



E-ISSN: 2278-4136  
P-ISSN: 2349-8234  
JPP 2019; 8(3): 167-171  
Received: 19-03-2019  
Accepted: 21-04-2019

**Ashwini Pawara**  
Livestock Development Officer,  
Govt. of Maharashtra, India

**Adhiti Bhanotra**  
Assistant Professor, Department  
of Veterinary and Animal  
Husbandry Extension, Bombay  
Veterinary College, Parel,  
Mumbai, MAFSU, Maharashtra,  
India

**Manish Sawant**  
Associate Professor and I/C,  
Department of Veterinary and  
Animal Husbandry Extension,  
Bombay Veterinary College,  
Parel, Mumbai, MAFSU,  
Maharashtra, India

**Akshay Ghatare**  
M.V.Sc Scholar, Bombay  
Veterinary College, Parel,  
Mumbai, MAFSU, Maharashtra,  
India

**Nikita Sonawane**  
M.V.Sc Scholar, Bombay  
Veterinary College, Parel,  
Mumbai, MAFSU, Maharashtra,  
India

**Correspondence**  
**Adhiti Bhanotra**  
Assistant Professor, Department  
of Veterinary and Animal  
Husbandry Extension, Bombay  
Veterinary College, Parel,  
Mumbai, MAFSU, Maharashtra,  
India

## Decision building pattern of farm women in poultry value chain in thane district of Maharashtra

**Ashwini Pawara, Adhiti Bhanotra, Manish Sawant, Akshay Ghatare and Nikita Sonawane**

### Abstract

A study was conceptualised on 120 poultry farm women in Thane district of Maharashtra to find out their decision making pattern in poultry value chain. Farm women having minimum 2 poultry birds with 1 to 3 years of experience were selected. Data were collected personally with the help of pre-tested structured interview schedule and analyzed with the help of frequency, mean, standard deviation and percentage. Majority of the farm women were taking decision by self without consulting others regarding feeding, health care and management, marketing and finance, miscellaneous activities etc. However, there was no involvement of farm women in breeding management.

**Keywords:** Poultry management, decision making, farm women, marketing, feeding, health care and management

### Introduction

Rural women traditionally play an important role in poultry sector and are often in control of the whole process from feeding to marketing, which is not the case in production systems for other livestock species. Women benefits from poultry value chains which includes local poultry production and marketing, or particular points of value chains such as informal trading, processing or as service providers. The management, processing and marketing of poultry products generates income that women tend to be involved in, and brings benefits for the whole family for instance by increasing food security at the household level. Owning, controlling and benefiting from poultry production increases women's self-esteem and strengthens their role as producers and income generators within the household and in the community.

Women play an important role in poultry management, processing and marketing, acting as care providers, feed gatherers, and birth attendants. They are also involved in egg production, control the sale of eggs and poultry birds. Identifying and supporting women's roles as poultry owners, processors and users of poultry products strengthens their decision-making power and capabilities, are key aspects in promoting women's economic and social empowerment and consequently provides a way to enable rural women to break the cycle of poverty. Poultry ownership also increases the women's decision-making and economic power within both the household and the community. Ownership of poultry by women can influence the decisions they make on how to use that poultry or poultry products, as well as how to use other streams of benefits, for example, income emanating from that poultry farming. Poultry ownership increases the likelihood of gaining access to credit. The outstanding demand for poultry products gives considerable opportunities for the rural women to escape poverty by diversifying livestock production. Keeping this in view, the present study was conducted to analyze the decision making role dynamics of farm women in poultry value chain.

### Materials and Methods

The present study was undertaken in Thane district of Maharashtra in 2018. Thane district is having 07 blocks, out of which three blocks namely Bhiwandi, Murbad and Shahapur blocks were purposively selected. From each block, four villages were selected randomly and from each village, 10 farm women were selected, thereby making a total of 120 farm women for present study.

