

**BRAC BENEFICIARIES' ATTITUDE TOWARDS
POULTRY REARING**

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**BRAC BENEFICIARIES' ATTITUDE TOWARDS
POULTRY REARING**

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This is to certify that thesis entitled “**BRAC BENEFICIARIES’ ATTITUDE TOWARDS POULTRY REARING**” submitted to the faculty of agriculture, sher-e-Bangla agricultural university, Dhaka, in partial fulfillment of the requirements for the degree of **Master of Science in Agricultural Extension and Information System**, embodies the result of a piece of bona-fide research work carried out by Mr. Mohammad Abdul Whab Roll and Registration no. 25175/00308 under my supervision and guidance. No part of the thesis has been submitted for any other degree or diploma.

I further certify that such help or source of information, as has been availed of during the course of this investigation has duly been acknowledged.

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BRAC BENEFICIARIES' ATTITUDE TOWARDS POULTRY REARING

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ABSTRACT

Bangladesh Rural Advancement Committee (BRAC) is the largest NGO in Bangladesh. The present study deals with BRAC beneficiaries' attitude towards poultry rearing. Attempts had been made: i) to determine and describe the selected characteristics of BRAC beneficiaries, ii) to determine and describe the extent of attitude towards poultry rearing by them, and iii) to explore the relationships between the selected characteristics of the BRAC beneficiaries with their extent of attitude towards poultry rearing. Five branches of Dhamrai area of BRAC was selected for the study. Out of 1000 BRAC beneficiaries, 100 respondents were selected randomly. Data were collected during April 2006, using interview schedule. The highest proportion (50%) of the respondents were medium aged, 44% of them were secondary level of education, 59% of the respondents were medium family size, 44% of the respondents belonged to the medium farm size, 53% of the respondents belonged to medium annual family income, 53% of the respondents belonged to the medium organizational participation, 66% of the respondents belonged to the medium cosmopolitaness, 54% of the respondents were medium extension contact, 59% of the respondents were medium knowledge on poultry rearing, 56% of the respondents were medium problem in poultry rearing. The highest proportion (68%) of the respondents had medium while 16 percent were low and 16 percent were high attitude towards poultry rearing activities. The study revealed that four characteristics of the respondents namely annual family income, cosmopolitaness, extension contact and knowledge on poultry rearing were significant positive relationship with their extent of attitude towards poultry rearing. Family size were negative relationship with their attitude towards poultry rearing. On the other hand, age, education, farm size, and organizational participation of the beneficiaries were no relationship with their extent of attitude towards poultry rearing.

CHAPTER I

INTRODUCTION

1.1 General Background

Bangladesh is predominantly an agricultural country. Livestock is one of the important segments of the overall economy of Bangladesh and poultry is a major component of it. It contributes about 36.31 percent of the Gross Domestic Product (GDP) and employing about 62 percent of the labor force (BBS, 2005). Obviously the economic development of the country depends to a great extent on the prior development of agricultural sector.

Majority of the people of Bangladesh are suffering from malnutrition, especially due to shortage of animal protein. Poultry can play a vital role in solving nutritional deficiency within a shortest possible time. Poultry as a source of meat and egg, has been playing an important role in human nutrition throughout the world. Furthermore, it has got a great potentiality to provide additional income to the farmers, specially the poor ones.

The scope of BRAC employment opportunity helps in changing the quality of life and socio economic development of the rural poor. The BRAC beneficiaries have medium to high scope for poultry rearing.

During mid-seventies, NGOs in Bangladesh started massive activities oriented with relief and charity aims, devoted to male and female development programmes with various sectional activities such as agriculture, fisheries, livestock, health and family planning credit and input delivery, cooperative etc. Now, BRAC is the largest development organization of the developing world, and its work has expanded beyond the national borders.

The main activities of BRAC are: a) Institution building including functional education; b) Credit operations; c) Income and employment generations; and d) Support service programmers. Each of these interventions is accepted to have different kinds of impacts on male and female lives.

Poultry rearing system in Bangladesh can be typically characterized as backyard type because 90% indigenous local poultry are raised in rural area by scavenging system. Since 1980 there was only some government poultry farm in the district level. Now there are about 70,000 private poultry farm in the country, Poultry rearing is a profitable enterprise. People accepts it as a business profession.

Poultry rearing is an important income generating activities for BRAC beneficiaries. It is quite pertinent and necessary to know the extent of attitude towards poultry rearing by BRAC beneficiaries. But a very limited research work has done on this aspect. Therefore the researcher felt necessity to

conduct a research entitled “BRAC beneficiaries’ attitude towards poultry rearing”.

1.2 Statement of the problem

BRAC is an NGO that mostly deals with landless male and female, the disadvantage class of the society. Poultry science has developed certain technologies in respect of breeding, feeding, housing, disease control, sanitation and other aspects which can increase substantially in poultry rearing. The farmers are the key elements of poultry rearing and ultimate users of these poultry technologies. In the method of implementing programmes of BRAC, it is necessary to investigate whether the programmes are achieving what it intended to achieve. In this regard the following questions or issues may be raised:

1. What are the characteristics of the BRAC beneficiaries?
2. To what extent BRAC beneficiaries involved in poultry rearing?
3. Is there any relationship between the characteristics of the BRAC beneficiaries with their extent of attitude towards poultry rearing?

In order to get a clear picture of the above questions the investigator undertook a study entitled “BRAC beneficiaries’ attitude towards poultry rearing”.

1.3 Objectives of the study

1. To determine and describe some selected characteristics of BRAC beneficiaries. The selected characteristics were as follows:

- i Age
 - ii. Education
 - iii. Family size
 - iv. Farm size
 - v. Annual family income
 - vi Organizational participation
 - vii. Cosmopolitaness
 - viii.Extension contact
 - ix. Knowledge on poultry rearing
 - x. Problems faced in poultry rearing
2. To determine and describe the by BRAC beneficiaries attitude towards poultry rearing
 3. To explore the relationship between the selected characteristics of the BRAC beneficiaries with their extent of attitude towards poultry rearing

1.4 Justification of the study

In Bangladesh, the role of male and female are strongly affected by social and religious norms. In order to improve the economic condition of male and female of Bangladesh, a large member of NGOs are now working in the country. They initiated projects emphasizing on health and nutrition, family planning, education, agriculture, livestock, poultry, fisheries, housing, credit, saving etc. BRAC, as the largest NGO plays an important role in employing

and empowering the male and female. However, only a few studies have so far been made to evaluate the extent of attitude towards BRAC activities regarding poultry rearing.

The findings of the study is therefore, expected to be helpful to the researchers, academicians and policy makers of both GO and NGO who are concerned with development of poultry rearing as well as socio-economic development of the rural poor.

1.5 Assumptions of the study

“An assumptions is the supposition that an apparent fact or principle is true in the light of the available evidence”(Goode and Hatt, 1952). The following assumptions were in the mind of the researcher while undertaking this study:

1. The selected respondents were capable of furnishing proper responses to the questions contained in the interview schedule.
2. The responses furnished by the respondents were valid.
3. Information furnished by the respondents included in the sample was the representative of the whole population of the study area.
4. The researcher who acted as interviewer was well adjusted to the social environment of the study area. Hence, the data collected by him from the respondents were free from bias.
5. The respondents selected for the area were competent enough to reply the questions made by the investigator.

6. The findings of the study are expected to be useful for planning and execution of various programmes in connection with development of the country.

1.6 Limitations of the study

Considering time, money and other necessary resources available to the researcher and to make the study manageable and meaningful from the research point of view it has become necessary to impose certain limitations as mentioned below:

1. This study was confined to Dhamrai upazila under Dhaka district.
2. There were many trained male and female poultry farmers in the study area, but only 100 were considered for the study.
3. The characteristics of the respondents were many and varied. But only 10 characteristics were selected for investigation in this study.
4. The study was limited to three types of poultry birds, namely, chickens, ducks and pigeons only.
5. For information about the study, the researcher depended on data as furnished by the selected respondents during collection of data.
6. There were various aspects of knowledge in the process of poultry rearing. Only the poultry knowledge of the farmers in respect of breeding, feeding, housing and prevention and control of diseases had been considered.

7. The findings could be applicable for the study area and similar situations in physical, socio-economic cultural and geographic conditions only.

1.7 Definition of Terms

Certain key terms used throughout the study are defined in this section for clarify of understanding.

BRAC:

The Bangladesh Rural Advancement committee in its abbreviated form is known as "BRAC". BRAC is one of the biggest non-government organization of Bangladesh. It started its activities in February 1972.

Poultry:

The term poultry is used to designate those species of birds, which render man an economic service and produce freely under his care. The present research considers chickens, ducks and pigeons collectively as poultry.

Poultry Farmers:

Poultry farmers refer to those farmers who are engaged in poultry rearing in their families.

Production:

It refers to the yearly number of poultry birds that are reproduced, purchased, obtained from donation etc., in a family excluding the number of loss and death.

Poultry knowledge:

It refers to basic understanding of the farmers on different poultry management practices, namely, breeding, feeding, housing and prevention and disease control.

Breeding:

It is the process of reproduction of poultry birds.

Feeding :

It is the process of supplying ration to poultry for its proper growth, maintenance and reproduction.

Prevention of diseases:

It is the process of adopting certain precautionary measures in such a way that the poultry birds will not be affected by a particular kind of disease or diseases.

Control of diseases:

It is a process, which involves the use of some methods or techniques to control, elimination and also to prevent the spread of a particular disease problem existing to the poultry population.

Age:

Age of a respondent is defined as the period of time from his/her birth to the time of interview. It is measured in terms of actual years.

Education:

Education refers to the development of desirable knowledge, skill and attitude in individual male and female through the experience of reading writing, observation and other related activities. It is measured in terms of years of formal schooling.

