INFORMATION SOURCES AND CHANNELS OF COMMUNICATION IN ENTREPRENEURSHIP DEVELOPMENT: A STUDY OF POULTRY FARMERS IN PALLADAN COMMUNITY IN SABON-GARI LOCAL GOVERNMENT AREA OF KADUNA STATE, NIGERIA

'Ibrahim Dogara Ph.D, [2]Muhammad Auwal Ibrahim

'Kashim Ibrahim Library, Ahmadu Bello University Zaria.
Department of Library and Information Science, Ahmadu Bello University, Zaria
[1] Ibrahimdogara4(5)gmail.com, [2]auwalladan02(q),gmail.com
'08030546712,[2]08062530907

Abstract

This study investigated the information sources and communication channels of entrepreneurs hip information among poultry farmers in Palladan Community in Sabon -Gari Local Government Area ofKaduna State. The research was guided by the objectives on levels of education of poultry farmers, types of information sources and channels used by poultry farmers. Research method adopted was quantitative with survey research design approach. Quantitative method was used because it was more concern with systematic empirical investigation that provides accurate results. The population of the study consists of two hundred and fifteen (215) poultry farmers, which was obtained through the use of Snowballing sampling. Snowballing technic was used as the universe of the population is not known, but rather by means of referral by the potentials participants to other participants as there in the same community of poultry farmers. Questionnaire was used for data collection; the data collected were quantified and analyzed using frequency counts, percentages and discussion. Some of the findings from the analysis revealed that the highest educational qualification with the poultry farmers was master degree and PhD. Information sources for the farmers included; veterinary officers and research institutes and their communication channels used in accessing information by the poultry farmers include; reports and bulletins, telephones, posters/leaflets, etc. It concluded that poultry farmers in Palladan Community are having different level of educational background, with different information sources and channels through which they are access information on different aspects of their businesses. Some of the recommendations proffered included; that the need for corporation among the poultry farmers to register with Poultry Farmers Association of Nigeria for easy facilitation of their activities. The poultry farmers in Palladan community were urged to be recording and documenting series of their activities as means of knowledge creation.

Keywords: Channels, Entrepreneurship Development, Information Sources, Poultry Farmers, Palladan Community.

Introduction

Entrepreneurship being a discipline by its own right as it operates independently as well as an interdisciplinary, and for the success of it vision must employ man power resources with technical and skill of labour, as well as with good managerial talent know–how. The participants in entrepreneurship of whatever type must be active in dealing with their business for achievement of their vision through accessing the relevant information that will be used to enhance their business activities. Diangra and Azmy (2020) stated that, a good performance in any activity rely upon relevant information which serves as one of the basic need towards maintaining good performance in any type entrepreneurship, which provides

knowledge and ideas on context. It is imperative for every type of entrepreneurship actors in any business to explore relevant sources and channels of information in context with the type of entrepreneurship business, since the role played by information is great to the success of every business.

Poultry farming is an aspect of entrepreneurship which makes a substantial contribution to the household food security and income in the developing countries. It helps in diversifying incomes and provision of quality food and source of employment. Poultry farming business is one of the businesses that are complementing government efforts toward food security and poverty alleviation in the country. The economic importance of poultry farming is great to the provision of self-reliance and self-employment among people in a country. It is unfortunate; most of the poultry farmers in the rural areas are dearth with access and retrieval of relevant information to their needs, due to poor knowledge of different types of sources and channels of information communication relevant to their profession.

Poultry productivity like any business largely depends on access and retrieval of information about modern farming techniques and technologies, on how to go about with their business and add more value to it, towards meeting their aims and objectives. And as well to participate in the global trends in their business and over the challenges affecting their profession in the competitive world.

Sanga (2018) meeting farmers' information needs depend on the existence of both relevant information sources and channels that will be used to enhance their activities, information needs of poultry farmers can be met using different sources and channels of communication. It is observed that generally, poultry farmers in the rural areas are affected by some challenges that relate to knowledge capabilities, which are the bedrocks for their effective and efficient performance and success of their business. These challenges includes; knowledge on medication and health of birds, meat and egg storage and preservation, environmental knowledge that relate to weather and climate changes, feeds and feeding, vaccine and drugs, hatchery and breeding, waste management, market, loans and credit facilities, security and others. These factors are very essential for informed decision- making and production in an enterprise.

