

Original Research Article**Impact of Extension Interventions on Capacity Building of Tribal Backyard Poultry****Owners****Abstract**

The present study was conducted to highlights the impact of extension interventions on capacity building of tribal backyard poultry owners in randomly selected six villages of Narayanganj and Niwas blocks of Mandla district. Data were collected through a structured interview schedule from 60 tribal poultry owners by personal interview method. Suitable extension interventions like group discussion, awareness cum animal health treatment camps, exposure visits, training programmers were applied in the study areas. The capacity building of poultry owners were measured on the basis of improvement in knowledge and change in attitude towards scientific poultry farming practices. The chi-square test was applied 'before' and 'after' interventions of various extension strategies. The study showed a significant improvement in the knowledge and attitude of tribal poultry owners after extension interventions. The chi-square value (64.67 and 65.19) is also highly significant at 1 per cent level which is a clear indication of improvement in knowledge and attitude among poultry owners in the study areas

Key words: backyard, capacity building, extension, tribal

Introduction

Poultry farming is possible in widely different agro-climatic environment as the fowl possesses marked physiological adaptability. Requirement of small space, low capital investment, quick return from outlay and well distributed turn over throughout the year make poultry farming remunerative in both rural and urban areas. The rearing of poultry provides an excellent opportunity for gainful employment to idle or unemployed members of rural

communities (NCA, 1976). Traditionally, the village poultry in tribal areas is based on non-descript varieties of poultry stock and their productivity is also very low as compared to improved backyard poultry.

Several studies show that these poor tribal people have not been enriched by the knowledge emanating from the research institutions or extension centre. Because of this the tribal people are not able to exploit the potential of their birds and sometimes suffer from the loss of their flocks, leading to poverty. Training and development leads to improved profitability and more positive attitudes towards profit orientation (Singh, 2012).

Knowledge as a body of understood information possessed by an individual or by a culture (English and English, 1958) is one of the important components of the adoption behavior. Knowledge is the pre-requisite for acceptance and adoption of scientific practices. Exposure to, and use of appropriate information by poor livestock owners will help them to improve knowledge enabling them to obtain more output from their animals, thereby helping them to move out from the poverty (Ramkumar *et al.*, 2003). Keeping in this in view, the present was undertaken to study the impact of extension interventions on capacity building of tribal backyard poultry owners in Mandla district of Madhya Pradesh.

Materials and Methods

The present study was conducted in Narayanganj and Niwas blocks of Mandla District of Madhya Pradesh. Three villages were selected randomly from each block (i.e. Narayanganj and Niwas) for the present study. Data were collected through a structured interview schedule from 60 tribal poultry owners by personal interview method. On the basis of existing status and constraints perceived by tribal poultry owners suitable extension strategies was developed in active consultation with the scientists of All India Co-ordinated Research Project on Poultry Breeding, Animal Nutrition, Veterinary Medicine, Livestock Production Management and Veterinary Gynaecology departments of the university to

improve the backyard poultry farming practices in Mandla district. Suitable extension interventions like group discussion, awareness cum animal health treatment camps, exposure visits, training programmers were applied in the study areas.

Results and Discussion

Extension strategies for improvement of backyard poultry farming practices

The following extension strategies were adopted in all the selected villages of the study areas.

Awareness campaigns

Six awareness campaigns in different selected villages of Narayanganj and Niwas blocks were organized to aware the tribal people regarding the housing, feeding, management, healthcare, vaccination and marketing of improved backyard poultry farming . The details of different awareness campaigns are presented in Table 1.

Table 1: Awareness campaigns conducted in Narayanganj and Niwas block of Mandla district

Particular	Blocks	Villages	Date
Awareness campaigns	Narayanganj	Ghughri	12/7/2014
		Khapa	18/7/2014
		Moiyanala	25/7/2014
	Niwas	Gadra	08/8/2014
		Bhajia	23/8/2014
		Dala	17/10/2014

Exposure visits

Two exposure visits was organized at All India Co-ordinated Research Project on Poultry Breeding, Nanaji Deshmukh Veterinary Science University, Jabalpur to motivate the tribal people to form SHGs. The number of participants in each visit was 40. The details of two exposure visits are presented in Table 2.

Table 2: Exposure visits of the tribal poultry owners

Particular	Blocks	Villages	Date	No. of participants
Exposure visits	Narayanganj	Ghughri	19/9/2014	40
		Khapa		
		Moiyanala		
	Niwas	Gadra	24/10/2014	40
		Bhajia		
		Dala		

Trainings

Two training programmes (3 days) to the members of SHGs were organized at All India Co-ordinated Research Project on Poultry Breeding, Nanaji Deshmukh Veterinary Science University, Jabalpur and village level to improve the knowledge and skills of the member of SHGs. The details of training programmes are presented in Table 3.

Table 3: Training programmes organized in Narayanganj and Niwas block of Mandla district

Particular	Blocks	Villages	Date	No. of participants
Training	Narayanganj	Ghughri	05 th -07 th November, 2014	30
		Khapa		
		Moiyanala		
	Niwas	Gadra	4 th -6 th December,	30

		Bhajia	2014	
		Dala		

Improvement in knowledge

The improvement in knowledge gain among the members of SHGs ‘before’ and ‘after’ extension interventions is presented in Table 4. A cursory look at Table 4 indicates that before applying the extension interventions majority (96.67%) of the respondents had low level of knowledge whereas, after extension interventions majority of the respondents (75.00%) had medium level of knowledge.

Table 4: Distribution of respondents according to knowledge level ‘before’ and ‘after’ extension interventions (n=60)

Variable	Category	Before	After	Chi-square value
Knowledge	Low	58 (96.67)	15 (25.00)	64.67**
	Medium	02 (03.33)	45 (75.00)	
	High	00	00	
Total		60	60	

Values in parentheses indicate percentage

***Significant (P<0.01)*

Chi-square test was applied to find out the test of significance between ‘before’ and ‘after’ knowledge of the respondents. The Table shows that, the chi-square value is highly significant at 1 per cent level which is a clear indication of improvement in knowledge among members of SHGs in the study areas. Similar study was reported by Kirar *et al* (2013).

Change in attitude

The attitude change among the SHGs members ‘before’ and ‘after’ extension interventions is presented in Table 5 which indicates that before applying the extension interventions majority of the respondents (91.67%) had low level of attitude but after the extension interventions majority of the respondents (81.67) had medium level of attitude.

Table 5: Distribution of respondents according to attitude level ‘before’ and ‘after’ extension interventions (n=60)

Variable	Category	Before	After	Chi-square value
Attitude	Low	55 (91.67)	11 (18.33)	65.19**
	Medium	05 (08.33)	49 (81.67)	
	High	00	00	
Total		60	60	

Values in parentheses indicate percentage

***Significant ($P < 0.01$)*

The Chi-square value is highly significant at 1 per cent level which is an obvious sign of change in attitude of respondents towards poultry farming practices. Similar study was reported by Kirar *et al* (2013).

Conclusion

The present study shows the importance of extension interventions on capacity building of tribal poultry owners. The findings revealed that, the knowledge and attitude level of poultry significantly improve with the help of different extension interventions. Such types of extension educational efforts are very successful for promoting backyard poultry farming practices and improving livelihood of poor farmers.

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