Family size:

Family size of the respondents is defined as the number of individuals in the family including her husband, children and other dependent members.

Farm size:

It refers to the area owned by farmer including the homestead on which he carried on his farming and family business, the area being estimated in terms of full benefit to the farmer. A farmer is considered to have full benefit from cultivated area either owned by himself or obtained on lease from others and half benefit from the area, which was either cultivated by himself on barga or given to others for cultivation on barga basis.

Family income:

Family income is defined as the total earning of an individual and the members of his family from agriculture and other sources (service, business) during a year.

Organizational Participation:

Participation in an organization by a farmer to one's involvement in different organization as ordinary member, executive committee members and office bearers.

Cosmopolitanism:

Cosmopolitanism is the degree to which an individual's orientation is external to his own social system (Rogers, 1967).

Extension contact:

It is defined as one's coming under the influence of different means of communication.

Attitude towards poultry rearing:

Attitudes are learned, emotionally predispositions to react in a consistent way, favorable or unfavorable, toward person's objects, situation, or ideas (Klausmeier and Ripple, 1971). Attitudes have three components: (i) a cognitive component the beliefs about the objectives, (ii) an affective or feeling component, and (iii) a behavioral or action tendency component. The term attitude towards poultry rearing of a farmer is, therefore, used to refer to his beliefs, feelings and action tendencies towards the various aspects of poultry rearing.

CHAPTER 2

REVIEW OF LITERATURE

The researcher has tried his best to collect needful information through searching relevant studies, journals, periodicals, bulletins, internet etc. These enhanced the researcher's knowledge for better and clear understanding of the present study. This chapter has been presented in three sections as follows:

Section 1: Previous Research studies related to poultry rearing

Section 2: Relationship between selected characteristics of the respondents with their extent of attitude towards poultry rearing

Section 3: Conceptual framework of the study

2.1 Previous research studies related to poultry rearing

This study is concerned with the socio-economic study on the poultry rearing. Available literatures were extensively reviewed to search out related works carried out in the Sher-e-Bangla Agricultural University as well as in other places of Bangladesh. But a very few studies directly related to the present study were found. These are discussed below:

Selvam(2004) conducted a study in five villages of Namakkal district (Tamil Nadu, India) to find out the economic potential of free-range desi poultry rearing by rural women. The farms were post-stratified into small, medium and

large categories. The flock sizes were 5, 12, and 26, and egg production for each flock size was 44, 49 and 52 respectively. The sale price of eggs and birds on free range rearing was much higher than the sale price of commercial eggs and broilers.

Hansen(1992) in conducting a research for Danish poultry breeders are mixed. This uncertainty is mostly due to the likely outcome of the GATT negotiations which will liberate the market. The EC reforms, similarly leading to market liberalization, will have some influence but as the EC subsidies for poultry are low the sector will not be harmed to any great extent. It is likely, e.g., by looking at developments in the USA, that poultry consumption will see a significant growth. However, egg consumption is decreasing.

Collin(1988) studied the nature and state of poultry rearing farms and units in France where intensive production methods were employed. Poultry units are analyzed in terms of: characteristics of enterprise and poultry shed managers, such as age, working patterns, the private or cooperative nature of their units, and the reasons for their establishment; the production structure of the sector: type and quantity of poultry managed; and their construction and function: age and number of buildings and surface area designated for various poultry activities.

Mishev (1987) conducted a study on the influence of scientific and technical innovations on production costs in poultry farming in Bulgaria is discussed for the period 1979-84. Costs of production rose over the period and increased producer prices are recommended to encourage the continuation of these enterprises.

Kozarova(2002) conducted a study on the prevention and control of coccidiosis has been the essential component of successful and profitable poultry rearing. Good management practices and hygiene help to prevent the spread of the disease. To control coccidiosis, prophylactic medication or vaccination were absolute requirements. Anticoccidial drugs are routinely and continuously administered in the feed. The main problems associated with the chemotherapeutic approach to controlling coccidiosis, the emergence of drug-resistant strains and drug residues, are met by the requirement for the use of vaccines. The vaccines represent a biological approach to the control of coccidiosis. In spite of the advances in chemotherapy, management, nutrition, and genetics, coccidiosis still remains the most important and expensive disease of poultry production.

2.2 Relationship between the selected characteristics of the respondents with their extent of attitude towards poultry rearing

The reviews related to the selected characteristic of BRAC beneficiaries and their extent of attitude towards poultry rearing activities are not available. Yet

the researcher tried his best to find out the related reviews. Here described the recent reviews, which were found.

2.2.1 Age and attitude.

Chowdhury (2003) found in his study on farmers attitude towards crop diversification that age had no relationship with attitude.

Sarker (2002) found that age of the world vision farmers had no significant relationship with their attitude towards organic homestead gardening practices.

Mannan (2001) found that age of the Proshika beneficiaries had positive relationship with their attitude towards organic farming. Singh (1982) obtained similar type of findings.

Arocena(1986) found that age of the respondents had positive and significant relationship with their participation in farming activities. He also notices that when women are old, they can spend more time in various farming activities.

Sarker(1983) observed that age of the farmers had no relationship with their attitude towards poultry rearing.

2.2.2 Education and attitude

Alam(2001) in his study found that education of the farmers had significant negative relationship with their participation in agriculture, fisheries and poultry programmes of BAUEC.

Naher (2000) in her study found that education had no relationship with the participation in homestead vegetable cultivation, post harvest practices, poultry rearing and goat rearing.

Sarker *et. al.* (2002) found that education had positive correlation with the World Vision farmers attitude towards organic homestead gardening practices.

Sulakshna (1988) found that the educational qualification of the extension personnel was positively related with there attitude towards extension work and negatively related with the constraints they faced.

Kashem (1987) found that attitude towards community of the small farmers had significant positive correlation with their educational level.

2.2.3 Family size and attitude

Sarker *et. al.* (2002) found that family size had positive correlation with the World Vision farmers attitude towards organic homestead gardening practices.

Chowdhury (2003) observed that family size of farmers had no relationship with their attitude towards diversification.

Rafiqul (2002) observed that family size of the woman had no significant relationship with their poultry rearing.

Naher(2000) in her study realized that family size of the woman had no relationship with their participation in homestead vegetable cultivation, post harvest practices, poultry rearing and goat rearing.

Yasmin(1987) concluded that the family size of the farmers had significant positive effect on poultry production. This indicates that larger the family size of the farmers, the higher was their poultry production.

2.2.4 Farm size and attitude

Shehrawat *et. al.*(2002) reported in their article a significant and positive relationship between land holding and attitude of farmers towards diversification of farming.

Noor (1995) advised in his study that farm size of the farmers had no significant relationship with their attitude towards the cultivation of HYV of potato.

karim *et. al.*(1987) carried out a study on attitude of farmers towards use of urea in jute cultivation and found that farm size of the farmers had significant and positive relationship with their attitude towards the use of urea.

Saker (1983) found that farm size of the farmers had no relationship with attitude towards poultry rearing.

2.2.5 Annual family income and poultry rearing

Chowdhury (2003) found that family income of farmers had positive significant relationship with their attitude towards crop diversification.

Shehrawat *et. al.* (2002) reported in their article a significant and positive relationship between income of family and attitude of farmers towards diversification of farming.

Islam and shahidullah(1989) found a significant positive relationship between family income and poultry rearing.

Yasmin(1987) concluded that the income of the farmers had no effect on poultry production.

2.2.6 Organizational participation and attitude

Habib (2002) observed in his study that organizational participation of the BSs had no significant relationship with their attitude towards agrochemicals.

Noor (1995) observed in his study that there was positive and significant relationship between the farmers and their attitude towards the cultivation HYV of potato.

Rafiqul (2002) observed that organizational participation of the woman had no significant relationship with their poultry production.

Ali(1987) also found that organizational participation of the farmers had significant positive relationship with their poultry rearing.

2.2.7 Cosmopolitaness and attitude

Sarker *et. al.* (2002) found that cosmopolitaness of the Vision farmers' farmers had negative significant relationship with their attitude.

Chowdhury (2003) reported that cosmopolitaness had positive significant relationship with the attitude of farmers towards crop diversification.

Miah(1990) conducted a survey with small-scale poultry farmers in saver areas. He found that the profitability of small-scale commercial poultry farming was positively co-related to the sizes of individual farms.

Sarker(1983) observed that cosmopolitaness of the farmers had significant positive relationship with their poultry rearing.

Islam and shahidullah (1989) Jointly conducted a study and found that poultry knowledge was higher among these who are more cosmopolite and who had higher communication exposure and multiple occupations. All these variables help gain broader outlook for acquiring more information and skill about

various practices of poultry management by coming in contact with different people, things and ideas.

2.2.8 Extension contact and attitude

Yasmin(1987) concluded that the extension contact of the farmers had no relationship with their poultry production.

Sadat (2002) reported in his study that extension media contact had significant positive relationship with attitude a both PROSHIKA- beneficiaries and non-beneficiaries towards PROSHIKA.

Vidyashanker (1987) revealed that the contact with extension agencies and contributed favorably to the attitude of the farmers.

2.2.9 Knowledge and attitude

Research and evaluation Division, BRAC (1996) revealed that knowledge of BRAC activities such as group formation, credit repayment, sectorial programmes, health awareness, poultry rearing, environment etc. had significant positive correlation with participation in poultry rearing.

Yasmin (1987) found that significant positive relationship with their poultry knowledge on poultry production.

2.2.10 Problem faced and attitude

Majumder and Biswas(1989) conducted a study on problems and prospects of poultry rearing by women and found that problem faced had negative relationship with their participation of poultry production.

