

## **Impact of Entrepreneurship Training To Rural Farmers In Generation of Income, Growth And Maintenance of Poultry Farm In Namakkal District**

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### **Abstract**

Agriculture and allied sector is the main stay of Indian economy. It creates employment opportunity for two-thirds of the population in the country. Among the various agriculture and allied activities, poultry farming is one of the important components of farmers' for their income generation by providing eggs, meat, manures with an small investment. To achieve the desired results of poultry farmers, they are in need of adequate training to meet the challenges in poultry farm industry. The challenges are poultry immunity, health, demand and supply, farming technique, desire control, farm management practice are the important challenges for the poultry farmers. To manage these challenges, the poultry farmers are required an efficient training. In this context, the present study is examine the profile of the poultry farmers, reasons for selection of particular strain, the level of income and efficiency in poultry farm management before and after the training obtained by the poultry farmers. The present investigation was carried out in Nammakkal district of Tamilnadu in connection with an impact of entrepreneurship training to the rural farmers in generation of income, growth and maintenance of poultry farm. This study also exhibits the profile of poultry farmer, their awareness level, so on. In this study, one hundred and eighty four farmers who are practicing and non practicing poultry farmers were considered as the sample which is 25% of total farms in nammakkal district. The frequency, correlation and multiple regression analysis have been used for analyse the primary data. The suitable hypothesis has also been framed and analysed.

**Key words:** Entrepreneurship training, rural farmers, poultry farm, production of eggs, Namakkal district,

## Introduction

Poultry industry is an important agro – based industries in the world. India occupies third place in the world egg production and it is among the twenty top producers in the world in broilers. Indian poultry industries are providing employment opportunities to more than four million people in the rural area directly and indirectly. People depends on poultry for food and it provides additional income to supplement the income of small and marginal farmers' family. In Tamil Nadu, the poultry industry has witnessed significant growth since 1970.

Entrepreneurship training is vital to improve the person for self employment growth. It makes capable the person with additional knowledge, attributes in related job. This study relates with impact of entrepreneurship training to rural farmers for the growth and maintenance of poultry farm in Namakkal district. Poultry is a common term used to refer different aspects of birds like chicken, turkeys, quails, pheasants and sea fowls. However, in this study, the term has been used to refer only to the commercial layer chickens which are reared for the purpose of production of eggs, by the entrepreneurs who is running old, and runs a new business of poultry (chicken).

In this context, the researcher tries to analyses the profile of poultry farmers, factors influencing in selection of particular strain, the impact of entrepreneurship training in generation of income, growth and maintenance of poultry before and after the training obtain by farmers.

## Objective of the Study

1. To study the profile of poultry farmers and poultry farms.
2. To study the awareness level of poultry farmers towards improved management training.
3. To analyses the impact of Training towards the poultry farmers in the generation of income, growth and maintenance of poultry farm before and after the training.

## Scope of the Study

The scope of the present investigation on the impact of the Entrepreneurial Training of farmers would help the farmers to understand the various technical and non-technical aspects and management practices related to poultry farms. In the present situation, the big farmers are largely engaged in the poultry farm industry than the small and marginal farmers. About 80% of the small and marginal farmers are out of the coverage of poultry farm growing. This

is due to the inadequate skill to manage the farm and fear to face the various problems associated in poultry farm industry. Hence, the researcher is to bring out the importance of training to the small and marginal farmers, which would enable them to gain, adequate skill in these areas. Moreover, 20% of the farmers having the poultry farms in which, majority of the farmers are big farmers and non-farmers. It indicates that the, low percentage of farmers are undertaking poultry farm as an agricultural allied activities, due to the inherent problems in poultry industries. Since the, majority of the farmers are out of the coverage of poultry farm industries, it would affects their employment and income. This happens, due to the lack of proper training in the poultry farm establishment and management practices in the Technical and Non-Technical area. Hence, this study would help to bring more farmers to enter into the poultry industry and it would paves ways to generate additional income along with their agriculture income of the farmers. Further, this study would also solve the various issues related to the existing poultry farm industry through the means of effective training.

