

## IMPACT OF TRAINING ON EFFICIENT POULTRY SKILLS AMONG POURLTY FARMERS IN NAMAKKAL DISTRICT

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### **ABSTRACT**

*Namakkal, a supposedly backward district in Tamil Nadu, can be an unrelenting contributor to a country moving forward with the ambitious goal of nutritious security. Farm owners there have quietly ignited an uprising, with about their eggs travelling far and wide to meet everyone's nutritional needs. They have also achieved this feat in a short amount of time, and it was made feasible by their use of cutting-edge technology. Data was collected from 140 poultry farmers in the namakkal district through a structured questionnaire and analyzed using SPSS 23.0. In order to start, advance, and succeed in the poultry farming sector, poultry farmers require interpersonal, problem-solving, creative thinking, and effective communication skills, among other things, according to the research. In order to succeed with in poultry farm business, it was therefore suggested, among other things, that farmers in the Namakkal district be urged to enhance their entrepreneurial and skillsets. It is observed that the training programs conducted enhanced the skills of the poultry farmers.*

**Keywords: Poultry Farming, competency, competitiveness**

### **INTRODUCTION**

#### **Poultry Farming in Namakkal District**

While innovation has aided the expansion of the poultry sector, the truth stands that the majority of them are still struggling to upgrade their components because of the substantial expenses involved. "Hardly farms which are large in size and are few in number, embraced with the most recent technological methods. Others continue to be battling using only traditional methods.

According to a study, poultry meat consumption is expected to rise as consumers are drawn not only by cheaper prices but additionally by implemented in order and flexibility, as well as greater protein / reduced fatty acids. While global poultry beef production is expected to be 134 million tonnes in 2020, the year will be remembered for pandemic-driven supply disruptions. Even so, as income levels begin to recover, the sector is expected to restore. There will be difficulties in the poultry industry's expansion in the nation. Feed price fluctuations cannot be wished away. In an industry where prices are volatile, rising feed intake could potentially drive up manufacturing costs all in all. Therefore, it might be essential for the major players to create backward links and

produce their own feedstock, such as corn and chickpea. Another choice for hedging feed price volatility is to use commodity derivatives. While adherence to food safety laws is essential, the industry must gain the trust of consumers, particularly through ongoing educating consumers, in order to guarantee strong and steady consumer spending.

The entire sector will need to be on deck if the potential is to be realized. To get where it would want to be by 2030, the company must calculate the number of birds (layers and broilers) required, the amount of feed required, the amount of vaccines required, and the financing in processing capability. India is primarily an agricultural country, with more than 72.2 percent of the population living in villages and the majority of the population working in agriculture. They are in the agricultural business. In 2004, agriculture employed approximately 55.96 crore people, accounting for 51.76 percent of the total population of the country. Agriculture is India's backbone, and spectacular progress in agricultural production and productivity has been well documented and widely acknowledged over the last four decades. In contrast, India's population has nearly surpassed one billion people, and by 2035, India will surpass China as the largest living nation.

To put it briefly, the poultry production should invest throughout capital projects and incorporate technology into its daily operations to improve supply chain leadership and company operations while bolstering resilience against unforeseen shocks in the future.

The ongoing changes in people's lifestyles in general and eating habits in particular will be advantageous for the Indian poultry sector. It's no surprise that the proportion of organized commercial farms is increasing as they become more modernized and technologically advanced.

## **REVIEW OF LITERATURE**

In his article titled "Inputs and Services Delivery System under Contract Farming: A Case of Broiler Farming," **Kalamkar (2012)** talked about the use of farming activities. In the production of broilers, a farming structure known as a "chick growing contract" is often a wage agreement between such a "integrator," who provides the intermediate inputs and purchases the outcome. The integrators offers the developing stock (day-old chicks), feed, veterinary services, and supplies, and carries out the final selling of the product.

According to the service contract studied by **TodsadeeAreerat et al. (2012)**, farmers must invest in building a chicken coop in accordance with business specifications because the corporation did not offer credit for these expenses. Additional inputs come from of the farmer's side and to include things like land, labour, housing, equipment, electricity, and waste materials.

**Rehber (2007)** had examined contracts, whether verbal or written, between a farmer and a business that supply resources and/or specify one or more conditions of production as well as one or more market terms for an agriculture products that is quasi.

Managing production losses from small- or major industries is a challenging issue, as according **Kotturshettar et al. (2020)**. The processes in the industries discussed here are all completed by hand. Their fundamental objective is to standardize procedures and increase the effectiveness of

all activities as a whole. The goal is to investigate the discovery and based optimization stage of a poultry company in order to build an enterprise management system in functional modules.

Two chicken farms were specifically chosen, and complete sampling was used to enlist study participants, according to **Laniyan, et al. (2021)**. The majority of respondents, 59.3%, claimed that pressure and stress have an effect on their performance. Long working hours, a lack of personal protective equipment, monthly income, and work-related injuries were listed as additional contributing variables. The introduction of shifts should also be taken into consideration because working with chickens requires repetitive motion and stress has been known to impair employee effectiveness. The poultry semi needs to focus mostly on human safety since attention has historically been given to a bio-security of poultry birds.

