



Correlates of attitude towards poultry farmers about poultry technology

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ABSTRACT : This present study was carried out in Anand district of Gujarat state. Anand district comprises of eight talukas. Out of these, two talukas viz., Anand (97 poultry unit) and Petlad (23 poultry unit) having maximum poultry unit were selected. Two third poultry farmers having at least three years of experience in operating poultry enterprise from each selected taluka were selected randomly. Thus, 65 poultry farmers from Anand and 15 from Petlad talukas were selected in this study. Thus total 80 poultry farmers were selected and considered as respondents with specific objectives to study the correlates of attitude towards poultry farmers, revealed that slightly more than two-third (66.25 %) of the poultry farmers had favourable attitude towards poultry farming, followed by 27.50 per cent, 3.75 per cent and 2.50 per cent of them had neutral, unfavourable and most favourable attitude towards poultry farming. The study also shows that variables like, age, education, caste, competition orientation, market orientation, extension contact, risk orientation, innovation proneness, scientific orientation, achievement motivation, Ability to co-ordinate activities, economics motivation, self confidence, decision making ability and planning orientation pattern having close association with correlates of attitude towards poultry farmers in study area.

KEY WORDS : Attitude, Poultry farmers

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