### Criteria for selection of respondents

The criteria for selection of farm women were that they should have at least two poultry birds with minimum 1-3 years of experience in poultry rearing.

### Statistical Analysis

Data were collected personally with the help of pre-tested structured interview schedule. Their actual participation in taking decision in various areas viz. management practices, feeding management, breeding management, marketing and finance miscellaneous were included in the schedule. The respondents were scored on five point continuum namely self without consulting, consulting spouse, consulting family members or friends, helping others in decision making and no participation in decision making with score 5, 4, 3, 2, 1 respectively. Frequency distribution was used to classify the respondents.

### Results and Discussions

#### Decision Making Patten of Fram Women Regarding Health Care and Management practices

Table 1 depicts that majority (93.33%) of the farm women selected the type of birds by self without consulting. Majority of respondents took decision by self in selecting the breed (90.00%), type of housing (94.17%), floor spacing (95.00%),

type of shed (93.34%), number of birds (91.67%), egg collection (95.00%) respectively. In case of vaccination, 55.84 per cent of farm women took decision by self. Majority (68.33%) of the respondents took decision about health care and management by self. Majority (63.33%) of the farm women took decision by self regarding deworming of the poultry birds followed by 30.00 per cent of the farm women who consulted their spouse. Majority of the farm women took decision by self without consulting others in case of cleaning and disinfection of shed (98.33%), disposal of droppings of poultry birds (98.33%) and processing of poultry of products (95.83%). Majority of the farm women were self sufficient to take decisions regarding various management activities such as selection of birds, type of housing, egg collection and other related activities in managing poultry birds. The findings regarding egg collection are in line with Mulugeta and Amsalu (2014)<sup>[7]</sup>, regarding cleaning and disinfection of shed are in line with Lestari *et al.* (2016)<sup>[5]</sup> and regarding health care and management are in line with Sakthivel *et al.* (2017)<sup>[8]</sup>

**Table 1:** Decision Making Patten of Farm Women Regarding Health Care and Management Practices

S. No	Variables	Farm Women (N=120)				
		By self	Consulting spouse	Consulting family members	Help others	No participation
		<b>Frequency</b>				
1	Selection of type of birds	112 (93.33)	05 (04.17)	03 (02.50)	00 (00.00)	00 (00.00)
2	Selection of breed	108 (90.00)	08 (06.67)	04 (03.33)	00 (00.00)	00 (00.00)
3	Type of housing	113 (94.17)	04 (03.33)	03 (02.50)	00 (00.00)	00 (00.00)
4	Floor spacing	114 (95.00)	03 (02.50)	03 (02.50)	00 (00.00)	00 (00.00)
5	Type of shed pakka/kacha	112 (93.34)	04 (03.33)	04 (03.33)	00 (00.00)	00 (00.00)
6	Number of birds	110 (91.67)	06 (05.00)	04 (03.33)	00 (00.00)	00 (00.00)
7	Egg collection method	114 (95.00)	03 (02.50)	03 (02.50)	00 (00.00)	00 (00.00)
8	Vaccination	67 (55.84)	46 (38.33)	07 (05.83)	00 (00.00)	00 (00.00)
9	Health care and management	82 (68.33)	30 (25.00)	08 (06.67)	00 (00.00)	00 (00.00)
10	Deworming schedule	76 (63.33)	36 (30.00)	08 (06.67)	00 (00.00)	00 (00.00)
11	Consulting veterinarian	59 (49.17)	54 (45.00)	07 (05.83)	00 (00.00)	00 (00.00)
12	Management of labours	72 (60.00)	42 (35.00)	06 (05.00)	00 (00.00)	00 (00.00)
13	Cleaning and disinfection of shed	118 (98.33)	00 (0.00)	02 (01.67)	00 (00.00)	00 (00.00)
14	Disposal of droppings	118 (98.33)	00 (0.00)	02 (01.67)	00 (00.00)	00 (00.00)
15	Processing of poultry products	115 (95.83)	02 (01.67)	03 (02.50)	00 (00.00)	00 (00.00)