Exploring sources and channels of information by poultry farmers in Palladan Community is great to the acquisition of skills, ideas and knowledge on how to go about with their business operations and activities and developed in the business. Information is a vital which provides impetus to all perceived set of objectives, vision and bridging the knowledge gaps of the poultry farmers towards understanding best practice in their business. With relevant information in context the farmers can meet up with the local and global challenges in their business, with which lead them to participate and become champion in the international market competition.

Tugwell (2020) posits that, acquisition of the relevant skills can be described as special talents and abilities developed by an individual to execute tasks in uniquely more impressive manner which are acquired through quality education, training and experience which are needed to be known by others.

The question on where and how to generate information and use by poultry farmers is great to the success and development of their business. Information is an essential tool of everyone's daily life activities and instrumental for national planning, research and for socio-economic development and progress of a country and its citizens. Information is pre-requisite for man in every endeavor, circumstances and situation for individuals and organizations (Dogara, 2022). Professional competencies and experience are the most essential qualities needed by any organization, human resources managers, professional bodies or associations etc. these qualities are instrument in the process of employment, performance appraisal, training development of personnel's in organizations for productivity and good services.

According to Garba (2022), it is mandatory for every individual, staff in any organization or personal enterprise to be successful and excel in any given profession or vocation. To achieve these, it has become imperative for acquisition of information as a gateway for knowledge on technical and theoretically know-how on how to go about with successful business activities and operations for organizations. This study set to survey the universe of the poultry farmers in Palladan, as it is designed to systematically and comprehensively collect data from them on their information sources and channels on their poultry farming.

Poor or uncoordinated sources and channels of information delivery to the poultry farmers has been observed as one of the major deterrence of information between farmers, and researchers in generating information on new technology, innovations and ideas. Identifying sources and channels of information for poultry farmers enhances participation and adoption of new technology, knowledge and ideas for utilization and development of their business.

Dissemination of information technology knowledge, ideas, innovation on poultry farming system is great to awareness, acceptance and adaptation and as well capital – intensive industry. It was observed that for years, many people have engaged in poultry farming and others are joining queue for participation into the business. Despite this and with cognizance to the importance of information, it is still unknown to many people as what are the sources and channels of information communication used by poultry farmers. It has been observed that poor information delivery to poultry farmers in the rural areas led to poor management and poor production which subsequently led to the liquidation of many poultry farms. The poultry farmers are facing challenges of accessing relevant information on their business in Palladan community due to the fact that they are not organized to the level of cooperation among themselves as to form an association for the progress of their business.
It is in view of the above, that this research sought to investigate and find out the sources and channels of information with the poultry farmers in Palladan Community in Sabon Gari Local Government Area of Kaduna State Nigeria.

Literature Review

Entrepreneurship and the Poultry Farmers

Entrepreneurship is an activity that plays an increasingly important role in the economy of countries which provides a means of job creation to a large number of graduates and drop out that lives without job. Entrepreneur is a vehicle that is supporting and complementing

governments' efforts and that of various societies in fighting insecurity and immoral vices in the country. Perception on youth's engagement into entrepreneurship believed that it will make away towards having self-reliance society with responsible and useful citizens capable of performing their duties to best interest of their community.

Entrepreneurship is the capacity and willingness to develop, organize and manage business venture along with any other persons, and with any of its risks in order to make a profit (Bello, 2018). Poultry farming entrepreneurship has been identified as a catalyst for the economic growth of a nation, which has gained good experienced as a result of the increase in the level of unemployment among graduate youths in Nigeria. As many graduates were not able to further their education and could not secure job with either government or private organizations (Dewu at el., 2021).

Entrepreneurship being a business activities is characterized by innovation and creativity, which emerges out of persons with positive critically thinking towards change and development. Business activities of any type and on whatever sector of human endeavor for it to exist and serve the interest of entrepreneur and also serves as stimulant for the nation's economy must access information and knowledge relevant to it objectives, from different sources and channels in order prosper. Poultry farming business become a panacea to some social and economic challenges in our societies with fact that poultry farming seems to be one of the easy managed venture within the realm of our economy. It contributes to job creation, self-reliance and economic growth of so many graduates and families within rural areas. Tugwell (2022) posits that entrepreneurship is considered as a solution to face unemployment and curb so many challenges affecting our society; the entrepreneurs are the engines of the economy, who use their knowledge and inspiration accompanied with great risks to provide new challenging product and services.