## **METHODOLOGY USED IN THIS STUDY**

### **(i) Area of the study**

Namakkal district is a newly formed district, which bifurcated from Salem district, it is functioning from 1997. This district consists of Eight Taluks namely Namakkal, Rasipuram, Thiruchengode, Paramathi velur, Kolli Hills, Sendamangalam and Komarapalayam and Mohanur. For the Administrative purposes, the districts have been divided into 2 Revenue divisions, 8 Taluks, 13 Blocks and 454 villages. Further, the district have also been divided into 10 corporations and municipalities, 24 Town pancyayats and 648 pancyayath villages. Out of Eight Taluks, Namakkal, Thiruchengode and Rasipuram are the major Taluks in which more poultry farms are available. Hence, the researcher has selected the Namakkal district exclusively for the study.

### **(ii) Sources of data**

In this study, the extensive use of both the primary and secondary data were used. The primary data have been collected from poultry growing farmers as well as non-farmers and the secondary data have been collection from records of poultry farm owners associations, journals, websites, department of statistics.

### **(iii) Sampling design**

The Namakkal District consists of Eight Taluks namely Namakkal, Rasipuram, Thiruchengode, Paramathi velur, Kolli Hills, Sendamangalam and Komarapalayam and Mohanur. Out of the Eight taluks, poultry farms are the seven excluding Kollihills

have been taken for the study. In which, the researcher has selected 25% as sample of 184. The details of sample selection are given below.

**Table of Sample Framing**

Sl. No.	Name of the Village	Total no. of Poultry farms	Sample farms
1	Namakkal	408	102
2	Rasipuram	110	28
3	Tiruchengode	100	25
4	Paramathi velur	80	20
5	Sendamangalam	20	5
6	Kumarapalayam	10	2
7	Mohanur	10	2
8	Kolli hills	--	--
	Total	738	184

**Note:** Sample size 25% on the total poultry farms which rounds the figure of **184** in number.

### Limitations of The Study

1. The area of the study is limited to Namakkal Taluk of Tamilnadu.
2. The research has been undertaken based on the views, opinion and information provided by the poultry farm owners as they furnished some information from their memory, the accuracy is subject to the recall basis.
3. The survey was conducted only in Namakkal Taluk, Tamilnadu State. Hence, the results arrived from the study may or may not be applied to other states of India because the profile of the farmers, geography, development varies from place to place.

### Review of Literature

**Victoria Westbrooke, David Gray and Elizabeth Kemp (2019)** have observed, new poultry farmers can be expensive to train, both financially and in terms of the time required. A case study of poultry farmers with four years' experience was conducted to gather

information on the training of poultry farm. The study found that there was an emphasis on 'learning-by doing', developing expertise involved progressing from simpler to more complex problems and farming systems.

**Behaghel et. Al (2015)** has observed in his study that low agricultural productivity and limited adoption of new agricultural technologies by farmers are key development challenges across Sub-Saharan Africa. Researchers evaluated the impact of a farmer-to-farmer training program on Ugandan farmers' knowledge and use of improved dairy farming practices, as well as dairy production and revenues. Overall, the farmer-to-farmer training program improved farmers' knowledge, productivity and revenues.

**John Mills et.al (2012)** have outlined the origin of skill sets and explains the difference between skill sets developed by national vocational education and training (VET) industry bodies for training packages and those developed by registered training organisations (RTOs) for particular clients. The researchers consider the rationale for skill sets and explain their role in the national training system. They suggest that skill sets are a valuable VET solution because of their flexibility and capacity to be responsive to changing labour market needs. Cost effective and narrow job available in farm sector through this skill set.

**Khairul Baharein Mohd Noor, Kamariah Dola (2011)** have investigated the impact of training on Malaysian livestock farmers' capabilities and performance level in their farm practice. The impact of training on farmers can be summarized into six major benefits according to priority: (i) increased in work quality (ii) increased in farm products (iii) cost savings (iv) time savings (v) increased in income and finally (vi) increased in networking. Training provided to the farmers has not only helped them improved their individual capabilities, but more important, boost their morale and motivation that clearly contributed to their positive performance level.

**Shobhana Jain (2005)** have pointed out that, to achieve the high level of production adoption of latest technology and poultry training is important. From research system to farm families adoption of latest technology will improve the production level. Krishi Vigyan Kendra is the latest effort in this direction which primarily focuses on vocational training in agriculture and allied sector.