(Note: Figures shown in parenthesis indicates percentage)

#### Decision Making In Feeding Management

Majority (95.83%) of farm women took decision regarding type and quantity of feed required for poultry birds. Decision regarding purchase of feeding is dominated by majority (90.83%) of farm women by self without consulting others. 96.66 per cent of the women took self decision in deciding feeding schedule. Decision about storage of feed and frequency of feeding was also taken by self with 96.66 per cent and 97.50 per cent farm women. Decision about addition of calcium, feed preparation, feed management and water

management was taken by self without consulting anyone with 95.00 per cent, 96.66 per cent, 98.33 per cent and 97.50 per cent farm women respectively. This clearly indicates farm women can manage feeding of poultry by self and they do not need help of their spouse or family when it comes to feeding of poultry. Generally, farm women feed the household wastes or feed from the kitchen/storage in which they make the decision about various feeding management. (Table 2)

**Table 2:** Decision Making Pattern of Farm Women Regarding Poultry Feeding Management

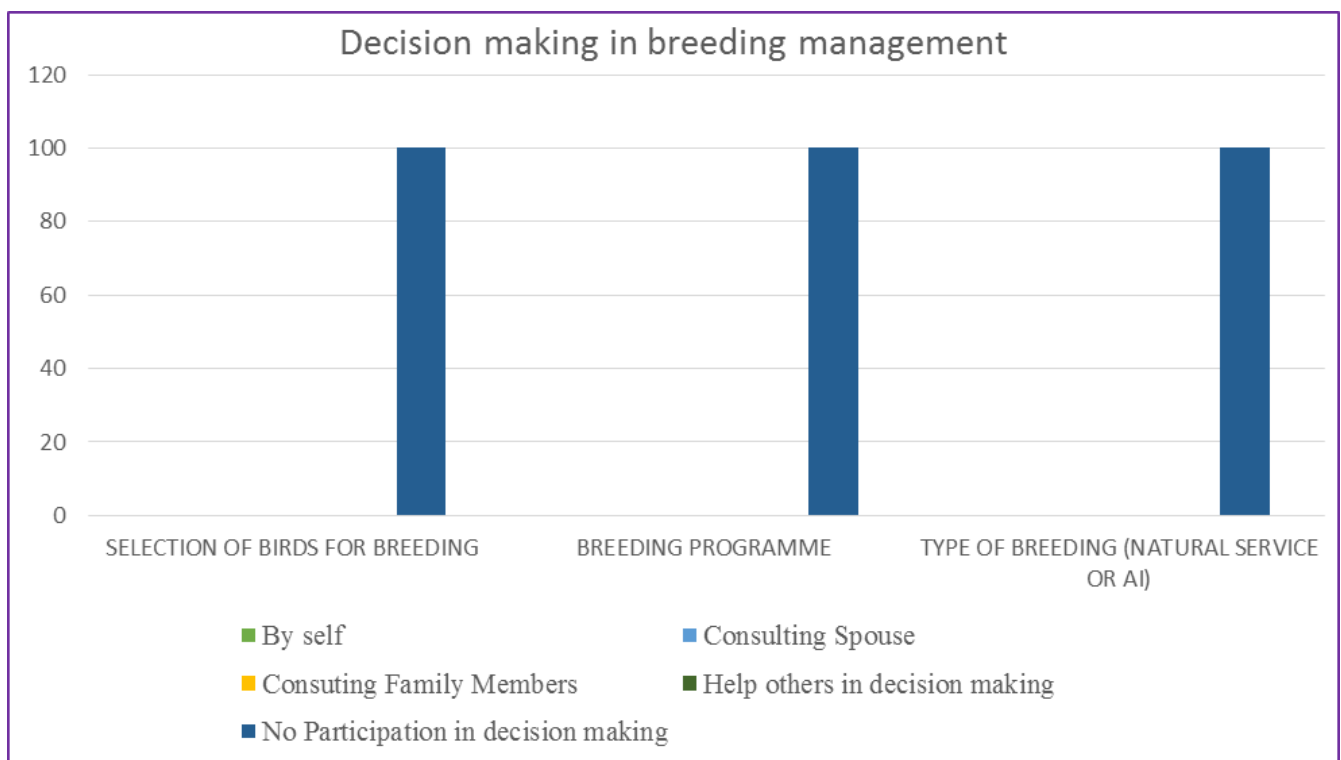
S. No.	Variables	Farm Women (N=120)				
		By self	Consulting spouse	Consulting family members	Help others	No participation
		Frequency				
1	Type and quantity of feed	115 (95.83)	03 (02.50)	02 (01.67)	00 (00.00)	00 (00.00)
2	Purchase of feed	109 (90.83)	08 (06.67)	03 (02.50)	00 (00.00)	00 (00.00)
3	Feeding schedule	116 (96.66)	02 (01.67)	02 (01.67)	00 (00.00)	00 (00.00)
4	Storage of feed	116 (96.66)	02 (01.67)	02 (01.67)	00 (00.00)	00 (00.00)
5	Frequency of feeding	117 (97.50)	01 (00.83)	02 (01.67)	00 (00.00)	00 (00.00)
6	Addition of calcium sources	114 (95.00)	04 (03.33)	02 (01.67)	00 (00.00)	00 (00.00)
7	Feed preparation	116 (96.66)	02 (01.67)	02 (1.67)	00 (00.00)	00 (00.00)
8	Feed management	118 (98.33)	00 (00.00)	02 (1.67)	00 (00.00)	00 (00.00)
9	Water management	117 (97.50)	01 (00.83)	02 (01.67)	00 (00.00)	00 (00.00)