Information Sources of the Poultry Farmers

Poultry farming business activity like any other business activity required information as one of it strategies resources with which to make planning, organizing, implementing of its activities and operations. Information as strategic resources provides impetus on the know-how and plans on how to go about specific activity or activities within the enterprise, this is with the understanding that poultry farming entails so many activities that must be done meticulously for the success of the business. Michael et al., (2022) streamline information needs of the poultry farmers as that information playing strategic role in planning, organizing and implementation include among others; site selection for housing, materials to use for constructing roof and floor, watering types of drinkers, formulation of balance feed, and preservation of eggs and meat, drugs and medication, marketing, storage of eggs, bio security and litter management etc.

With relevant information from reliable sources and channels that make entrepreneur business to improve and perform within the realm of best practice in the provision of good and services and fully participate in the competitive world of poultry farm producers. Adokiya (2020) submit that information is a major input that is required to boost agricultural productivity in the poultry industry. It is believed that with information, and when farmers are

adequately informed and aware of the available sources by which they can access and utilized information that would help them to improve productivity and participate as members of the international community of livestock producers. Information is significant and a critical factor which can enhance and improve poultry production as well as means of business participants' survival which relies on their ability to access innovation and meet with dynamics of challenges affecting poultry farming from both local and at international levels.

According to Olaniyi (2013), one of the ways to bring about improvement in poultry production in Nigeria is the provision of the right information through appropriate channels and sources that can be accessible to farmers. By this, it is very much clear and imperative for poultry farmers to know different sources and channels of information on poultry farming, to access and retrieve relevant information that would add more knowledge to their existing one.

In the process of understanding sources and channels of information, it is good to know that information comes from different societal activities, identifying and sourcing for relevant sources of information is great and appropriate to poultry farmers to know different types of information sources relevant to their objective. From general perspective sources of information are information that comes from government, academia and private sectors. Dhiman and Yashoda (2005) sees information sources as source of information from somebody that is to say, anything that might informs a person about something or provide knowledge to somebody. Information sources may be observations, people speeches, documents, pictures, organization etc.

It was observed by Sang (2018) poultry farmers need different information to improve their farming and contribute to the national economy. Information on poultry management is usually obtained from family members, friends and neighbors with previous experience, extension officers, researchers, television, radio, web and mobile based agricultural information system. Based on different information needs of the poultry farmers, it is obvious to them to be aware of different sources of information that will guarantee their needs.

Channels of Information of the Poultry Farmers

In the realm of information access, retrieval and use of specific channels of communication are critical for the satisfaction of information. It is necessary for information users to know his or her channels of information communication as a pathway through which information or messages are transmitted to or received by the user. There are ranges of information communication channels that exist; some are more accessible than the others, depending on their context and situation. According to Ivan et al., (2022) channels of information communication can be broadly grouped into two types; disseminative and communicative. Dissemination is distinct from communication as the former entails the uni-directional (one way) flow of messages, information or knowledge from source to the recipient.

The poultry farmers must constantly assess the impact of their channels of information communication through which they generate information and knowledge about their business. Suleiman et al., (2021) opined that some of the information communication channels used in disseminating and receiving agricultural information, include personal contacts; radio broadcasts; publications, field days, agricultural shows, demonstrations etc.

Improved access to production of information is central to poultry farming business, since it has become a significant factor of production which support the economy of the nation and individuals. Information communication channels must be assessed by the poultry farmers for the most appropriate one. Oladije (2011) observed that hence, there are various sources of information in which information on newly improved technology, techniques, ideas etc., could be delivered to the end users. Selection and matching between different channels communication is great to the success meeting the objectives of the information user. It is in view of this, that this study is set to bridge the existing gaps identified from the review by exploring the information sources and channels with poultry farmers in Palladan community.