## **Analysis and Interpretation**

In this paper, the analysis and discussion of "A study on the impact of entrepreneurship training to rural farmers for the growth and maintenance of poultry farming Namakkal District" are presented based on the opinion of a sample of 184 poultry farmers from Namakkal District.

### Frequency analysis - Poultry Farmers

Particulars		Respondents	Percentage
Age	Below 30years	16	09
	31-40	43	23
	41-50	67	36
	Above50	58	32
<b>Total</b>		<b>184</b>	<b>100</b>
Gender	Male	159	86
	Female	25	14
<b>Total</b>		<b>184</b>	<b>100</b>
Educational Level	No formal education	70	38
	School level	80	43
	Graduate	34	19
<b>Total</b>		<b>184</b>	<b>100</b>
Monthly Income Level	Less than Rs. 25,000	43	23
	Rs. 26,000 to Rs. 40,000	50	27
	Rs. 41,000 to Rs. 55,000	60	33
	More than Rs. 56,000	31	17
<b>Total</b>		<b>184</b>	<b>100</b>
Marital Status	Married	168	91
	Unmarried	16	09
<b>Total</b>		<b>184</b>	<b>100</b>
Family Size	Lessthan2 members	16	09
	3 members	66	36
	4 members	94	51
	5 and above	08	04
<b>Total</b>		<b>184</b>	<b>100</b>

The above table reveals that among the total poultry farmers, 67 (36%) of the respondents are belong to 41-50 years of age, 58 (32%) are above 50 years, 43 (23%) belong to 31-40 years of age and 16 (9%) are below 30 years. It was observed that maximum 36% of the respondents are belongs to age group of 41-50 years.

Among the total poultry farmers, 159 (86%) are male and 25 (14%) are female. It was observed that the majority 86% of the poultry farmers belong to male category.

*In Educational level of farmers, 80 (43%) are studied up to school level, 70 (38%) have no formal education, 34 (19%) are graduates. Maximum 43% of the poultry farmers are studied up to school level.*

While analyzing the monthly income of the total poultry farmers, 60 (33%) of the farmers are having income level between Rs.41,000 to Rs.55,000, 50 (27%) have income level between Rs.26,000 to Rs.40,000, 43 (23%) of them have income level as less than Rs.25,000 and Rs.31000 (17%) have more than Rs. 56,000 per month. Hence it was observed that maximum 33% of the poultry farmers monthly income level is in between Rs. 41,000 to Rs. 55,000.

Regarding marital status of the poultry farmers 168 (91%) are married and 16 (9%) are unmarried. The majority 91% of the poultry farmers are married.

Family size of the poultry farmers' 94 (51%) farmers have four members in their family, 66 (36%) have three members, 16 (9%) have less than two members and 8 (4%) have five members and above in their family. The majority 51% of the poultry farmers have four members in their family.

### ***Average Rank- Personal factors and the factors influencing the reasons for starting poultry farming***

Personal factors			B1	B2	B3	B4	B5	B6
Age(years)	Up to 30years	AR	1.21	2.12	1.23	2.24	2.26	2.15
		FR	1	3	2	5	6	4
	31-40	AR	2.12	2.56	1.84	2.36	3.85	4.25
		FR	2	4	1	3	5	6



Personalfactors			B1	B2	B3	B4	B5	B6
	41-50	AR	2.14	1.85	2.96	2.36	3.45	2.67
		FR	2	1	5	3	6	4
	Above50years	AR	1.26	2.89	2.35	4.26	2.45	2.36
		FR	1	5	2	6	4	3
Gender	Male	AR	3.45	5.86	2.56	3.46	4.56	2.12
		FR	3	6	2	4	5	1
	Female	AR	2.15	2.36	4.56	8.96	7.56	5.69
		FR	1	2	3	6	5	4
Marital Status	Married	AR	2.45	3.45	1.26	2.39	4.59	3.59
		FR	3	4	1	2	6	5
	Unmarried	AR	5.96	2.45	3.56	1.56	4.59	3.87
		FR	6	2	3	1	5	4
Educationa lLevel	No formaleducation	AR	4.36	2.56	2.89	5.89	2.90	2.45
		FR	5	2	3	6	4	1
	Schoollevel	AR	4.59	2.69	3.89	2.56	4.89	3.49
		FR	5	1	4	2	6	3
	College level	AR	2.36	2.45	2.56	2.57	3.59	2.46
		FR	1	2	4	5	6	3
Monthly Income (in Rs.)	LessthanRs. 25,000	AR	1.12	2.45	3.44	3.45	4.98	2.69
		FR	1	2	4	5	6	3
	Rs. 26,000 to Rs. 40,000	AR	4.26	3.89	4.86	2.48	2.96	5.89
		FR	4	3	5	1	2	6
	Rs. 41,000 to Rs. 55,000	AR	5.89	4.96	2.86	3.58	4.18	2.89
		FR						



