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<td>XIII.</td>
<td>How often do you keep watch for rodent/cat attack on your chicks?</td>
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</tbody>
</table>
PART II
ADOPTION OF THE POULTRY ENTREPRENEURS REGARDING IMPROVED PRACTICES OF POULTRY ENTERPRISE

1. **Improved Strain:**  
   (a) Have you brought improved strains for egg/meat production?  
   If “yes” please mention strain from the following by putting tick mark (√)  
   - Rani silver  
   - High sex  
   - Babcook  
   - RIR  
   - Hyline  
   - Puna pearls  
   - Any other  
   Yes 1  No 0

2. **Feed Management:**  
   (a) Please mention type of feed. Which you are using?  
   - Mashed  
   - Pellet  
   - Any other  
   Yes 1  No 0

   (b) Do you feed green grass to birds?  
   If “yes” please mention from the following  
   - Lucerns  
   - Any other  
   Yes 1  No 0

   (c) From where do you purchase poultry feed?  
   - Readymade food from private company  
   - Self preparation of feed  
   - Any other  
   Yes 1  No 0

   (d) Please mention quantity of feed per bird in a day.  
   - Less than 100 grams  
   - 100 to 120 grams  
   - More than 120 grams  
   Yes 1  No 0

   (e) How many times are giving feed to poultry birds?  
   - Once a day  
   - Twice a day  
   - Thrice a day  
   Yes 1  No 0
(f) Which equipments are you using for giving feed to poultry feed?
- Wooden feeder (2)
- Iron automatic feeder (2)
- Any other (1)

(g) How much feeder is filled up?
- Full (1)
- Half (1)
- 2/3 (2)

3. Water Management:

(a) Do you give clean water free from salts to your poultry birds? Yes No

(b) Do you provide continuous water to birds? Yes No

(c) Please mention equipments for giving water to poultry birds.
- Pot method (1)
- Nipple method (improved) (2)
- Water/water channel (2)
- Any other (1)

(d) Do you provide cold water to birds in summer season? Yes No
If “yes” please mention method of cooling water
- Ice (1)
- Any other (1)

4. Lighting:

(a) Is it necessary additional light for egg laying hens? Yes No
If “yes” mention the reason for giving additional lighting system

(b) How do you provide additional lighting?
- Electric bulb (1)
- Electric tube (2)
- Petromex (1)
- Lalten (1)
- Any other (1)

(c) How many hours do you give additional lighting?
- Morning hours (1)
- Evening hours (1)

5. Culling:

(a) Do you remove non-productive hens? Yes No

(b) Why do you remove the cull birds?

(c) Please mention interval of culling non-productive hens.

(d) How do you decide the non-productive hens?
6. Health care:
(a) Do you follow regular checking health of poultry birds?
   If “yes” who make checking?
   - Veterinary Doctor
   - Your self
   - Trained person of village
   - Any other
(b) What are the action taken by you for preventing birds from diseases.
   (i) Have you vaccinated your birds against disease?
   (ii) As soon as your birds found sick, have you called the veterinary doctor?
   (iii) Do you separate the sick birds from the healthy birds?
   (c) Do you take any action for protecting your birds from round worm and other parasites?
       If “yes” please mention the action taken by you.
   (d) Do you keep cleanliness around your poultry farm?
   (e) While replacing old birds from the farm, do you clean the walls, floor, litter and ventilation etc.?
   (f) Have you provide any antibiotics to your poultry birds?
       If “yes” mention why?
   (g) How do you give antibiotics?
       - Mixing it with water
       - Mixing it with feed

7. Rearing system:
(a) Which method do you follow for rearing poultry birds?
   - Deep litter system
   - Cage system
   - Any other
(b) If you follow litter system, mention which litter do you like most?
   - Everyday litter should be changed.
   - Height of litter from ground floor.

8. Marketing:
(a) Do you sale eggs after grading?
(b) How do you sale eggs?
   - To poultry co-operative society
   - To private dealer
   - Retail sale
   - Any other
(c) Do you sale fresh eggs? What is the average price of a egg? Yes No
- Low 0
- Medium (1)
- High (2)

(d) Sale of hens
- Do you sale hens? Yes No
- How do you sale hens? 1
- On weight (2)
- Fix rate of bird (2)
- What is the average price of culled birds? Low (0)
- Medium (1)
- High (2)

9. Record keeping:
- Do you maintain any records for your poultry farms? Yes No
  If “yes” mention different type of records.
  1. Daily eggs production register. (1)
  2. Register for feed management. (1)
  3. Register regarding number of birds and died birds. (1)
  4. Register for income and expenditure of poultry farm. (1)

10. Summer and winter management:
(A) Summer management:
  1. Do you arrange for cold water? Yes No
     1 0
  2. Do you give white wash to farm roof? Yes No
     1 0
  3. Do you keep husk or straw on roof? Yes No
     1 0
  4. Do you spray water on roof? Yes No
     1 0
  5. Do you give feed with high protein? Yes No
     1 0
  6. Whether you feeding bird during night? Yes No
     1 0

(B) Winter management:
  1. Do you give like warm water? Yes No
     1 0
  2. Mention any arrangement made for host atmosphere? Yes No
     1 0
### CONSTRAINTS FACED BY THE POULTRY ENTREPRENEURS IN POULTRY ENTERPRISE

Please mention difficulties or constraints in adoption of poultry enterprise:

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Constraints</th>
<th>Most important</th>
<th>Important</th>
<th>Less important</th>
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</thead>
<tbody>
<tr>
<td>A.</td>
<td>KNOWLEDGE CONSTRAINTS</td>
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<tr>
<td>(i)</td>
<td>Lack of knowledge of institutional help.</td>
<td></td>
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<td>(ii)</td>
<td>Any other</td>
<td></td>
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<td>B.</td>
<td>PERSONAL AND FAMILY CONSTRAINTS</td>
<td></td>
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<tr>
<td>(i)</td>
<td>Inability to pay constant attention.</td>
<td></td>
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<tr>
<td>(ii)</td>
<td>Lack of manpower to look.</td>
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<td>(iii)</td>
<td>Any other.</td>
<td></td>
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<td>(iv)</td>
<td>Social status.</td>
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<td>C.</td>
<td>SITUATIONAL CONSTRAINTS</td>
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<tr>
<td>(i)</td>
<td>Risk and uncertainty</td>
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<td>(ii)</td>
<td>Non-availability of labour.</td>
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<td>(iii)</td>
<td>Difficulty in marketing.</td>
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<td>(iv)</td>
<td>Non-availability of inputs.</td>
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<td>(v)</td>
<td>Absence of veterinary centre.</td>
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<td>(vi)</td>
<td>Difficult poultry farming.</td>
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<td>(vii)</td>
<td>Difficulty in getting electric supply.</td>
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<td>(viii)</td>
<td>Difficulty for water.</td>
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<td>(ix)</td>
<td>Any other.</td>
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<td>D.</td>
<td>ECONOMIC CONSTRAINTS</td>
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<td>(i)</td>
<td>Lack of finance.</td>
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<td>(ii)</td>
<td>Difficulty in getting loan.</td>
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<td>(iii)</td>
<td>Higher price of feed.</td>
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<td>(iv)</td>
<td>Marketing of eggs.</td>
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<td>(v)</td>
<td>Any other.</td>
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PART – IV

SUGGESTIONS OF THE POULTRY ENTREPRENEURS TO OVERCOME PROBLEMS OF POULTRY ENTERPRISE

Please give your suggestions to overcome the constraints or problems faced in adoption of poultry enterprise.

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