2.3 The Conceptual Framework of the Study

It is evident from the post studies that every occurrence of phenomenon is the out come of a member of variables which may or may not be interdependent or interrelated with each other. In other words, no singale variable can contribute wholly to a phenomenon. Variables together are the causes and the phenomenon is effect and thus, there is cause effect relationship everywhere in the universe.

The conceptual framework was kept in mind framing the structural arrangement for the dependent and independent variables. This study was concerned with the BRAC beneficiaries' attitude towards Poultry rearing. Extent of attitude towards poultry rearing was considered as the dependent variables of the study. Whereas selected personal, economic and social characters of male and female were considered as the independent variables. Based on the discussion and review of literature the conceptual framework of this study has been formulated and shown in the figure 2.1.

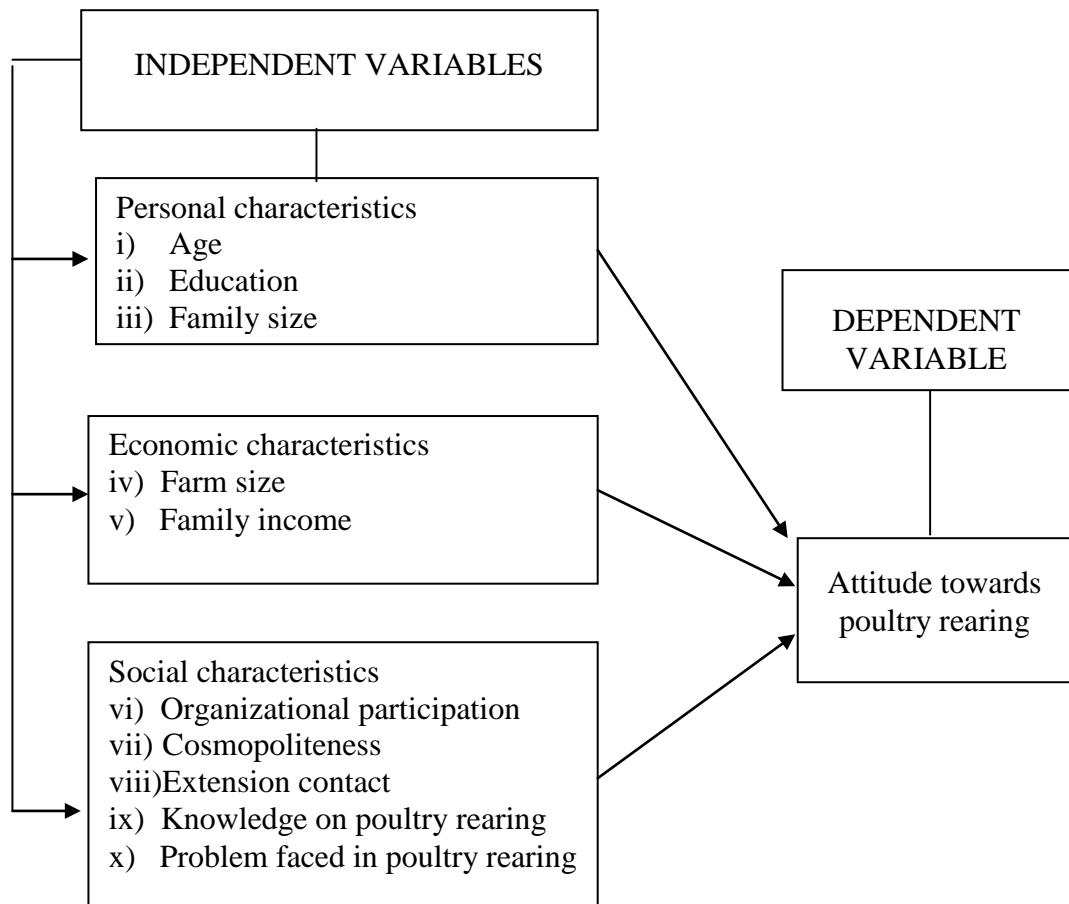


Fig.2.1 Schematic diagram of conceptual framework

CHAPTER 3

METHODOLOGY

Without proper methodology, it is impossible to conduct research work. It requires a very careful consideration on the part of the researcher to collect valid and reliable data and to analyze them properly to arrive at a meaningful conclusion. This chapter delineates the location of the study followed by source of data, the research instrument, collection of data, variables of the study, measurement of variables, categorization of data and statistical treatment. This chapter also spells out the method used to test the hypotheses.

3.1 Location of the study

This study was conducted at Dhamrai area of BRAC, under Dhaka District. There are five BRAC branch in Dhamrai upazila. The area of these five branches of Dhamrai was selected purposively for this study. The five branches were selected because BRAC beneficiaries were more diffused in it`s coverage areas. The BRAC beneficiaries were available in these areas. A map of Dhaka District and a map of five branches of BRAC of Dhamari area have been presented in Map 1 and 2.

3.2 Population and sample size

There were 1000 BRAC beneficiaries participants within 46 village organizations under Dhamrai area, which constituted the population of this study.

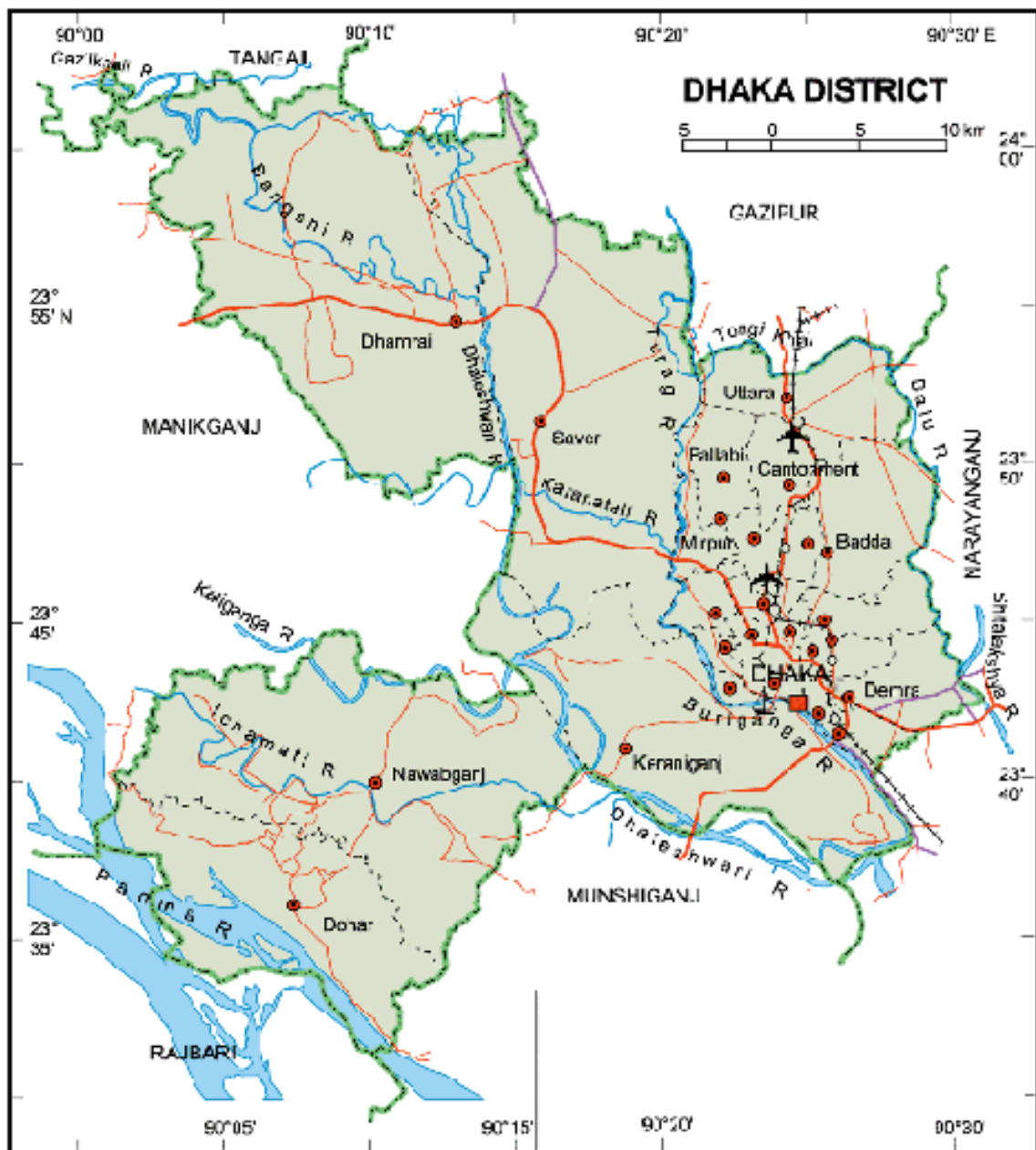


Fig. 3.1: A Map of the Dhaka District showing the Local of the study area



Fig. 3.2: A Map of the Dhamrai upazila under BRAC branches showing of the study area

Data of this study were collected from a sample rather than the whole population. Ten percent of the population was selected as sample by using random numbers of table and a sample frame was prepared alphabetically before taking the samples. Thus 100 male and female of 46 village organization (VO) were the sample for this study. A reserve list of 10 male and female was also prepared which was used if any selected respondent under main sample was not available for interview. The distribution of the sample size of the study according to VO has been presented in Table 3.1.