**According to Ravi Kiran K et al study 's from 2021**, Spirulina has been linked to improvements in biomass, chicken meat colour, chicken meat quality, and egg quality. Consuming spirulina is additionally linked to better health and wellbeing. The animal development is impacted by its nutrient- and protein-rich content, which leads to increased mass production to satisfy consumer demand. Spirulina is thus becoming a practical and cost-effective method of raising poultry productivity for a stable and long-term future of food security. This article discusses the use of microalgae as a feed component in poultry nutrition.

**According to Satapathy et al. (2017)**, a mix of several support actions has caused the broiler chicken farming industry to grow at the quickest rate. Any climatic situation can be easily accommodated by broiler chicken rearing. Major difficulties that farmers and integrators encounter while marketing their produce are price swings. Farmers and processors also deal with issues like price lowering and competition.

**Amit (2017)** has noted that the main challenges experienced by the farmers in the research area are the slow delivery of chicks, cheap growth costs offered either by integrators, the lag in raising the product, as well as the provision of veterinary services.

Karthikeyan thangaraju (2021) referred that Training and development programmes for employees are essential to the success of businesses around the world. These programmes enable firms to boost employee productivity and enhance workplace culture in addition to allowing employees to develop their abilities. Workers that receive the appropriate training are more qualified to perform their duties. Employee learns more about the fundamental task safety and procedures. The training may help increase the employee's confidence because they have a better understanding of the field and the responsibilities of their position.

## **STATEMENT OF THE PROBLEM**

A number of factors, including poultry immunity, health, and production, pose a threat to the poultry industry's potential future expansion. Major obstacles to the current situation in the sector and its strategic prospective will proceed to be consumer confidence, product quality and safety, different product, and also the emergence as well as re-emergence of illnesses. Poultry is inextricably linked to zoonotic and foodborne diseases. Foodborne but instead zoonotic pathogen eradication, elimination, and/or control pose a significant challenge to the poultry production. The

risks to the general public's health from eating foods with high antibiotic residues will also continue to be a major problem. This review's theory of poultry production goes beyond just thinking about disease prevention. Instead, it will take into account how the immunity, welfare, and wellbeing of the animals are interconnected.

It is crucial to understand that chickens cannot contract the SARS-CoV-2 (COVID-19) virus through intranasal infection. Nevertheless, the COVID-19 pandemic will have an impact on poultry farming's economics, transportation, and consumption. Additionally, it will consider factors such as the maintenance of high environmental security as well as economic, ethical, and social considerations. To meet consumer demand and ensure sustainable agriculture, more involvement from stockholders, veterinarians, farmers, and all other stakeholders in the chain of poultry production is required. The current review examines these crucial tasks as a result.

### **THE STUDY'S SIGNIFICANCE**

Everybody now needs to utilize the internet for daily duties as a result of the entrance of the internet into our daily lives. The internet is no longer merely a tool for people to use to obtain information. It has evolved into the most effective form of human entertainment, communication, and purchasing. This study is significant since online advertising is becoming more and more important in promoting goods and services.

### **RESEARCH STUDY**

To increase the allocation and supply of poultry meat in India, more work must be done. Indeed, manual poultry dressing facilities frequently lack sanitary precautions. This does not guarantee a clean, scientific slaughter or the effective use of byproducts. Inadequate and affordable infrastructure is another issue, which results in poor distribution and quality risks. Lack of cold storage facilities is a serious problem because demand for meat and eggs varies significantly throughout the year due to various religious rituals. Last but not least, it's important to put in place adequate standards for quality control. For instance, large eggs are priced the same as small ones, which discourages producers from producing high-quality products.

### **OBJECTIVES**

1. To comprehend how poultry farmers are benefited from the training.
2. To assess the impact of various attributes on success of entrepreneurs
3. To analyze the effectiveness of training on the outcome of the poultry farmers production.

### **DESIGNING RESEARCH**

A study is considered legitimate when its findings are accurate or truthful, and the study's research design serves as its conceptual framework.

- Nature of study: exploratory and descriptive
- Nature of data: primary data or secondary data
- Nature of population: Poultry farmers in Namakkal District

- Methods of sampling Data had been collected using questionnaire.
- Convenient sampling technique
- Size of sample: 140
- Tools used : SPSS.

**DEMOGRAPHIC ANALYSIS**

**1.1 Gender wise classification**

Gender	Frequency	Percent
Male	98	70.00
Female	42	30.00
Total	140	100.0

Primary data source 1

1.2 Age of the respondents		
	Frequency	Percent
18-25	53	37.9
25-40	43	30.7
40 and Above	44	31.4
Total	140	100.0

Primary data source 2

1.3 Years of Farming	Frequency	Percent
less than 5 years	65	46.4
5-10 years	36	25.7
More than 10 years	39	27.9
Total	140	100.0

INFERENCE \*Tables 1, 2& 3 tells that Male were the major composition of the study, majority of the respondents had purchased only below 2 times and most of the respondents were used to be on farming below 2 years only.

