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Abstract: Livestock and poultry are integral components in the rural economy of Jharkhand. About 70% of the population living in the rural areas face the problems of unemployment/ disguised employment poverty and malnutrition. Poultry farming has emerged as one of the most significant income generating activities for the rural people. According to National Sample Survey (NSS) report (GOI, 2006) on Livestock ownership, landless, marginal and small farmers accounted for about 90% of the population owned 85% of the total poultry stock. The Production of eggs in the state was estimated at 415 million in the year 2010-11. The per capita availability of eggs is 25 eggs per annum against the national average of 51 eggs per annum. The total demand for eggs in the state is 1143 million whereas the production is just 415 million. Thus, the study was conceptualised with overall objectives to assess the knowledge, adoption and constraints of backyard poultry farming in Giridih district of Jharkhand. The study was carried out in 12 villages from 4 blocks of Giridih among 120 backyard poultry rearers. 1) To study the socio-personal and socio-economic status of backyard poultry farming among rural women. 2) To assess the knowledge level of women about backyard poultry rearing practices. 3) To measure the adoption level of backyard poultry rearing practices for livelihood support of rural women. 4) To find out the relationship of socio-personal and socio-economic status of rural women with adoption and knowledge of backyard poultry rearing practices. 5) To identify the constraints faced by rural women in backyard poultry rearing practices. The study was conducted in twelve villages of Deori, Gawan, Gandey and Bagodar block of Giridih district. The data were collected from 120 respondents by personal contacts and structured interview schedule. The respondents rearing at least five birds were selected. Ten poultry owners from each village were selected. After collection of data, all the respondents were divided into three categories namely low, medium and high in respect of adoption and knowledge of backyard poultry rearing practices. The categorization was based on mean and standard deviation. The relationship between the socio-personal, socio-economic with knowledge and adoption of backyard poultry rearing practices were tested with the help of co-efficient correlation. The constraints faced by poultry owners in adoption of backyard poultry rearing practices were also studied. The important findings of the study have been reported as under. 1 It was observed that majority of the respondents (98.33%) and (90.83%) were in low category with respect to their level of knowledge and adoption of backyard poultry rearing practices, respectively. 2 Majority of the backyard poultry owners were of middle age group(51.67 %), illiterate (64.17 %), had medium family size(53.30%) and (56.66%) were from joint family. 3 Majority of the respondents had marginal land (68.33%), small flock size (46.67%), medium poultry farming experience (43.33%), medium annual income (86.60%) and low information source utilisation. 4 Education, Annual income, Poultry farming experience and information source utilisation were found to be positively and significantly related with knowledge and adoption of backyard poultry rearing practices. 5 Majority of the respondents preferred marketing at village market and selling through middlemen. Some also sold at their own doorstep although there was existence of local shopkeeper. 6 Majority of respondents were unaware of improved backyard poultry varieties and they provided nest in quite place and very few had knowledge of health care. 7 Lack of vaccination facility, non-availability of improved breed and feed during summer were top three constraint. Incidence of disease, lack of information, non-availability of medicine, lack of proper marketing channel and non-availability of veterinary doctors were other important constraints.

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