3.3 Variables and their Measurement

The variable is any characteristic, which can assume varying, or different values in successive individual cases (Ezekiel and Fox, 1959). A research work usually contains at least two important variables viz. independent and dependent variable. An independent variable is that factor which is manipulated by the researcher in his attempt to ascertain its relationship to an observed phenomenon. A dependent variable is that factor which appears, disappears or varies as the researcher introduces, removes or varies the independent variables (Townsend, 1953). In the scientific research, the selection and measurement of variables constitute a significant task. In this conception, the researcher reviewed literature to widen this understanding about the natures and scopes of the variables relevant in this research. He also discussed with departmental teacher and concerned researchers of the related fields. At last he had selected 10 independent variables and one dependent

Table: 3.1 Distribution of BRAC Beneficiaries in poultry rearing under five BRAC branches in Dhamrai area selected for the sample and reserved list

Name of the Municipality/union	Name of the village	number and interviewed	number included in reserved list
Dhamrai Municipality	Islampur	2	1
	Dhamrai uttar para	1	
	Tatulia	4	2
	Sarifbug	6	1
	Kumrail	2	
	Kakrail	1	
Kulla uniu	Barighon	1	
	Kandapara	2	
	Sobaria	3	1
	Kalia	2	
	palli	1	
Sombhag union	Sombhag	2	
	Fokufia	1	
	Badigoail	4	1
Bhararia union	Hatipara	1	
	Digholgram	2	
	Bhararia	4	
	Sathpara	1	
Baishakanda union	Bilbiofia	2	
	Golachanda	1	
	Baghair	3	
	Cohandisor	4	
	Rogunadhpur	2	
	Singhchuri	1	
Kushura union	Amsumor	5	2
	Madhudanga	1	
	Haridashpur	4	
	Dali para	1	
	Kuslura	2	
	Pankalla	1	
Balua union	Ramrabon	4	
	Nariachar	1	
	Baniachar	2	
	Balua	2	
	Madharpur	2	
Ganghutia union	Balua para	2	
	Ganghutia	1	
	Jalsha	1	
Sanara union	Suldan	1	
	Khakutia	1	
Sutipara	Baratia	1	
	Sutipara	4	1
	Balitha	1	
	Bathuli	2	
Jadabpur	Dhantara	2	
	Jadabpur	6	1
Total	46	100	10

variable. The independent variables were: age, education, family size, farm size, annual family income, organizational participation, cosmopolitaness, extension contact, knowledge on poultry rearing, problems faced in poultry rearing. The dependent variable of this study was extent of attitudes towards poultry rearing. The methods and procedures in measuring these variables are presented below:

3.3.1 Measurement of independent variables

The 10 characteristics of the respondents mentioned above constitute the independent variables of this study. The procedures was followed for measuring the independent variables are as follows:

3.3.1.1 Age

Age of a respondent was measured by the period of time from his/her birth to the time of interview and it was measured in terms of complete years on the basis of his/her response. A score of one (1) was assigned for each year age.

3.3.1.2 Education.

Education was measured in terms of grades (class) passed by respondent. If a respondent received education outside the school, his/her education was assessed in terms of education standard of the school, i.e. one(1) score was given for one year of schooling. For example, if the respondent passed the final examination of class V, his/her education score was taken as 5. If the

respondent had education outside school and the level of education was equivalent to that of class V of the school than his/her education score was taken as 5. Each illiterate person was given a score of zero. The respondent who did not know how to read or write but able to sign only was given a score of "0.5."

3.3.1.3 Family Size

Family size of a respondent was determined on the basis of the total number of members in the family. The family members included himself, wife/husband, sons, daughters and other dependents. The actual number of family members made the family size score of the respondents. For example, If a respondent had five members in his/her family, the score of his/her family size was given as "5".

3.3.1.4 Farm size

The total area of land of the respondents when they were interviewed was farm size. Farm size of a respondent was measured in terms of hectares by using the following formula:

$$\text{Farm Size} = A_1 + A_2 + A_3 + \frac{1}{2}(A_4 + A_5)$$

Where,

A_1 = Home stead area

A_2 = Own land under own cultivation

A_3 = Land taken from others on lease

A_4 = Land taken from others for cultivation on half share basis (borga)

A_5 = Land given to other for cultivation on half share basis (borga)

3.31.5 Annual family income

This refers to the total earning of all family members of a respondent in a year from agriculture, livestock, poultry rearing, fisheries service, business and other sources as contained in question member 5 of the interview schedule. The total earnings in Tk. were converted into family incoming score. However, a unit score of 1(one) was taken for one thousand Tk. of annual family income.

3.3.1.6 Organizational participation

Organizational participation was measured on the basis of the nature of one's participation in the different organizations. Scores assigned for a respondent's participation in an organization were as follows:

<u>Nature of participation</u>	<u>Scores</u>
No participation	0
One year as ordinary member	1
One year as executive committee member	2
One year as executive office bearer	3

Organizational participation score of a respondent was determined by summing the participation scores in all the organizations after multiplying the scores with number of year involved.

3.3.1.7 Cosmopolitaness

Cosmopolitaness of respondent was measured on the basis of his/her visits to seven different types of places as shown below. The following scale was used to compute the cosmopolitaness score.

Place of visits	Frequency of visit	Weight age
(a) Local market	Not at all	0
	1 to 4 times/month	1
	5 to 8 times/month	2
	9 to 12 times/month	3
	13 or more times/month	4
(b) Other unions outside union own	Not at all	0
	1 to 2 times/month	1
	3 to 4 times/month	2
	5 to 6 times/month	3
	7 or more times/month	4
(c) Own upazila	Not at all	0
	1 to 2 times/month	1
	3 to 4 times/month	2
	5 to 6 times/month	3
	7 or more times/month	4
(d) Other upazila outside upazila own	Not at all	0
	1 to 2 times/month	1
	3 to 4 times/month	2
	5 to 6 times/month	3
	7 or more times/month	4
(e) Own district town	Not at all	0
	1 to 2 times/month	1
	3 to 4 times/month	2
	5 to 6 times/month	3
	7 or more times/month	4
(f) Other districts outside district own	Not at all	0
	1 times/year	1
	2 times/year	2
	3 times/year	3

	4 or more times/year	4
(g) Big cities (Dhaka, Chittagong and Khulna)	Not at all	0
	1 times/year	1
	2 times/year	2
	3 times/year	3
	4 or more times//year	4

The weights obtained for visits to each of the above seven types places were added together to get the cosmopolitaness score of a respondent. Thus the cosmopolitaness score of the respondents could range from 0 to 28, while zero(0) indicating no cosmopolitemess and 28 indicating very high cosmopolitaness.

3.3.1.8 Extension contact

Extension contact of a respondent was measured by computing extension contact score on the basis of his/her extent of use of the ten selected extension media. The score assigned for computing the extension contact score was follows:

Name of Extension Media	Frequency of use	Weightage
(a) Reading daily newspaper	Not at all	0
	1 to 2 times/month	1
	5 to 8 times/month	2
	9 to 12 times/month	3
	13 or more times/month	4
(b) Reading Agricultural bulletins, leaflet etc.	Not at all	0
	once/month	1
	2 times/month	2
	3 times/month	3
	4 or more times/month	4
(c) Viewing posters	Not at all	0
	Once/month	1
	2 times/month	2
	3 times/month	3
	4 or more times/month	4
(d) Listening to radio	Not at all	0
	1 to 2 times/week	1
	3 to 4 times/week	2
	5 to 6 times/week	3
	7 or more times/week	4
(e) Watching television	Not at all	0
	1 to 2 times/week	1
	3 to 4 times/week	2
	5 to 6 times/week	3
	7 or more times/week	4
(f) Contact with Extension worker	Not at all	0
	1 to 2 times/year	1
	3 to 4 times/year	2
	5 to 6 times/year	3

	7 or more times/year	4
(g) Contact with NGO worker of livestock programme	Not at all	0
	1 to 2 times/year	1
	3 to 4 times/year	2
	5 to 6 times/year	3
	7 or more times/year	4
(h) Contact with livestock field assistant	Not at all	0
	1 to 2 times/year	1
	3 to 4 times/year	2
	5 to 6 times/year	3
	7 or more times/year	4
(i) Contact with veterinary surgeon and livestock officer	Not at all	0
	1 to 2 times/year	1
	3 to 4 times/year	2
	5 to 6 times/year	3
	7 or more times/year	4
(j) Participation in training programmes on agriculture or livestock	Not at all	0
	1 to 2 times/life	1
	3 to 4 times/life	2
	5 to 6 times/life	3
	7 or more times/life	4

Scores obtained by a respondent for use of all the ten media were added together to compute his/her extension contact score. Thus extension contact scores of the respondent could range from 0 to 40, while zero (0) indicating no extension contact and 40 indicating very high extension contact.

3.3.1.9 Knowledge on poultry rearing

Poultry knowledge of a respondent was measured by computing a score on the basis of his responses to 15 questions. The score obtained by a respondent for responses of all the 15 question were added together to compute his poultry knowledge score. Each question had assigned 2 scores. Therefore, 15 questions carry a total score of 30. For correct responses to a question, a respondent could get a score of 2. Otherwise for wrong response to a question he/she could get a score of zero (0). For partial correct responses, scores were assigned accordingly. The sum of total scores for all the 15 questions made poultry knowledge score of a respondent. Thus poultry knowledge score of the respondent could ranged from zero(0) to 30, while zero(0) indicating very low knowledge and 30 indicating very high knowledge on poultry rearing.

3.3.1.10 Problems faced in poultry rearing

Five problems were selected to measure problems faced by respondents on poultry rearing. A four point rating scale was used for each problem. Four alternative responses were *not at all*, little, moderate and severe problem, the weights were assigned to these responses as 0,1,2, and 3 respectively. Problem faced score of a respondent was measured by summing of all the responses to all the problems. Thus problem faced score could range from 0 to 15, while zero (0) indicating no problem and 15 indicating high problem faced.

3.3.2 Measurement of dependent variable

Attitude towards poultry rearing was the only dependent variable of this study.