**2. INDEPENDENTS SAMPLE T TEST**

**H1: There exists mean difference between male and female on training satisfaction.**

2.1 Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
<b>Training Satisfaction</b>	Male	86	3.9729	1.02162	.11016
	Female	54	4.0247	1.06567	.14502

2.2 Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Training satisfaction	Equal variances assumed	.037	.847	-.287	138	.774	-.05182	.18036	-.40844	.30480
	Equal variances not assumed			-.285	109.154	.777	-.05182	.18212	-.41277	.30912

**Inference:** since the significance value is above the accepted level of 0.05, there exists no mean difference between male and female respondents on the training satisfaction level.

### 3 PAIRED T TEST

**H1: The exists a mean difference before and after the training programme.**

3.1 Paired Samples Statistics					
		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Before	2.7214	140	.74009	.06255
	After	4.5571	140	.49851	.04213

3.2 Paired Samples Test									
		Paired Differences				t	df	Sig. (2-tailed)	
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower				Upper
Pair 1	before - after	-1.83571	.85335	.07212	-1.97831	-1.69312	-25.453	139	<b>.000</b>

**Inference:** the training programme has changed the awareness level of poultry farmers which indicates that the training influences the awareness level.

**MULTIPLE REGRESSION ANALYSIS**

**Table 4**

<b>Model Summary<sup>b</sup></b>				
R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
.914 <sup>a</sup>	.836	.802	.541	2.023

R value of, 914 explains 91% of the variance.

<b>4.1 ANOVA<sup>a</sup></b>					
	Sum of Squares	df	Mean Square	F	Sig.
Regression	180.040	24	8.428	28.954	.000 <sup>b</sup>
Residual	35.742	122	.276		
Total	215.782	146			

<b>Table 4.2</b>							
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	.426	.311		1.483	.140		
Risk Orientation	.028	.061	.037	.653	.000	.398	2.513
Scientific focus	.023	.080	.030	.392	.694	.226	4.430
Achievement motivation	.144	.070	-.004	-.072	.939	.277	3.608
Ability of coordinating	.225	.045	-.007	-.092	.000	.613	1.630
Economic stability	.024	.049	-.013	-.312	.756	.640	1.563
Self-motivated	-.022	.051	-.011	-.212	.828	.436	2.293
Confidence and cohesiveness	-.025	.053	-.031	-.692	.000	.606	1.650
Awareness of technology	.046	.076	.021	.342	.730	.238	4.194
Industry connectedness	.220	.110	-.211	-2.01	.001	.121	4.277
Decision making skill	.026	.087	.001	.12-	.904	.557	1.795
Planning orientation	-.036	.035	-.001	-.103	.914	.513	1.948

**Dependent variable: Overall satisfaction**

**FINDINGS**

- ✓ Majority of the farmers where major having more than 10 years of experience in poultry farming.
- ✓ There exists no significance difference between the male and female farmers when it comes to the satisfaction level of the training programs conducted.

- ✓ Training program has increased the skills, knowledge and ability of the famers and it plays a vital role in creating a better outcome.
- ✓ The benefits of the training are enormous and the poultry farmers are thus benefitted in such a ways like industry connectedness, confidence about farming and ability of coordinating enhancement.

## CONCLUSION

It is suggested that High-quality feed ingredients and balanced compound feeds can be arranged. Governments may set up bulk storage for a variety of poultry feed ingredients. It is important to keep an eye on variations in the price of poultry feed and take action to stabilise it. Installation of feed analysis and disease investigation laboratories in each of the state's key chicken production areas. The majority of chicken farmers showed high levels of risk orientation, innovation proneness, and other entrepreneurial behaviour traits. Poultry farmers showed medium to high levels of achievement, drive, self-confidence, capacity for organizing tasks, and complete awareness in contrast to scientists who had a scientific orientation and the ability to make decisions. According to the study, poultry farmers only adopted certain of the improved management practises, such as bird culling, vaccination, and brooding, prior to receiving entrepreneurship training. But in addition to the earlier practises, others were adopted after the training, including record-keeping, the use of disinfectants, consulting veterinary doctors. This suggests that the entrepreneurship training had a beneficial impact on the farmers' adoption rate of better management practises. Education level, farming experience, income level, as well as farm sizes, are crucial factors in determining whether or not farmers adopt better practises for managing their flocks of poultry. The farmers faced obstacles like high input costs, low capital expenditure, trouble getting loans, and subpar extension visits. Development of poultry farming is essential due to its impact on rural income, employment, and nutrition as well as its contribution to the national economy. Despite significant nutritional deficiencies, the egg industry frequently experiences periodic downturns, notably as a result of changes in consumer habits. An effort could be made to build a cold storage facility to prevent a brief surplus of eggs on the market as a result of religious taboos.

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