Personal factors			B1	B2	B3	B4	B5	B6
		FR	6	5	1	3	4	2
	More than Rs. 56,000	AR	3.56	1.98	2.46	3.57	2.54	2.58
		FR	5	1	2	6	3	4
Size of Family	Less than2	AR	1.24	2.45	2.89	3.45	5.96	2.86
		FR	1	2	4	5	6	3
	3	AR	5.69	5.88	4.15	3.45	2.46	2.56
		FR	5	6	4	3	1	2
	4	AR	4.23	2.56	3.56	4.59	4.58	4.12
		FR	4	1	2	6	5	3
	5 andabove	AR	2.52	2.56	3.45	4.59	5.89	3.84
		FR	1	2	3	5	6	4

**Note: AR-Average Rank FR-Final Rank**

It is found from the above table that the poultry farmers irrespective of their personal classification have given priority to poultry farming is profitable business (B1) as the top priority, followed by less water is required for poultry farming (B2) when compared to other factors.

It is concluded that among the various factors influencing the reasons for selecting poultry farming, the poultry farmers irrespective of their personal classification have given top priority to profitable business, when compared to all other factors.

***Whether training is obtained by the farmers before establishing poultry farm***

Whether training	Number of poultry	Percentage
Yes	156	85
No	28	15
<b>Total</b>	<b>184</b>	<b>100</b>

It is found from table, that 156 (85%) farmers have obtained training before establishing poultry farm whereas 28 (15%) have not obtained any training.

It is concluded that majority 85% of the poultry farmers have obtained training before establishing poultry farm.

### **Awareness about improved management practices before entrepreneurship training**

The table describes about improved management practices before entrepreneurship training.

#### *Awareness about improved management practices of poultry farming before entrepreneurship training*

<b>Management practices</b>	<b>Very high awareness</b>	<b>High awareness</b>	<b>Moderate awareness</b>	<b>Low awareness</b>	<b>Verylow awareness</b>	<b>Total</b>
Finance and loan facilities	92 (51%)	54 (30%)	10 (5%)	22 (12%)	6 (2%)	184 (100%)
Vaccination And preventive measures	64 (34%)	52 (29%)	30 (16%)	20 (11%)	18 (10%)	184 (100%)
Feed preparation and formulation	18 (10%)	108 (59%)	24 (13%)	12 (7%)	20 (11%)	184 (100%)
Poultry shed and housing	20 (11%)	16 (9%)	66 (36%)	42 (23%)	38 (21%)	184 (100%)
Disease diagnosis and health care	24 (13%)	42 (23%)	12 (07%)	84 (45%)	22 (12%)	184 (100%)
Chicks rearing/ Brooding management	26 (14%)	18 (10%)	24 (13%)	78 (43%)	36 (20%)	184 (100%)
Value addition	106 (57%)	18 (10%)	16 (9%)	28 (15%)	16 (9%)	184 (100%)
Culling/selection of birds	88 (47%)	42 (23%)	20 (11%)	24 (13%)	10 (6%)	184 (100%)