The procedure for measuring the dependent variable was as follows:

3.3.2.1 Attitude towards poultry rearing

Attitude towards poultry rearing of a respondent was measured on the basis of ten statements including 5 positive and 5 negative.

For positive items the score assigned were as follows:

- 4 = Strongly Agree
- 3 = Agree
- 2 = No opinion
- 1 = Disagree
- 0 = Strongly Disagree

And the scores were reversed for negative statements. Attitude towards poultry rearing score of a respondent was determined by summing the weights for his responses to all the 10 statements. Thus attitude towards poultry rearing score of the respondents could range from 0 to 40, where zero(0) indicating highly unfavorable attitude and 40 indicating highly favorable attitude towards poultry rearing.

3.4 Hypothesis of the study

Goode and Hatt (1952) defined hypothesis as “a proposition, which can be put to a test to determine its validity”. It may prove to be correct or incorrect in any event, however, it leads to empirical test. In the present study the following null hypotheses were formulated:

"There are no relationship of 10 independent variables of the BRAC beneficiaries with their extent of attitude towards poultry rearing".

3.5 Collection of Data

The investigator himself collected data for this study with the help of interview schedule that was pre-tested before finalized. A copy of the interview schedule has been presented in Appendix-1. Interviews were made individually in the houses of the respondents. The researcher first selected the target clients in selected areas from the sample list. The researcher took all possible care to establish rapport with the respondents so that the respondents do not hesitate to furnish proper responses to the questions and statements. For this study data were collected during April 2006.

3.6 Data processing and Analysis

For data processing and analysis the following steps followed:

3.6.1 Compilation of data

After completion of field survey all the interview schedule were compiled, tabulated and analyzed according to the objectives of the study. In this process all the responses in the interview schedule were given numerical coded values. Local units were converted into standard units. The responses to the question in the interview schedule were transferred to a master sheet to facilitate tabulation. Tabulation and cross tabulation was done on the basis of categories developed by the investigator himself.

3.6.2 Categorization of respondents

For describing the various independent and dependent variables the respondents were classified into various categories. In developing categories the researcher was guided by the nature of data and general consideration prevailing on the social system. The procedure have been discussed while describing the variable in the sub-sequent sections of next chapter.

3.6.2 Data analysis

The data were coded and tabulated for the purpose of analysis. Qualitative data were converted into quantitative data by means of suitable scaling wherever necessary. The analysis was performed using statistical treatment with SPSS computer package programme.

Descriptive analysis such as range, frequency number, and percentages, mean and standard deviation were used wherever possible. Pearson's product moment correlation coefficient (r) was used in order to explore the relationship between the concerned variables. Throughout the study, five percent (0.05) level of probability was used as a basis for rejecting the null hypothesis.

CHAPTER 4

FINDINGS AND DISCUSSION

Purpose of this chapter is to describe the findings of the present study. The study investigated the BRAC beneficiaries' attitude towards poultry rearing. In accordance with the objectives of the study findings are presented in 3 sections. The first section deals with the selected characteristics of the BRAC beneficiaries. The second section deals with the extent of attitude towards poultry rearing by BRAC beneficiaries. The third section deals with the relationship between selected characteristics of the BRAC beneficiaries with their extent of attitude towards poultry rearing.

4.1 Selected characteristics of BRAC beneficiaries

Ten selected characteristics of the BRAC beneficiaries have been described in this section. Each characteristic has been presented in one sub-section with the distribution of the respondents showing the number, percentage, mean and standard deviation. Table 4.1 shows the salient features of the selected characteristics.

4.1.1 Age

According to BRAC policy the male and female having an age range between 18 and 50 years are eligible for its membership. However, the age of the respondents found from 20 to 50 years with an average of 33.42 and a standard deviation of 8.208.

Table 4.1 Salient features of the selected characteristics of BRAC beneficiaries.

Sl. No.	Selected characteristics	Scoring method	Range		Categories	Farmers (n = 100)		Mean	SD
			Possible	Observed		No	%		
1.	Age	No. of years	-	20-50	Young (up to 30) Middle aged (31-45) old aged (Above 45)	45 50 5	45 50 5	33.42	8.208
2.	Education	Year of schooling	-	0-12	Illiterate and can sign only(0) Primary level (2-5) Secondary level(6-10) Above Secondary (above 10)	24 16 44 16	24 16 44 16	6.625	4.245
3.	Family size	No. of members	-	2-12	Small (up to 4) Medium (5 to 8) Big (Above 8)	33 59 8	33 59 8	5.62	2.126
4.	Farm size	Hectare	-	0.1-1.7	Small (0.10-0.30) Medium (0.31-0.60) Big (Above 0.60)	40 44 16	40 44 16	0.475	0.343
5.	Annual family income	Score	-	10-235	Low (up to 50) Medium (51-80) High (Above80)	39 53 8	39 53 8	60.05	30.067
6.	Organizational participation	Score	-	0-13	Low (0-2) Medium (3-7) High (Above 7)	39 53 8	39 53 8	3.56	2.645
7.	Cosmopolitaness	Score	0-28	1-25	Low (1-7) Medium (8-13) High (Above13)	14 66 20	14 66 20	10.84	4.014
8.	Extension contact	Score	0-40	4-29	Low (4-9) Medium (10-20) High (Above20)	25 54 21	25 54 21	15.03	6.212
9.	knowledge	Score	0-30	12-30	Low (12-18) Medium (19-24) High (Above24)	15 59 26	15 59 26	22.16	3.425
10.	Problems	Score	0-15	4-13	Low (4-7) Medium (8-10) High (Above10)	14 56 30	14 56 30	9.46	1.914

Analysis of the data contained in Table 4.1 revealed that the highest proportion(50 percent) was middle aged and 45 percent of them belonged to the young age category. Only 5 percent respondents belonged to the old category of above 45 years age. Middle age people are usually innovative and have more risk taking ability. Since that one-half (50 percent) of the sample are middle aged, this might have effect on the use of income generating activities as well as their decision-making on matters related to poultry rearing and social life.

4.1.2 Education

The level of education of the respondents ranged from 0 to 12 years of schooling having an average of 6.625 with a standard deviation of 4.245. Data in Table 4.1 revealed that highest proportion (44 percent) of the respondents had secondary level of education, 24 percent of them were illiterate or had ability to sign their name only, 16 percent of them had primary level education and 16 percent of them had above secondary level of education.

The situation might appear to be quite normal in a usual background of Bangladesh. But in an area under BRAC activities, it is quite possible to have 100 percent literacy due to its organizational activity. It may be mentioned here that among other programme, under BRAC, it has literacy programme which tries to enhance a general advancement in literacy level of their members.

4.1.3 Family size

The number of family members of the respondents ranged from 2 to 12 the average was 5.62 with a standard deviation of 2.126. Data in Table 4.1 revealed that the highest proportion (59 percent) had medium family size, consisting of 5 to 8 members each, while 8 percent big family size. Only 33 percent had small family size. Thus, more than two-thirds (67 percent) had either medium or large family size. Such finding is quite normal as per Bangladesh situation.

4.1.4 Farm size

Among the respondents the smallest farm size was found to be 0.10 hectare and the largest 1.7 hectare. Average farm size was 0.475 hectare with a standard deviation of 0.343. The respondents were classified into three categories. Data furnished in table 4.1 indicating that 44 percent of the respondents belonged to the medium farm size category compared to 40 percent having small farm size and only 16 percents were in big farm size category,. The findings revealed that most of the respondents (84 percent) had either medium or small farm size.

4.1.5 Annual family income

It was found that annual family income scores of the respondents ranged from 10 to 235 thousand taka, the average was 60.05 and standard deviation was 0.343(Table 4.1). It was showed that the highest proportion (53 percent) of the respondents belonged to the medium income category, whereas 8 percent high

and 39 percent belong to low income. The findings indicate that most of the respondents (92 percent) had either medium or low family income.

4.1.6 Organizational participation

Organizational participation of the respondents was found to range from 0 to 13, the mean being 3.65 and standard deviation 2.645. Data furnished in Table 4.1 indicating that largest proportion(53 percent) of the respondents had medium organization participation, while 39 percent of the respondent had low organization participation and 8 percent had high organization participation. The findings revealed that most of the respondents (92 percent) had either medium or low organization participation.

4.1.7 Cosmopolitaness

Cosmopolitaness of the respondents was found to range from 1 to 25. The average was 10.84 with a standard deviation of 4.014. On the basis of the scores obtained respondents were classified into the three categories. Data in Table 4.1 revealed that the highest proportion(66 percent) of the respondents had medium cosmopolitaness, while 20 percent of the respondents had high cosmopolitaness and only 14 percent had low cosmopolitaness. Thus more than three-fourth (86 percent) had either medium or high cosmopolitaness.

4.1.8 Extension contact

It was found that extension contact scores of the respondents ranged from 4 to 29, the average was 15.03 and standard deviation was 6.212. It was showed that the highest proportion (54 percent) of the respondents belonged to the medium category, compared to 21 percent high and 25 percent low category of extension contact.

4.1.9 Knowledge on poultry rearing

The knowledge on poultry rearing score of the respondents was found to scores ranged from 12 to 30. The average was 22.16 with a standard deviation of 3.425. On the basis of the scores obtained respondents were classified into the three categories. Data obtained in Table 4.1 indicating that the highest proportion (59 percent) of the respondents had medium knowledge compared to 26 percent of the respondents had high knowledge and only 15 percent of the respondents had low knowledge category. The findings revealed that of the respondents three-fourth (85 percent) had either medium to high knowledge on poultry rearing.