Materials and Methods

The research methodology for the study was quantitative. Quantitative research method was used because it was more concern with systematic empirical investigation of social observable phenomenon via statistical, mathematical or computational techniques (Sambo, 2005). Survey research design was used in the process of understanding of the sources and channels of information communication used by poultry farmers in Pallandan Community, Sabon Gari Local Government of Kaduna State. The choice of survey design was informed as a method that involves meeting of the subjects in the study in their individual locations and systematic and comprehensive collect information about the opinions, attitudes, feelings beliefs and behavior of people (Sambo, 2005). The universe of this study is represented by all poultry farmers in Palladan community for the purpose of this study. The universe of this study is represented by all poultry farmers in Pallandan community. Snowballing sampling technique was used in finding the potential participants in the study. The technique helped the data collections and linkages with the poultry farmers by means of referral among themselves. However, after saturation, the total numbers of two hundred and fifteen (215) poultry farmers were found to participate in the study. The data collected for this study was analyzed using descriptive statistics and presented in tabular form and analysis in frequency and percentage. These statistical methods were used because of their easy applicability in analyzing simple data, and will contribute to the understanding of the findings of the study.

Results and Discussion

This section deals with the analysis of the data collected for the study based on the responses obtained from the poultry farmers in Palladan Community. The section is presented as follows: A total of two hundred and fifteen (215) questionnaires were distributed to the respondents and a total of one hundred and ninety eight (198) copies of questionnaire were duly filled and returned, which gave 92% of the total population of the study.

Education of the Poultry Farmers in Pallandan Community

In this section, the study is with the objective of knowing the level of education of the poultry farmers in Pallandan Community.

Table 1: Education of Poultry Farmers in Palladan Community

S/No	Education	Frequency	Percentage%
1	Adult Education	17	8.5
2	School Leaving certificate	7	3.5
3	Secondary School SSCE	35	18
4	NCE, Diploma Certificate	55	27.7
5	Degree, HND	58	29.2
6	Master/PhD	26	13.1
	Total	**198**	**100**

Source: Field survey, 2023

Table 1 provides different educational levels with the poultry farmers in Palladan Community. The first finding on the educational level of the poultry farmers is on those farmers with educational level at degree and Higher Diploma. The reason behind this high number could be as a result of the problem of employment, as many graduates cannot secure job after their graduation from universities and colleges then they resort to entrepreneurship as alternative for survival. This can be seen from the number of respondents of 58(29.2%), then closely followed by those with NCE Diploma and Certificate with 65(27.7%), then Secondary School Leavers (SSCE) with 35(15%), followed by those with Masters and PhD with 26(13.1%), then Adult Education with 17(8.5%) and lastly School Leaving Certificate with 7(3.5%). This shows that the majorities of poultry farmers in the area are literate and could not wait for government or public employment as their means of living. The reason behind having the large number of literate persons among the poultry farmers could be as a result of the efforts made by Nigerian University and Colleges of Education of adopting and implementing entrepreneurship in the teaching. This finding is in line with Kruja (2013) who asserted that acceptance and involvement of large number of graduates into entrepreneurship business was emerged with the fact that students are those students who have a higher entrepreneurial perception while in the school. The implication of this finding to the poultry farming community and entrepreneurship is that, they are enlightened and having the capabilities of accessing different sources and channels of information to the success of their business.

Information Sources used by Poultry Farmers in Palladan Community

In this section, the study is with the objective of identifying the sources of information used by poultry farmers in Palladan Village.

Table 2: Information Sources used by Poultry Farmers in Palladan Community

S/No	Information Sources	Frequency	Percentage%
1	Veterinary Officers/Institutes of Research	54	27.7
2	Seminars, Workshops and Conferences	27	13.6
3	Association of poultry farmers	36	18.0
4	Friends and Colleagues	41	20.7
5	Market Day	22	11.0
6	Radio and Television	18	9.0
	Total	**198**	**100**

Source: 2023 field survey

Table 2 provides different information sources from which the poultry farmers used to generate information in the process of conducting their business. The first finding is Veterinary Officers from research institutes. This can be seen from the respondents' rate of 54(27.7%), followed by Friends and Colleagues with 41(29.7%), followed by Associations with 36(18.0%) then seminars, workshops and conferences with 27(13.6%), market day with 22(11.0%) and lastly Radio and Television with 18(9.0%). This finding agreed with the findings of Oladije (2011) that the most recommended sources of information used by poultry farmers on poultry keeping practices is Veterinary Officer, and the finding further revealed that majority of the farmers in the study became aware of recommended practices and birds medication from is from Veterinary Officers. Veterinary Officers and research institutes are prominent in the field of poultry farming because of their scientific know- how as all of their activities is based on research. This is having impact on the knowledge base of the poultry as they are enlightened otherwise literate.