(Note: Figures shown in parenthesis indicates percentage)

### Decision Making In Breeding Management

None of the farm women were involved in the decision-making regarding breeding management of the poultry birds

as there was no breeding practice followed in poultry rearing by farm women. (Figure 1)



**Fig 1:** Distribution of farm women according to decision making in breeding management

### Decision Making In Marketing and Finance

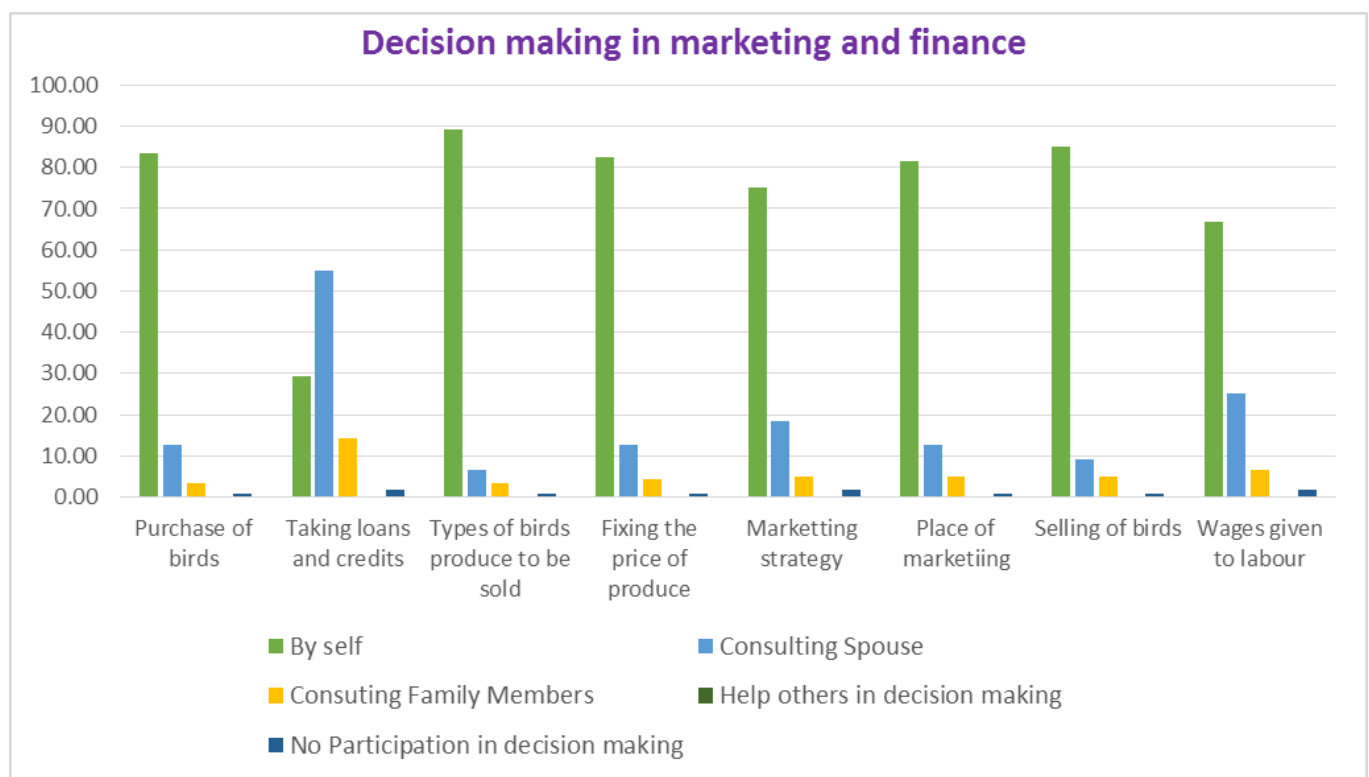
From Table 3 it can be observed that majority (83.34%) of the respondents were actively taking decision with respect to purchase of birds by self without consulting anyone and in case of taking loans and credits majority (55.00%) consulted

their spouse. Majority of farm women were taking decision by self in regarding poultry products to be sold (89.17%), fixing the price of poultry products (82.50%) and marketing strategy (75.00%). The findings regarding selling of birds are in line with Mulugeta and Amsula (2014) [7].

**Table 3:** Decision Making Pattern of Farm Women Regarding Poultry Marketing and Finance

S. No.	Variables	Farm Women (N=120)				
		By self	Consulting spouse	Consulting family members	Help others	No participation
		Frequency				
1	Purchase of birds	100 (83.34)	15 (12.50)	04 (03.33)	00 (00.00)	01 (00.83)
2	Taking loans and credits	35 (29.17)	66 (55.00)	17 (14.16)	00 (00.00)	02 (1.67)
3	Type of products to be sold	107 (89.17)	08 (6.67)	04 (03.33)	00 (00.00)	01 (0.83)
4	Fixing the price of products	99 (82.50)	15 (12.50)	05 (4.17)	00 (00.00)	01 (0.83)
5	Marketing strategy	90 (75.00)	22 (18.33)	06 (05.00)	00 (00.00)	02 (1.67)
6	Place of marketing	98 (81.67)	15 (12.50)	06 (05.00)	00 (00.00)	01 (00.83)
7	Selling of birds	102 (85.00)	11 (09.17)	06 (05.00)	00 (00.00)	01 (00.83)
8	Wages given to labour	80 (66.67)	30 (25.00)	08 (06.67)	00 (00.00)	02 (1.66)

(Note: Figures shown in parenthesis indicates percentage)