4.1.10 Problems faced in poultry rearing

Problem faced sores of the respondents ranged from 23 to 40 with a mean of 9.46 and the standard deviation of 1.914. The respondents were classified into three categories on the basis of their problems faced. Data in Table 4.1 revealed that the highest proportion 56 percent had medium problem, compared to 30 percent had high problem while only 14 percent had low problems.

4.2 Attitude towards poultry rearing by BRAC beneficiaries.

Attitude towards poultry rearing score of the respondents was found to ranged from 23-40 against the possible range of 0-40. The average was 32.82 with a standard deviation of 3.392. The respondents were classified into three categories on the basis of their attitude towards poultry rearing. Data furnished in Table 4.2 indicating that 68 percent of the respondents belonged to the medium category, whereas 16 percent high and only 16 percent low category. The findings revealed that three- fourth (84 percent) of the respondents had medium or high favorable attitude towards poultry rearing.

4.2 Distribution of the farmers According to their extent of attitude towards poultry rearing

Scoring method	Range		Categories	Farmers (N = 100)		Mean	SD
	Possible	Observed		No.	%		
Score	0-40	23-40	Low (< Mean-1sd) i.e.<29.428)	16	16	32.82	3.392
			Medium (Mean \pm 1sd i.e.29.428-36.212)	68	68		
			High (> Mean +1sd i.e.>36.212)	16	16		

4.3 Relationship between the selected characteristics of the respondents with their extent of attitude towards poultry rearing

Pearson product movement correlation co-efficient was computed in order to determine the relationship between the dependent and independent variables. To reject or accept the null hypothesis five percent (0.05) level of probability was used. Statistically significant and insignificant relationships were observed

when the computed value of "r" was higher and lower than the tabulated value respectively. The result of co-efficient of correlation between the independent and dependent variables have been presented in the Table 4.3. However, the result of interrelationship among different variables are presented at Appendix-II

Table 4.3 Pearson's product moment co-efficient of correlation showing relationships between the dependent and independent variables

Dependent variable	Independent variables	Computed value of 'r' N = 100	Table value of 'r' at 98 degrees of freedom	
			at 0.05	at 0.01
Attitude towards Poultry rearing	Age	-0.089 NS	0.195	0.254
	Education	0.187 NS		
	Family size	-0.201*		
	Farm size	-0.119 NS		
	Family income	0.215*		
	Organizational participation	-0.001 NS		
	Cosmopolitaness	0.331**		
	Extension Contact	0.430**		
	Knowledge on Poultry rearing	0.315**		
	Problems faced in poultry rearing	-0.297**		

NS = Non-significant, * significant at $p < 0.05$, ** significant at $p < 0.01$ level

Out of the selected ten characteristics of the respondents, six had significant correlations with their extent of attitude towards poultry rearing. In case of significantly correlated variables the concerned null hypotheses rejected and

for the insignificantly correlated variables null hypotheses could not be rejected. These relationships have been explained below.

4.3.1 Relationship between the selected characteristics of the respondents with their extent of attitude towards poultry rearing

In this section relationships have been shown between the selected characteristics of the respondents with their extent of attitude towards poultry rearing.

4.3.1.1 Relationship between age of the respondents with their extent of attitude towards poultry rearing

The relationship between age of the respondents with their extent of attitude towards poultry rearing was examined by testing null hypothesis "There is no relationship between age of the respondents with their extent of attitude towards poultry rearing".

The co-efficient of correlation between age of the respondents with their extent of attitude towards poultry rearing was -0.089, which was not significant at 0.05 level of probability with 98 degrees of freedom.

On the basis of the above findings the null hypothesis could not be rejected. So there was no relationship between the age of the respondents with their extent of attitude towards poultry rearing. So, one can say that age had no effect with

their attitude towards poultry rearing. However Sarker (1983) observed that age of the farmers had no relationship with their attitude towards poultry rearing.

4.3.1.2 Education of the respondents with their extent of attitude towards poultry rearing

The relationship between education of the respondents with their extent of attitude towards poultry rearing was examined by testing null hypothesis. "There is no relationship between education of the respondents with their extent of attitude towards poultry rearing".

The Co-efficient of correlation between education of the respondents with their extent of attitude towards poultry rearing was 0.187, which was not significant at 0.05 level of probability with 98 degrees of freedom.

On the basis of the above findings the null hypothesis could not be rejected. So there was not relationship between the education of the respondents with their extent of attitude towards poultry rearing. So, one can say that education had no effect in extent of attitude towards poultry rearing. Naher (2000) in her study found that education had no relationship with the participation in homestead vegetable cultivation, post harvest practices, poultry rearing and goat rearing.

4.3.1.3 Family size of the respondents with their extent of attitude towards poultry rearing

The relationship between family size of the respondents with their extent of attitude towards poultry rearing was examined by testing null hypothesis "There is no relationship between family size of the respondents with their extent of attitude towards poultry rearing".

The Co-efficient of correlation between family size of the respondents with their extent of attitude towards poultry rearing was -0.201, which was significant at 0.05 level of probability with 98 degrees of freedom.

On the basis of the above findings the null hypothesis could be rejected and it was concluded that the family size of the respondents had significant negative relationship with their extent of attitude towards poultry rearing. So, one can conclude that family size of the respondent becomes favorable with their extent of attitude towards poultry rearing. Yasmin (1987) in her study found that the family size of the farmers had significant positive effect on poultry production. This indicates that larger the family size of the farmers, the higher was their poultry rearing.

4.3.1.4 Farm size of the respondents with their extent of attitude towards poultry rearing

The relationship between farm size of the respondents with their extent of attitude towards poultry rearing was examined by testing null hypothesis. "There is no relationship between farm size of the respondents with their extent of poultry rearing".

The co-efficient of correlation between farm-size of the respondents with their extent of attitude towards poultry rearing was $-.119$, which was not Significant at 0.05 level of probability with 98 degrees of freedom.

On the basis of the above findings the null hypothesis could not be rejected. So, there was no relationship between the farm size of the respondents with their extent of attitude towards poultry rearing. So, one can say that farm size had no effect with their attitude towards poultry rearing. Sarker (1983) found that farm size of the farmer had no relationship with their poultry rearing.

4.3.1.5 Annual family income of the respondents with their extent of attitude towards poultry rearing

The relationship between family income of the respondents with their extent of attitude towards poultry rearing was examined by testing null hypothesis. "There is no relationship between family income of the respondents with their extent of attitude towards poultry rearing."

The Co-efficient of correlation between family income of the respondents with their extent of attitude towards poultry rearing was 0.215, which was significant at 0.05 level of probability with 98 degrees of freedom.

On the basis of the above findings the null hypothesis could be rejected and family income of the respondents had significant positive relationship with their extent of attitude towards poultry rearing. The family income generates new scope and help to employ in profitable activities. So, one can say that family income helps to increase poultry rearing. Islam and Shahidullah (1989) found a significant positive relationship between family income and poultry rearing.

4.3.1.6 Organizational participation of the respondents with their extent of attitude towards poultry rearing

The relationship between organizational participation of the respondents with their extent of attitude towards poultry rearing was examined by testing null hypothesis "There is no relationship between organizational participation of the respondents with their extent of attitude towards poultry rearing".

The Co-efficient of correlation between organizational participation of the respondents with their extent of attitude towards poultry rearing was -0.001, which was not significant at 0.05 level of probability with 98 degrees of freedom.

On the basis of the above findings the null hypothesis could not be rejected. So, there was not relationship between the organizational participation of the respondents with their extent of attitude towards poultry rearing. Habib(2000) observed in his study that organizational participation of the BSs had no significant relationship with their attitude towards agrochemicals.

4.3.1.7 Cosmopolitaness of the respondents with their extent of attitude towards poultry rearing

The relationship between cosmopolitaness of the respondents with their extent of attitude towards poultry rearing was examined by testing null hypothesis "There is no relationship between cosmopolitaness of the respondents with their extent of attitude towards poultry rearing".

The co-efficient of correlation between cosmopolitaness of the respondents and their extent of attitude towards poultry rearing was 0.331, which was significant at 0.01 level of probability with 98 degrees of freedom.

On the basis of the above findings the null hypothesis could be rejected and cosmopolitaness of the respondents had significant positive relationship with their extent of attitude towards poultry rearing. So, it is concluded that cosmopolitaness of the respondent becomes favorable with their extent of attitude towards poultry rearing. Sarker (1983) observed that cosmopolitaness of the farmers had significant positive relationship with their poultry rearing.

4.3.1.8 Extension contact of the respondents with their extent of attitude towards poultry rearing

The relationship between extension contact of the respondents with their extent of attitude towards poultry rearing was examined by testing null hypothesis "There is no relationship between extension contact of the respondents with their extent of attitude towards poultry rearing".

The Co-efficient of correlation between extension contact of the respondents with their extent of attitude towards poultry rearing was 0.430, which was significant at 0.01 level of probability with 98 degrees of freedom.

On the basis of the above findings the null hypothesis could be rejected and it was concluded that the extension contact of the respondents had significant relationship with their extent of attitude towards poultry rearing. Sadat (2002) reported in his study that extension media contact had significant positive relationship with attitude a both PROSHIKA-beneficiaries and non-beneficiaries towards PROSHIKA.

4.3.1.9 Knowledge on poultry rearing of the respondents with their extent of attitude towards poultry rearing

The relationship between knowledge on poultry rearing of the respondents with their extent of attitude towards poultry rearing was examined by testing null hypothesis "There is no relationship between knowledge on poultry rearing of the respondents with their extent of attitude towards poultry rearing".

The Co-efficient of correlation between knowledge on poultry rearing of the respondents with their extent of attitude towards poultry rearing was 0.315, which was significant at 0.01 level of probability with 98 degrees of freedom.

