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Akriti Anna

Research Scholar, Division of Extension Education, ICAR-Indian Veterinary Research Institute, Izatnagar, Uttar Pradesh, India

BP Singh

Principal Scientist, Division of Extension Education, ICAR-Indian Veterinary Research Institute, Izatnagar, Uttar Pradesh, India

Utilization of communication sources by the piggery entrepreneurs of agribusiness incubator ICAR-IVRI

Akriti Anna and BP Singh

Abstract

The utilization pattern of communication sources by the piggery entrepreneurs who had attended the piggery Entrepreneurship Development Program (EDP) at agribusiness incubator ICAR-IVRI from 2018-2021 was studied in the current research. A total of 80 piggery entrepreneurs were selected who had started their piggery enterprises after attending the training. It was found that majority of the piggery entrepreneurs (62.50%) had utilization of information sources at medium level in obtaining piggery related information. About 46.25% of them had medium level of mass media exposure whereas majority (57.50%) of them had low level extent of extension agency contact followed by about one third who had medium level of extension agency contact. Therefore, a medium utilization pattern of information sources is prevalent among the pig entrepreneurs and it requires enhancement to boost the entrepreneurship potential further.

Keywords: Piggery entrepreneur, communication, mass media, extension agency contact

Introduction

An entrepreneur is someone who bears the risk of a business along-with bringing something new to the table and entrepreneurship is considered the 3rd millennium's necessity owing to its need in the current scenario of job creation. Amidst unemployment and economic slowdown India requires its youth to be self-reliant to manage their livelihood in uncertain times. Thereby, manifest the dream of the flagship ambitious program of Government of India viz. "Atma-Nirbhar Bharat", which has huge possibilities coming from livestock oriented start-ups in India like piggery. Here comes into play entrepreneurial ability in the creation of which the communication dimension assumes importance as meaningful information is to be passed on to the stakeholders and budding entrepreneurs. Different communication sources (viz. mass media, formal and informal) play vital role in the transfer of technologies; in fact, they to a great extent speed up diffusion process of any new practice or technology which is the crux of any enterprises. Effective communication is a vital tool for an enterprise to run smoothly and successfully. 'Source of information' is the preference for receiving the latest information from various sources i.e. frequency of contact by an individual with various information sources.

'Mass media exposure' is the degree of utilization of mass media by the respondents and extension agency contact refers to the frequency of respondents' contact with various extension agencies i.e. acquaintance and frequency of respondents, contact with village level workers (VLW), stockman, veterinary surgeons, block development officers, subject matter specialists from university/ research institutes, etc. Communication is the first and last stage of knowledge and forms the basis as well as medium through which growth can occur both at an individual and organizational level.

Research Methodology

The study was conducted in the 'Division of Extension Education' ICAR-Indian Veterinary Research Institute, Izatnagar on the trainees who had attended the piggery 'Entrepreneurship Development Programme' at Agri-business incubation center and had started their piggery enterprises. The *ex-post facto* design was used and a purposive sampling method was applied on for those entrepreneurs who had attended the Piggery Entrepreneurship Development Programme organized by Agribusiness Incubator ICAR-IVRI during 2018-19, 2019-20 and 2020-21. A final sample size of 80 trainees (who had positively started their piggery enterprises) were selected. The data were collected via e-questionnaire which was developed for the purpose and individually followed-up telephonically.

Corresponding Author

Akriti Anna

Research Scholar, Division of Extension Education, ICAR-Indian Veterinary Research Institute, Izatnagar, Uttar Pradesh, India

The data collected from the trainees were scored, tabulated and analysed by using suitable statistical tools such as frequency, percentage, Mean, Standard deviation.

Results and Discussion

The results of the current study of communication pattern of the piggery entrepreneurs is broadly classified into 3 categories and presented accordingly for better clarity in understanding.