**Fig 2:** Distribution of farm women according to decision making in marketing and finance

### Decision Making In Miscellaneous Activity

Majority of the farm women in the study area were taking decision by self without consultation with respect to use of household products (96.6%) and adoption of any new technologies (77.50%) related to poultry farming. Farm

women of the study area were taking complete decision about which household materials are to be used in constructing poultry sheds and which material or utensils should be used for feeding and watering of birds etc. which clearly indicates the decision taking power of farm women. (Table 4)

**Table 4:** Decision Making Pattern of Farm Women Regarding Miscellaneous Activities of Poultry Farming

S. No.	Variable	Farm Women (N=120)				
		By self	Consulting spouse	Consulting family members	Help others	No participation
		Frequency				
1	Use of household products in poultry farming	116 (96.67)	02 (01.67)	01 (00.83)	00 (00.00)	01 (00.83)
2	Adoption of new technologies	93 (77.50)	20 (16.67)	07 (05.83)	00 (00.00)	00 (00.00)

(Note: Figures shown in parenthesis indicates percentage)

### Conclusion

The farm women of the study area were handling poultry activities right from commencement to fabrication alone. The present study provides empirical evidence that majority of farm women were taking decision by self-regarding feeding, health care and management, marketing, finance and various miscellaneous activities without consulting their male counterpart, family members, others etc. Therefore, it is the need of hour to shift poultry from secondary occupation to primary occupation. Therefore, trainings must be organised by Government/private/NGOs/SHGs' agencies for farm women as per their needs to improve their skills and knowledge so as to make farm women fully empowered in decision making related to poultry value chain. The Government and private agencies should come together with effective policies related to poultry sector and should start some vocational poultry diploma courses in State Veterinary/Agricultural Universities or KVKs' for matriculates/10+2 students to meet the shortage of technicians in public/private sectors

### Acknowledgement

The authors would like to acknowledge Associate Dean, Bombay veterinary college, for providing the necessary facilities for conducting this research work. The authors are also grateful to all the farm women for their cooperation and sharing their valuable views during the study. The authors would like to acknowledge the editors of this journal for their valuable suggestions.

### References

1. Berman S. Clinical Decision Making Clinical Decision Making. Berman's Pediatric Decision Making. 2017, 1-6.
2. Bheemappa A, Natikar KV, Biradar N, Mundinamani SM, Havaldar YN. Entrepreneurial characteristics and decision making behaviour of farm women in livestock production activities. Karnataka Journal of Agricultural Sciences. 2014; 27(2):173-176.
3. Garba J, Yari AY, Haruna M, Ibrahim S. Traditional poultry production: The role of women in Kaura-Namoda local government area, Zamfara State, Nigeria. African Journal of Agricultural Research. 2013; 8(26):3415-3421.
4. Gazi A, Goswami A, Mazumder D, Biswajit P. Backyard Poultry Farming System: Women And Its Role, International Journal of Development Research. 2014; 4(5):1122-1124.
5. Lestari VSRI, Rahardja DP, Sirajuddin SN. The role of gender on poultry farms 1, Proceedings of The IIER International Conference, Jakarta, Indonesia, 2016.
6. Mathialagan P, Senthilkumar K. Role Performance of Rural Farm Women in Commercial Poultry Marketing Activities. Aayvagam an International Journal of Multidisciplinary Research. 2014; (2)7:20-22.
7. Mulugeta M, Amsalu T. Women's role and their decision making in livestock and household management. Journal of Agricultural Extension and Rural Development. 2014; 6(11):347-353
8. Sakthivel KM, Narmatha N, Uma V, Jothilakshmi M. Gender dimensions in backyard poultry rearing. Indian Journal of Poultry Science. 2017; 52(2):236-238
9. Singh B, Srivastava S. Decision making profile of women of Ummednagar village of Jodhpur district. Indian Research Journal of Extension Education. 2016; 12(2):235-237.

10. Sharma S, Rao PK, Sharma R. Role of Women in Decision-Making Related to Farm: A Study of Jammu District of J&K State. International Journal of Scientific and Research Publications. 2013; 3(1):1-4.