On the basis of the above findings the null hypothesis could be rejected and knowledge on poultry rearing of the respondents had significant positive relationship with their extent of attitude towards poultry rearing. So, it is concluded that knowledge on poultry rearing of the respondent becomes favorable with their extent of attitude towards poultry rearing. Yasmin(1987) in her study found that significant positive relationship with their poultry knowledge on poultry production.

4.3.1.10 Problems faced by the respondents with their extent of attitude towards poultry rearing

The relationship between problem faced by the respondents with their extent of attitude towards poultry rearing was examined by testing null hypothesis "There is no relationship between problem faced by the respondents with their extent of attitude towards poultry rearing".

The Co-efficient of correlation between problem faced by the respondents with their extent of attitude towards poultry rearing was -0.297, which was significant at 0.01 level of probability with 98 degrees of freedom.

On the basis of the above findings the null hypothesis could not be rejected and it can be concluded that problem faced by the respondents had no significant relationship with their extent of attitude towards poultry rearing. Majumder and Biswas(1989) conducted a study on problems and prospects of poultry rearing by woman and found that problem faced had negative relationship with their participation of poultry production.

CHAPTER 5

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 SUMMARY

5.1.1 INTRODUCTION

5.1.1.1 General Background

Majority of the people of Bangladesh are suffering from malnutrition, specially due to shortage of animal protein. Poultry can play a vital role in solving nutritional deficiency within a shortest possible time. Poultry as a source of meat and egg, has been playing an important role in human nutrition. As a Non Government organization (NGO) BRAC has been operating in Bangladesh since 1972 with the aim to increase production and to improve nutritional status, generate income and employment of the group members to introduce modern techniques among the farmers and promote the effective utilization of loan and labour.

The scope of BRAC employment opportunity helps in changing the quality of life and socio-economic development of the male and female. The BRAC beneficiaries have medium to high scope for poultry rearing. But limited research work have been done to determine the extent of attitude towards poultry rearing.

Therefore, an attempt was made to undertake the study entitled “BRAC beneficiaries’ attitude towards poultry rearing ”. It was hoped that the finding of the study would provide valuable guidelines for the independent researcher, policy planners, Government and Non-government organizations for future study and programme development aimed at different development activities.

5.1.1.2 Specific objectives

1. To determine and describe some selected characteristics of BRAC beneficiaries.
2. To determine and describe the extent of attitude towards poultry rearing by BRAC beneficiaries
3. To explore the relationship between the selected characteristics of the BRAC beneficiaries with their extent of attitude towards poultry rearing

5.1.2 Methodology

This study was conducted at Dhamrai of BRAC, under Dhaka District. The BRAC activities in the Dhamrai area was confined to 46 village organizations (VO) of these 11 unions. There were 1000 respondents in these 46 village organizations which constituted the population for this study.

Data were collected personally by the researcher himself by using an interview schedule. Simple and direct question with some rating scales were developed and included in the interview schedule. Collection of data during April 2006.

Data obtained from the respondents were coded, compiled, tabulated and analyzed in accordance with the objectives of the study. The dependent variables included were extent of attitude towards poultry rearing activities of the BRAC beneficiaries. The independent variables included were: age, Education, Family size, farm size, Annual family income, organizational participation, Cosmopolitaness, Extension contact, knowledge on poultry rearing, and problems faced in poultry rearing. Such statistical measures as number and percentage distribution, range, average, standard deviation were used in describing the variables of the study. Pearson's product moment coefficient correlation was used for exploring relationship between dependent and independent variables. Five percent (0.05) level of probability was used as the basis for rejection of any null hypothesis.

5.1.3 Findings

The findings of the study have been summarized below:

5.1.3.1 Selected characteristics of the respondents

Age:

The age of the respondents ranged from 20-50 years with an average of 33.42 and a standard deviation of 8.208. The highest proportion (50 percent) of the respondents was middle aged and 45 percent of them belonged to the young aged category. Only 5 percent respondents belonged to the old category of above 45 years.

Education:

The level of education of the respondents ranged from 0 to 12 years of schooling having an average 6.625 with a standard deviation of 4.245. The largest proportion (44 percent) of them had secondary level of education, 16 percent of them had primary level, 16 percent of them had above secondary level of education, whereas 24 percent of them were illiterate or had the ability to sign, their name only.

Family size:

The family members of the respondents ranged from 2 to 12 the average was 6.625 with a standard deviation of 4.245. The highest proportion (59 percent) of the respondents had medium family size consisting of 5 to 8 members each, while 33 percent of the respondents had small family size.

Farm size:

Farm size of the respondents was ranged from 0.1 to 1.7 hectare. Average farm size was 0.475 hectare with a standard deviation of 0.343. About 44 percent of the respondents belonged to the medium farm size category compared to 40 percent having small farm size whereas 16 percent had big farm size.

Annual family income:

Annual family income of the respondents ranged from 10 to 235 thousand, the average was 60.05 and standard deviation was 30.067. The highest proportion (53 percent) of the respondents belonged to the medium income category as compared to 8 percent high and 39 percent low income categories.

Organizational participation:

Organizational participation scores of the respondents ranged from 0 to 13, the average was 3.56 and standard deviation was 2.645. The highest proportion (53 percent) of the respondents belonged to the medium organizational participation category as compared to 39 and 8 percent were low and high categories respectively.

Cosmopolitiness :

Cosmopoliteness scores of the respondents ranged from 1 to 25 the average was 10.84 and standard deviation was 4.014. The highest proportion (66 percent) of the respondents belonged to the medium cosmopoliteness category as compared to 20 and 14 percents were high and low categories respectively.

Extension contact:

Extension contact scores of the respondents ranged from 4 to 29, the average was 15.03 and standard deviation was 6.212. The highest proportion (54 percent) of the respondents belonged to the medium extension contact category as compared to 25 and 21 percents were in low and high categories respectively.

Knowledge on poultry rearing:

Knowledge on poultry rearing scores of the respondents ranged from 12-30, the average was 22.16 and standard deviation was 3.425. The highest proportion (59 percent) of the respondents belonged to the medium knowledge category as compared to 26 and 15 percents were in high and low categories respectively.

Problems faced on poultry rearing:

Problem faced scores by the respondents ranged from 4 to 13 with an average of 9.46 and the standard deviation of 1.914. Around 56 percent of the respondents had medium problem on poultry rearing. Thirty percent respondent had high problem, while only 14 percent had low problem on poultry rearing.

5.1.3.2 Attitude towards on poultry rearing:

The score of attitude towards poultry rearing of the respondents ranged from 23 to 40 against the possible rang of 0-40. The average was 32.82 and standard deviation was 3.392. The highest proportion (68 percent) of the respondents belonged to the medium category as the compared to 16 percent high and 16 percent low categories respectively.

5.1.3.3 Relationship between the selected characteristics of the respondents with their attitude towards poultry rearing activities

Correlation analysis indicates that age, education, farm size, organizational participation of the respondent had no significant relationship with their attitude towards poultry rearing. However, family size, annual family income was positively related at 0.05 percent level of probability with their extent of attitude towards poultry rearing. Cosmopolitaness, extension contact knowledge on poultry rearing, problem faced in poultry rearing at 0.01 percent level of probability with their extent of attitude towards poultry rearing.

5.2 Conclusions

On the basis of the findings of this study and their interpretation in the light of other relevant factors the following conclusions are drawn:

1. The finding indicated that (92 percent) of the respondents were small to medium family size. Family size of the respondents had significant positive relationship with their attitude towards poultry rearing. Therefore, it may be concluded that it is necessary to give special attention to the beneficiaries who had small and large family size.
2. The research findings showed that more than half (53 percent) of the respondents had medium family income compared to 8 percent high and 39 percent low income. On the basis of the co-efficient of correlation value it was found that family income of the respondents had significant positive relationship with their extent of attitude towards poultry rearing. This fact leads to the conclusion that any arrangement made to increase the annual income level of the respondents would definitely be helpful to them to increase their positive attitude towards poultry rearing activities.
3. Extension contact was an important factor to increase positive attitude towards poultry rearing of the respondents. The highest proportion 54 percent of the respondents had medium extension contact compared to 21 percent high and 35 percent low extension contact. Extension contact of the respondents had significant positive relationship with their extent of attitude towards poultry rearing. Therefore, it may be concluded that any arrangement made

to increase their extension contact could increase their poultry rearing activities.

4. Cosmopolitaness had significant positive relationship with their extent of attitude towards poultry rearing. It could have influence to make favorable attitude towards poultry rearing activities. The findings of the study lead to the conclusion that for favorable attitude towards poultry rearing activities the respondents need to be cosmopolite for their better awareness of improved practices.
5. Knowledge on poultry rearing was an important factor to increase favorable attitude towards poultry rearing activities. It had positive significant relationship with extent of attitude towards poultry rearing activities of the respondents. Through poultry knowledge an individual growers becomes aware of the recent information of the various aspect of poultry rearing. The above facts lead to the conclusion that the poultry knowledge of the growers would ultimately increase the favorable attitude towards of poultry rearing.

5.3 Recommendations

On the basis of findings and conclusions of the study recommendations are made as follows:

5.3.1 Recommendations for policy implications

Considering the findings the following recommendations have been presented to increase poultry rearing activities of BRAC beneficiaries.

1. Family size had significant positive relationship with their extent of attitude towards poultry rearing. So it is recommended that BRAC should emphasize their work for the small and medium family size respondents.
2. Family income of the respondents had a significant positive relationship with their extent of attitude towards poultry rearing. It is therefore, recommended that BRAC should take more effective steps for increasing income of the respondents by creating greater opportunities for their income generating activities, as well as favorable attitude towards poultry rearing.
3. Extension contact of the respondents should be increased to make them aware and convinced of consuming greater amount of poultry for proper maintenance of health of family members. As extension contact had significant positive relationship with attitude towards poultry rearing. The extension providers like BRAC could make more contact to the beneficiaries to make favorable attitude towards poultry rearing.