Feeding and Watering management	38 (21%)	50 (27%)	60 (32%)	28 (15%)	8 (5%)	184 (100%)
Layer management	48 (25%)	38 (15%)	46 (20%)	8 (5%)	44 (24%)	184 (100%)
Bird/Meat/egg marketing	74 (40%)	28 (15%)	24 (13%)	8 (5%)	50 (27%)	184 (100%)
Incubation/hatching	32 (18%)	40 (21%)	42 (23%)	20 (11%)	50 (27%)	184 (100%)
Compost preparation	26 (14%)	42 (23%)	80 (44%)	24 (13%)	10 (6%)	184 (100%)
Chick purchasing	54 (29%)	24 (13%)	16 (9%)	18 (10%)	72 (40%)	184 (100%)
Breeding/mating aspect	52 (29%)	22 (12%)	28 (15%)	20 (11%)	62 (33%)	184 (100%)
Maintenance of records/Accounts	28 (15%)	24 (13%)	38 (21%)	74 (40%)	20 (11%)	184 (100%)

*It is evident from table 39, that out of the total poultry farmers taken for the study, 52 (57%) have very high awareness towards value addition, 54 (59%) have high awareness towards feed preparation and formulation, 40 (44%) have moderate awareness towards compost preparation and so on.*

*It is concluded that majority of the poultry farmers have high level of awareness towards feed preparation and formulation as the management practice before entrepreneurship training.*

#### **Awareness about improved management practices after entrepreneurship training**

#### **Awareness about improved management practices after entrepreneurship training**

Management practices	Very high awareness	High awareness	Moderate awareness	Low awareness	Very low awareness	Total
Finance and loan facilities	45 (49%)	22 (24%)	4 (5%)	12 (13%)	8 (9%)	156 (100%)
Vaccination and preventive measures	36 (40%)	21 (23%)	5 (5%)	6 (7%)	23 (25%)	156 (100%)
Feed preparation and formulation	12 (13%)	14 (16%)	23 (25%)	12 (13%)	30 (33%)	156 (100%)
Poultry shed and housing Management	11 (12%)	14 (15%)	12 (13%)	15 (16%)	39 (44%)	156 (100%)
Disease diagnosis and health care	60 (66%)	12 (13%)	4 (5%)	8 (9%)	7 (7%)	156 (100%)
Chicks rearing/Brooding management	19 (21%)	12 (13%)	14 (15%)	15 (16%)	31 (35%)	156 (100%)
Value addition	25 (27%)	12 (12%)	14 (15%)	12 (12%)	28 (22%)	156 (100%)
Culling/Selection of birds	8 (10%)	6 (7%)	12 (12%)	35 (28%)	30 (22%)	156 (100%)
Feeding and watering management	21 (23%)	12 (13%)	11 (12%)	15 (16%)	32 (36%)	156 (100%)
Layer management	14 (15%)	18 (20%)	12 (12%)	24 (26%)	23 (26%)	156 (100%)
Bird/Meat/Egg marketing	26 (20%)	12 (12%)	13 (14%)	17 (10%)	23 (25%)	156 (100%)
Incubation/hatching	12 (12%)	15 (16%)	34 (27%)	19 (21%)	11 (12%)	156 (100%)
Compost preparation	18 (20%)	12 (12%)	26 (20%)	29 (21%)	06 (7%)	156 (100%)
Chick purchasing	19 (21%)	42 (46%)	12 (12%)	14 (15%)	04 (5%)	156 (100%)
Breeding/mating aspect	39 (42%)	12 (12%)	26 (20%)	5 (5%)	09 (10%)	156 (100%)
Maintenance of records/Accounts	16 (16%)	06 (7%)	07 (8%)	26 (20%)	36 (40%)	156 (100%)

From the above table, it is evident that out of the total poultry farmers 60 (66%) have very high awareness towards disease diagnosis and health care. 42 (46%) have high awareness towards chick purchasing as improved management practices after entrepreneurship training. 34 (37%) of the poultry farmers are having moderate awareness in management practice.

It is concluded that majority of the poultry farmers have very high level of awareness towards diseased diagnosis and health care as the improved management practice after entrepreneurship training.

### Comparing the achievements before and after starting poultry farm

The following table describes the achievements of poultry farmers before and after starting poultry farm. Their achievements are classified as afford medical insurance, maintain food security, afford school fees for children, able to save, rehabilitation/build a house, bought a land.