Sources of information

From Table 1 it is clear that majority (82.50%) of the respondents were frequently seeking piggery related information from mass media sources. Majority of them (60% and 61.25%) were frequently contacting family/friends/neighbours and fellow farmers respectively. More than half (56.25%) of the respondents were in regular contact with the KVK personnel for seeking piggery related information. The table further reveals that more than half (51.25%) of the respondents seldom contacted agricultural extension officers for piggery information. The finding is in consonance with Gautam (2014) [3] and Jini (2014) who also observed family members and neighbours as preferred information sources. The result also does not tally with Yadav (2015) [14], who noticed that respondents had sometimes taken help of traditional healers as a non-institutional source of information.

Table 1: Distributions of respondents according to the sources of Information accessed for pig farming

Source of information	Category	Trainees (N=80)
Family/Friends or Neighbours	Regularly	48 (60.00)
	Seldom	31 (38.75)
	Never	1 (1.25)
Fellow pig farmers	Regularly	49 (61.25)
	Seldom	30 (37.50)
	Never	1 (1.25)
Mass Media	Regularly	66 (82.50)
	Seldom	11 (13.75)
	Never	3 (3.75)
State Agriculture/Veterinary Universities	Regularly	29 (36.25)
	Seldom	47 (58.75)
	Never	4 (5.00)
KVK Personnel	Regularly	45 (56.25)
	Seldom	32 (40.00)
	Never	3 (3.75)
Agricultural Extension Officers	Regularly	30 (37.50)
	Seldom	41 (51.25)
	Never	9 (11.25)

Figures in the parentheses indicate the percentage

A perusal of Table 2 shows that majority (62.50%) of the respondents had medium utilization of information sources regarding piggery from various sources followed by high level (33.75%) whereas 3.75 percent respondents had low level of utilization of information sources. The finding is in line with that of Khode (2018) [8].

Table 2: Distribution of respondents according to the level of utilization of source of information

Level of utilization of source of information	Trainees (N=80)
Low (≤ 6)	3 (3.75)
Medium (7-9)	50 (62.50)
High (≥ 10)	27 (33.75)
Mean \pm S.E.	9.05 \pm 0.18

The figures parentheses indicate the percentage

Mass media exposure

From the Table 3 it is revealed that, majority (92.50% and 91.25%) of the respondents were found frequent users of 'Social media and 'Internet' in procuring piggery information respectively. More than two third (73.75%) of them seldom used 'Radio' but were regularly watching 'Television' to obtain pig farming information. Above one-half (52.50%) of the respondents were seldom reading 'Journal or other literature' whereas 70 per cent of them were regularly reading 'Newspaper' in view to procure piggery related information. The finding at certain extent tallies with Nande (2009) [9], Yadav (2015) [14] and Khode (2018) [8] who noticed that the majority respondents seek maximum information from television programme, whereas the least preferred sources were book/magazine. The finding contradicts with Gautam (2014) [3], who observed that the majority respondents utilized radio followed by T.V. as a source of information.

Table 3: Distributions of respondents according to the mass media accessed for pig farming

Mass media	Category	Trainees (N=80)
Radio	Regularly	14 (17.50)
	Seldom	59 (73.75)
	Never	7 (8.75)
Television	Regularly	59 (73.75)
	Seldom	21 (26.25)
	Never	0 (.00)
Internet	Regularly	73 (91.25)
	Seldom	5 (6.25)
	Never	0 (.00)
Newspaper	Regularly	56 (70.00)
	Seldom	24 (30.00)
	Never	0 (.00)
Journal/Other Literature	Regularly	22 (27.50)
	Seldom	42 (52.50)
	Never	16 (20.00)
Social Media	Regularly	74 (92.50)
	Seldom	6 (7.50)
	Never	0 (0.00)
Others	Regularly	38 (47.50)
	Seldom	38 (47.50)
	Never	4 (5.00)

Figures in the parentheses indicate the percentage

A perusal of table 4 reveals that, the majority (46.25%) of the respondents had medium level of mass media exposure followed by 43.75 per cent of respondents who had high level and about 10 per cent had low level of mass media exposure. The results are in consonance with the findings of Pandhare (2012) [10], Gulkari (2014) [4], Suichiang (2014), Anand (2016) [1] and Khode (2018) [8]. However, it contradicts with Sasikala *et al.* (2012) [11] Seth (2012) and Kaur (2013) who reported that trainees had low level of mass media exposure.