4. Cosmopolitaness had a significant positive relationship with their attitude towards poultry rearing. So proper steps should taken to increase the cosmopolitaness of the respondents.
5. Knowledge on poultry rearing of the respondents had significant positive relationship with their attitude towards poultry rearing activities. Therefore, attempt should be taken by the concern authorities to offer various types of training on poultry rearing. This will helpful to increase their knowledge as well as to make favorable attitude towards poultry rearing.

5.3.2 Recommendations for further research

1. This study was conducted only in five BRAC branch of Dhamrai area, under Dhaka district. It is essential to make scope for further study in other places to justify the findings of the present study.
2. The investigation explored the relationship of the 10 selected characteristics of the respondents with their extent of attitude towards poultry rearing. Further research may be conducted to explore relationships of other characteristics of the respondents with their extent of attitude towards poultry rearing.
3. The present study investigated on BRAC beneficiaries. Further research may be conducted on the beneficiaries of other NGOs or mass people.

4. Findings indicate that there was no relationship age, education, Farm size, organizational participation by the respondents, with their extent of attitude towards poultry rearing. Further research is necessary to verify such relationships.
5. This study was conducted only an poultry rearing. Similar study may be undertaken on the production and marketing of cattle and goat rearing.

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APPENDIX – 1

AN ENGLISH VERSION OF THE INTERVIEW SCHEDULE

Department of Agricultural Extension & Information System

Sher-e-Bangla Agricultural University

Dhaka-1207

Interview schedule for the research study entitled
" **BRAC BENEFICIARIES' ATTITUDE TOWARDS
POULTRY REARING**"

(Information collected through this interview schedule will be kept confidential
and only be used for research purpose)

Serial No.-----

Name of the respondent: -----

Address: -----

(Please answer the following questions.)

1. Age

How old are you? -----Years

2. Educational qualification

What is the level of your education?

- a. -----Do not reading and writing
- b. -----Do not reading and writing but can sign only name
- c. -----Read up to class

3. Family size

Mention the number of your family members (including yourself) -----
members.

4. Farm size

Please indicate the land area

SL. No.	Nature of the land	Amount of land	
		Local unit	Hectare
1.	Homestead		
2.	Own cultivable land		
3.	Land taken from others on lease		
4.	Land given to others on barga system		
5.	Land taken from others on barga system		
	Total land		

5. Annual family income

Please mention the total income of your family last year

SL. No.	Sources of income	Income (TK)
1.	Agriculture	
2.	Cattle	
3.	Poultry	
4.	Fisheries	
5.	Service	
6.	Business	
7.	Others (Please mention)	
	Total income	

6. Organizational participation

Please indicate the status of year participation (past & present) in the following organizations

SL. No.	Name of the organizations	Not involved	Degree of participation(year)		
			General member	Executive member	Office bearer of executive body
1.	NGOS organized society				
2.	Mosque Committee				
3.	School Committee				
4.	Market Committee				
5.	Co-operative Society				
6.	Others				

7. Cosmopolitaness

Please indicate how frequently you visit the following place within a specific period.

SL. No.	Place of visits	Nature of the visit				
		Regularly	Often	Occasionally	Rarely	Not at all
1.	Local market	13 or more times/month	9 -12 times/month	5-8 times/month	1-4 times/month	
2.	Visit to unions other than your own	7 or more times/month	5 -6 times/month	3-4 times/month	1-2 times/month	
3.	Own Upazila sadar	7 or more times/month	5-6 times/month	3-4 times/month	1-2 times/month	
4.	Other Upazila outside your own Upazila	7 or more times/year	5-6 times/year	3-4 times/year	1-2 times/year	
5.	OWN District town	7 or more times/year	5-6 times/year	3-4 times/year	1-2 times/year	
6.	Other District town`s	4 or more times/year	3 times/year	2 times/year	1 times/year	
7.	Visits to big Cities	4 or more times/year	3 times/year	2 times/year	1 times/year	

8. Extension contact

Please state your extent of contact with the following extension media

SL. No.	Name of extension media	Extension of Communication				
		Most often	Often	Some times	Rarely	Never
1.	Reading Daily Newspaper	13 or more times/month	9-12 times/month	5-8 times/month	1-4 times/month	
2.	Reading Agricultural bulletin, leaflet etc.	4 or more times/month	3 times/month	2 times/month	1times/m onth	
3.	Viewing Poster	4 or more times/month	3times/month	2 times/month	1 times/month	
4.	Listening to Radio	7or more times/ week	5-6 times/ week	3-4 times/ week	1-2 times/ week	
5.	Enjoying Television	7or more times/ week	5-6 times/ week	3-4 times/ week	1-2 times/ week	
6.	Contact with Extension worker	7or more times/year	5-6 times/year	3-4 times/year	1-2 times/year	
7.	Contact with NGO works of livestock programmes	7or more times/ year	5-6times/ year	3-4 times/ year	1-2 times/ year	
8.	Contact with livestock Field Assistant	7or more times/ year	5-6times/ year	3-4 times/ year	1-2 times/ year	
9.	Contact with livestock officer and veterinary surgeon	4 or more times/ year	3 times/ year	2 times/ year	time/ year	
10.	Participation in training programmes on agricultural and livestock	4 or more times/ year	3 times/ year	2 times/ year	time/ year	

9. Knowledge on Poultry rearing

Please answer the following questions regarding poultry rearing.

SL. No.	Questions	Full marks	Marks obtained
1.	Which type of methods of poultry rearing?	2	
2.	Name two improved duck breeds.	2	
3.	Name two improved chicken breeds.	2	
4.	Why poultry rearing should be done?	2	
5.	What types of Chicken do you consider easy and profitable for rearing?	2	
6.	What types of feed for poultry rearing?	2	
7.	What is the space requirement per adult chicken?	2	
8.	What things you use in keeping the floor of your poultry house dry?	2	
9.	How the poultry house should be cleaned and at what intervals?	2	
10.	What steps you generally take to keep the poultry house healthy and free from germs?	2	
11.	Name two diseases of poultry.	2	
12.	What measures should be taken when the birds are attached by Ranikhat diseases?	2	
13.	What steps should be taken after the death of infected diseases?	2	
14.	What are the symptoms of Ranikhat disease in Chicken?	2	
15.	What are the symptoms of plague disease in duck?	2	
	Total marks	30	

10. Problem faced on Poultry rearing

Please mention the extent of problem faced by you on poultry rearing

SL.No.	Nature of problems	Extent of problems			
		Severe problem	Moderate problem	Little problem	Not at all problem
1.	Complexity of getting credit				
2.	Marketing problems				
3.	Lack of veterinary doctor				
4.	Problem derived from disease and pest				
5.	Lack of available training				
6.	Others (specific)				

11. Attitude towards poultry rearing

Please indicate the degree of your agreement or disagreement with the following statements

Sl. No.	Statements	Extent of opinion				
		Strongly agree	Agree	No opinion	Dis-agree	Strongly disagree
(+)1.	I think, a family can be maintained through poultry rearing.					
(-)2.	I consider rearing of poultry as an additional cumbersome affair.					
(+)3.	I think, one should not stop poultry rearing for fear of prevalence of poultry diseases.					
(-)4.	In my opinion, supply of regular feeds to poultry is a troublesome job.					
(+)5.	I think, so much necessary to encourage others in the village for poultry rearing.					
(-)6.	At present chicks feed, medicine are high cost, So poultry rearing is not profitable.					
(+)7.	Unemployment problems can be solved by poultry rearing.					
(-)8.	I am not in favour of rearing large number of poultry, because, it is difficult to look after them regularly.					
(+)9.	The adoption of necessary training according to this work poultry rearing is not so difficult.					
(-) 10	It is smelt around the poultry farms and neighbors disturbance. So I am not do such work.					

Thanks for your co-operation.

.....

Signature of the interviewer

Date:

APPENDIX-11

Variables	X ₁	X ₂	X ₃	X ₄	X ₅	X ₆	X ₇	X ₈	X ₉	X ₁₀	Y ₁
X ₁	1.000										
X ₂	-0.383**	1.000									
X ₃	0.325**	-0.263**	1.000								
X ₄	0.220*	0.007	0.603**	1.000							
X ₅	0.395**	0.246*	0.153	0.456*	1.000						
X ₆	0.293**	0.059	0.017	0.236*	0.6320**	1.000					
X ₇	0.232*	0.321**	0.037	0.211*	0.636**	0.425**	1.000				
X ₈	-0.275**	0.653**	-0.447**	-0.159	0.258**	0.133	0.541**	1.000			
X ₉	0.158	0.225*	-0.281**	-0.032	0.495**	0.321**	0.558**	0.456**	1.000		
X ₁₀	-0.106	-0.240*	0.239*	0.041	-0.320**	-0.241*	-0.432**	-0.436**	-0.249*	1.000	
Y ₁	-0.089	0.187	-0.201*	-0.119	0.215*	-0.001	0.331**	0.430**	0.315**	-0.297**	1.000

Correlation Matrix of the dependent and independent variables (N=100)

Note: The appropriate lowest value of correlation Co-efficient of the significant at 0.05 and 0.01 level is 0.195 and 0.254 respectively.

X₁ = Age

X₂ = Education

X₃ = Family size

X₄ = Farm size

X₅ = Annual family income

X₆ = Organizational participation

X₇ = Cosmopolitaness

X₈ = Extension contact

X₉ = Knowledge in poultry rearing

X₁₀ = Problems faced in poultry rearing

Y₁ = Attitude towards poultry rearing