



Management Efficiency of Poultry Owners

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This book contains the very valuable resources concerning the great scope of raising management efficiency and economic performance through timely adoption of Poultry rearing technology. Poultry is the only sector in agriculture steadily growing at a healthy rate of 7–8 per cent in layers and 15 per cent in broiler since last 2 decades (Gupta, 2004). The per capita availability in India has increased to about 42 eggs and 1.6 kg poultry meat. The recommended per capita consumption of our Nutritional Board of 180 eggs and 9 kg meat, India, with a population of 1.02 billion is considered by the world to be at threshold stage and move up in World Poultry map and occupy the top position in coming years (Anon., 2005). Various researchers reported that with the timely adoption of scientific technology, it is possible to convert even backward farmers into economically viable units. Thus, timely adoption of scientific technology plays significant role in making farmers economically advanced.



BIOTECH BOOKS
4762-63/23, Ansari Road,
New Delhi-110002
Ph.: 011- 23262132
e-mail : biotechbooks@yahoo.co.in

ISBN: 978-81-7622-326-3



9 788176 223263
₹ 1000



636.508 CHA/M

898



636.508 CHA/M
CASMTVK

698

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He got wide publicity and be in love with farming community of Middle and South Gujarat. He also becomes a popular weekly writer of Daman-ganga times, Gujarat Mitra, Gujarat Samachar and many reputed agricultural magazines. Under his vision, hallucination, mission and target, the KVK, Tapi is on alleyway of "National Best KVK Award". Dr. Chauhan got an awards viz-- "Best Extension Agricultural Scientist for Tribal Development", "Outstanding Grass Roots level Extension Scientist": "Outstanding Socio- Agricultural Scientist", "National Best KVK Professional", "Krishi- Sahkar Ratna Award-2011" by all cooperatives of South Gujarat. Yuva Ratna, Samaj Ratna, Yuva Pratibha Award and numerous additional from prestigious institutes. Based on his wide experience in the field of agricultural extension, research and education this book comes in to veracity. Hope this book will be a boon for agriculturist, extension personnel, Rural social workers, KVK family, ICAR institutes and all engaged with rural development, Transfer of Agricultural technologies at Grass Roots level in the field of agriculture and Poultry. This book will be useful to GOs, NGOs, ICAR and University set up and poultry entrepreneurs' to improve the quality and profitability of their poultry business in the next phase of *Green Revolution* as a whole. I wish all the best for the book entitled "Management Efficiency of Poultry Owners".



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change, which can be overcome by planned, targeted and systematic exposure.

4. This investigation is of great significance and importance in creating a based fully understanding of the factors associated with management efficiency and also for the course of action to be undertaken in future. Hence, this study will suggest several implications to the policy makers, planners, administrators, scientists, and market led extension workers and change agents for transferring poultry production technology.
5. This study would also examine the constraints faced by the poultry owners in adoption of poultry management practices. Such knowledge will help the poultry scientists to plan further research input supply agencies to improve their efficiency in supply and service.

Limitation of the Study:

1. Though all possible precautions were taken to make the study more precise, the study was restricted only to Anand and Kheda districts of Gujarat state.
2. The diagnostic study was confined to only 150 poultry owners of the selected villages only.
3. The study was limited to only some of the selected characteristics of the respondents included in this study.
4. The findings were based on verbal expression and responses of the respondents.

This book will be paved the way of better prospectus and higher profitable poultry business. The constraints faced by poultry would be overcome and the suggestions obtained from poultry growers would be incorporated in future strategy.

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