Table 4: Distribution of respondents according to their level of mass media exposure

Level of mass media exposure	Trainees (N=80)
Low (≤ 8)	8 (10.00)
Medium (9-11)	37 (46.25)
High (≥ 12)	35 (43.75)
Mean \pm S.E.	10.85 \pm 0.18

Figures in the parentheses indicate the percentage

Extension agency contact

Table 5 elicits that, the majority (75%) of the respondents

were found occasionally contacting to Subject matter specialist (SMS) in obtaining information on piggery farming. A large proportion of respondents (62.50%) and (60%) were occasionally contacting the Extension Officer (EO) and VDO/Village level Secretary, respectively. Only 3.75 per cent of respondents were regularly contacting with veterinary surgeon to obtain piggery related assistance.

It further reveals that majority (72.50%) of the respondents had never contacted Block Development Officer (BDO) for seeking information related to piggery farming and a mere 7.50 per cent of them were regularly contacting Non-governmental organizations (NGOs) It might be due to lack of easy access and less perceived need to visit to higher officials like VDO, BDO and veterinary surgeon.

Table 5: Distributions of respondents according to the extension agency contact for pig enterprises

Extension agency	Category	Trainees (N=80)
VDO/Village Secretary	Regularly	7 (8.75)
	Occasional	48 (60.00)
	Never	25 (31.25)
Vet surgeon	Regularly	3 (3.75)
	Occasional	32 (40.00)
	Never	45 (56.25)
BDO	Regularly	5 (6.25)
	Occasional	17 (21.25)
	Never	58 (72.50)
Subject Matter Specialist	Regularly	19 (23.75)
	Occasional	60 (75.00)
	Never	1 (1.25)
Extension Officer	Regularly	22 (27.50)
	Occasional	50 (62.50)
	Never	8 (10.00)
NGOs	Regularly	6 (7.50)
	Occasional	37 (46.30)
	Never	37 (46.30)
Others	Regularly	13 (16.25)
	Occasional	42 (52.50)
	Never	25 (31.25)

Figures in the parentheses indicate the percentage

Majority (57.50%) of the respondents had low level of extension agency contact, as it is obvious from the Table 6. The table further reveals that, about 35 per cent of the respondents belonged to medium level of extension agency contact and 7.50 per cent of the respondents fell in high level of extension agency contact. The finding is in contrast with that of Seth (2012), Jeelani (2014) [5], Gulkari (2014) [4], Anand (2016) [1] and Khode (2018) [8] who found that majority of the respondents fell under medium level of extension agency contact. However, it does tally with findings of Biswas (2008) [2], and Sasikala *et al.* (2012) [11] who reported low level extension contact.

Table 6: Distribution of respondents according to the level of their extension agency contact

Level of extension agency contact	Trainees (N=80)
Low (≤ 5)	46 (57.50)
Medium (6-8)	28 (35.00)
High (≥ 9)	6 (7.50)
Mean \pm S.E.	5.47 \pm 0.25

Figures in the parentheses indicate the percentage

Conclusion

Majority of the piggery entrepreneurs had their utilization of

information sources at medium level and also medium level of mass media exposure whereas more than half of them had low level of extension agency contact. Mass media channels, informal sources and extension agent's capacities needs to be fully exploited for ensuring better participation in training program as well as taking well informed decisions in the day to day operations of the enterprises. Curiosity, tapping onto the available information sources and cosmopolitanism is a crucial character trait of entrepreneurs who wish to sustain and earn profit. It can be deduced that pig entrepreneurs with medium communication traits constitute a bulk amongst trainees at piggery entrepreneurship development programme and therefore, preference needs to be given to this client group for human resource development by enhancing their mass media exposure and extension agency contact as it is inevitable for the entrepreneurship development and employment generation.

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