**Table of comparing the achievements before and after starting poultry farm**

Achievements	Before poultry farming		Total	After poultry farming		Total
	(yes)	(No)		(yes)	(No)	
Afford medical insurance	69 (38%)	115 (62%)	184	88 (48%)	96 (52%)	184
Maintain food security	98 (53%)	86 (47%)	184	76 (41%)	108 (59%)	184
Afford school fees for children	102 (55%)	82 (45%)	184	115 (63%)	69 (37%)	184
Able to save	126 (68%)	58 (32%)	184	180 (97%)	4 (3%)	184
Rehabilitate/build a house	146 (79%)	38 (21%)	184	150 (82%)	34 (18%)	184
Bought a land	164 (89%)	20 (11%)	184	176 (96%)	8 (4%)	184

It is found from the above table that, out of the total of 184 poultry farmers 126 (68%) of the farmers are not able to save money before the training, and 180 (97%) of farmers were able to save after the training.

It is concluded that majority 97% of the farmers are able to save money, 96% are able to buy, 82% are able to build know a house after poultry farm training.

### Level of improved management practices after entrepreneurship training

The table below describes the results of multiple regression analysis in terms of various independent variables (statements), correlation (R), coefficient of determination (R<sup>2</sup>), and incremental value R<sup>2</sup>.

**Table of Multiple Regression analysis – Improved management practices after entrepreneurship training:**

Management practices	Correlation coefficient(R)	Coefficient of determinant (R <sup>2</sup> )	Incremental Value in R <sup>2</sup>
Finance and loan facilities	0.525	0.231	0.000
Vaccination and preventive measures	0.612	0.541	0.281
Feed preparation and formulation	0.612	0.591	0.014
Poultry shed and housing management	0.545	0.241	0.041
Disease diagnosis and healthcare	0.525	0.211	0.075
Chicks rearing/Brooding	0.212	0.245	0.171
Value addition	0.767	0.589	0.045
Culling/selection of birds	0.672	0.756	0.030
Feeding and watering management	0.515	0.326	0.026
Layer management	0.541	0.256	0.256
Bird/Meat/egg marketing	0.514	0.241	0.041
Incubation/hatching	0.548	0.214	0.036
Compost preparation	0.515	0.261	0.010
Chick purchasing	0.662	0.336	0.021
Breeding/mating aspect	0.575	0.211	0.039
Maintenance of records/Accounts	0.012	0.321	0.261

It is found that from the above table the various dependent variables (statements), vaccination and preventive measures contributes to 28.1% followed by layer management 25.6% and Chick streaming/Brooding management with 17.1% on the variations in the dependent variable.

It is concluded that among the variables considered for the study Vaccination and preventive measures contribute maximum of 28.1% on the variations of dependent variables when compared to other variables.

### Effect of Training on farmers' income

*The table, describes the effect of training on farmer's income. It is classified as income increased, maintaining existing income and income decreased.*

#### *Effect of training on farmers' income*

<b>Effect of training on Income of Poultry farm</b>	<b>Number of poultry farmers</b>	<b>Percentage</b>
Income increased	59	38
Maintaining existing income	97	62
Income decreased	-	-
<b>Total</b>	<b>156</b>	<b>100</b>

It is found from the above table, that among the total of 156 poultry farmers who have training, 97 (62%) are maintaining existing income and 59 (38%) are gaining higher income after the training.

It is concluded majority 62% of poultry farmers are maintaining existing income from poultry farming.

#### *Comparing the level of income before and after starting poultry farming*

<b>Income level</b>	<b>Before poultry farming</b>	<b>After poultry farming</b>	<b>Total</b>
Very high	89 (48%)	95 (52%)	184 (100%)



High	46 (25%)	138 (75%)	184 (100%)
Moderate	130 (71%)	54 (29%)	184 (100%)
Low	56 (30%)	128 (70%)	184 (100%)
Very low	49 (27%)	135 (73%)	184 (100%)

It is found from table, that among the total of 184 poultry farmers, 130 (71%) farmers have opined that their income level is moderate before starting of poultry farming as against 138 (75%) have opined that their income level is high after the poultry farm started.

It is concluded that majority 75% of the poultry farmers have opined that their income level is high after starting poultry farming.

### Monthly Earnings of farmers from poultry farm

The table 68 describes the monthly earnings of farmers from poultry farming. The monthly earning of farmers are classified as less than Rs. 10,000 pm, Rs. 11,000 to Rs. 15,000 pm, Rs. 16,000 to Rs. 20,000 and above Rs. 21,000.

### *Earnings from of farmers poultry farming (per month)*

<b>Earnings from poultry farming(per month)</b>	<b>Number of poultry farmers</b>	<b>Percentage</b>
Less than Rs. 10,000	46	25
Rs. 11,000 to Rs. 15,000	28	15
Rs. 16,000 to Rs. 20,000	91	49
AboveRs. 21,000	19	11
<b>Total</b>	<b>184</b>	<b>100</b>

It is found from table, that among the total of 184 poultry farmers, 91 (49%) farmers have earned Rs. 16,000 to Rs. 20,000 per month and 46 (25%) have earned less than Rs. 10,000 PM , 28 (15%) have earned between Rs. 11,000 to Rs.15,000 PM and 19 (11%) have earned above Rs. 21,000 PM from poultry farm.

It is concluded that maximum 49% of the farmers have earned between Rs.16, 000 to Rs. 20,000 as their monthly income in poultry farming.

## Findings

Based on the objectives of the study, the analysis matched with objectives are framed with following findings:

### Personal Factors–Results of percentage analysis

- Maximum (36%) of the poultry farmers' are belong to the age group of 41-50 years.
- Majority (86%) of the poultry farmers are belong to male category.
- Maximum (43%) of the poultry farmers are studied up to school level.
- Maximum (33%) of the poultry farmer's monthly income level is in between Rs.41,000 to Rs. 55,000.
- Majority (91%) of the poultry farmers are married.
- Majority (51%) of the poultry farmers have four members in their family.
- Majority (61%) of the poultry farmers are members in the poultry farmers association. Majority (85%) of the poultry farmers belong to Namakkal division.
- Maximum (48%) of the poultry farmers have large scale farming with more than 50,001 birds.
- Majority (80%) of the poultry farmers have layer and broilers farmers.
- Maximum (41%) of the poultry farmers have selected boy and for their farming.
- Among the total of 184 farmers, the top priority is given by the more hen housed eggs is the reason for selecting the strain.

### To analyse the impact of training towards the poultry farmers in the growth and maintenance of poultry before and after training

- Maximum 15% of the poultry farmers have given top priority to vaccination and preventive measures as their training needs.
- Majority (59%) of the poultry farmers have high level of awareness towards feed preparation and formulation as their management practice before entrepreneurship training.
- Majority (66%) of the poultry farmers have very high level of awareness towards disease diagnosis and health care as the improved management practice after

entrepreneurship training.

- Majority (86%) of the poultry farmers have fully adopted disease diagnosis and health care as improved management practices before entrepreneurship training.
- Majority (62%) of the farmers have fully adopted bird/meat/egg marketing practices as the improved management practice after entrepreneurship training.

### *Results relating to Average Rank Analysis*

- Among the various personal factors that are oriented for ranking of training needs of poultry farmers, top priority is given, by them is to finance and loan facilities, followed by the value addition.

### *Results relating to Multiple Regression Analysis*

Among the different variables considered for the study, poultry shed and housing management contributes a maximum of 33.6% on the variations of dependent variables when compared to other variables.

Among the variables considered for the study, vaccination and preventive measures contributes a maximum of 28.1% on the variations of dependent variables when compared to other variables.

### **Suggestion**

By this study it is suggested that farmers should take entrepreneurship training for the growth and maintenance of poultry farm. It is suggested that for the regular income of farmers entrepreneurship training is vital which in turn results to avoid credit enhancement. Sustaining of agriculture is easy to farmers only by adopting entrepreneurship training on poultry farm to rural farmers.

### **Conclusion**

It is concluded that farmers need entrepreneurship training for their sustainability of agriculture and regular income possession. By poultry farm, farmers can easily earn regular income which in turn again results with sustainability of agriculture. Profile of the farmers is enhanced by having entrepreneurship training and using the poultry farm business.

### Future study

In future researcher can study other type of poultry farm which relates with birds, turkey, quails, pheasants and sea fowls. Researcher also can study the comparative study of agriculture income and poultry income. It is noted that researcher are able to study growth of chicken farm poultry in modern days.

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