Information Channels used by Poultry Farmers in Palladan Community

In this section, the study is with the objective of findings out the channels of information communication used by poultry farmers in Palladan Community.

Table 3: Information Channels used by Poultry Farmers in Palladan Community

S/No	Channels of Communication	Frequency	Percentage%
1	Posters/Leaflets	36	18.5
2	Field Days	21	10.6
3	Telephones	39	19.6
4	Reports/Bulletins	45	22.7
5	Radio and Television	32	16.0
6	News Papers	25	12.6
	Total	**198**	**100**

Source: 2023 Field Survey

Table 3 provides different channels of Information Communication used by poultry farmers in generating information and knowledge on poultry business. The first finding on the channels of information is reports/bulletins, the reason behind this, was due to the importance attached to information and data generated out of research from professionals. This can be seen from the number of respondents of 45(22.7%), then followed by 39(19.6%), followed by posters/ leaflets with 36(18.5%), radio and television with 32(16.0%), newspapers 25(12.6%) while the last field days with 21(10.6%). This finding is in line with Chika (2021) who reported that, reports and bulletins are part of the most reliable and relevant channels of communicating information based on the objective and mission of their parents body and specific issue within a given phenomenon. The significance of reports and bulletins are the most used channels of information by the poultry due to the fact that they are information channels that contain information from research output and information on current practice in poultry farming that could be adopted.

Conclusion and Recommendations

The findings from the study revealed that the poultry farmers in Palladan community have one qualification or the other which includes; degree, higher national diplomas, masters and

PhD etc. It was found that the information sources with the poultry farmers includes; veterinary officers, research intuitions, seminars, workshops, conferences, etc. It was found that channels of information with the poultry farmers in the community includes; reports, bulletins, posters, leaflets, radio and television, etc. that reports, bulletins, It can be concluded that the poultry farmers in Palladan Community are educated with different educational qualification and with different information sources and channels through which they are accessing information on different aspects of their business. However, poultry farmers in Palladan community are not using any source or channel of information relevant to their field that emanate from ICT, as the modern technologies are having powerful capacity of facilitating information instantly irrespective of distance or location in the world. This could be as result of inadequate knowledge of the information and communication technology and it capabilities. The following recommendation were put forward such as:

Majority of the poultry farmers in Palladan community are literate and they should cooperate and organized themselves as corporate body and properly register with the Poultry Farmers Association of Nigeria in their Local Government Area for easy access to their programs such as seminars and workshops.

Poultry farmers should try by all means to be recording and documenting series of their activities as a means generating information and knowledge for the future.

The research institutions around Palladan Community such as Veterinary Teaching Hospital, National Agricultural Extension Research Liaison Services, National Animal Production Research Institute all under Ahmadu Bello University should revisit and enhance their outreach extension programs and services to the various poultry farmers' communities within their domicile.

Reference

Adokiye, K.C, (2020). Availability, Access and Utilization of ICTs and its Tools among Poultry Farmers in Yanagoa, Bayelsa State, Nigeria. *Animal Research International Journal,* 17(3), 3836-3844

Dewu, H., Hamza, U., Lawal, M.M., & Hassan, U. (2021). Knowledge of Entrepreneurship Opportunities among Nurses. A perspective of An Information Manager, An Overview. A paper presented at Ahmadu Bello University Complex International Conference. On Management of Information, Knowledge, Research and Innovation for Sustainable Development. Held at PG e-library Kashim Ibrahim Library, ABU, Zaria, Kaduna State, Nigeria.

Diandra, D. (2020).Understanding Definition of Entrepreneurship. *International Journal of Management, Accounting and Economics,* 7(15), 235 241.

Bello, M.B. (2018). The Creative Entrepreneurs: United Kingdom. Dolman Scott.www.dolmanscott.co.uk.

Chika, F. B. (2021). Sources and Channels of Agricultural Information used by Soya bean Farmers in Nigeria. *Journal of Agripreneurship and Sustainable Development* (JASD), 4 (2), 2651-6365.

Dogara, I. (2022). A study on Status of Diary Keeping in Knowledge Management Creation Process by Women Farmers in Sabon Gari Local Government, Kaduna State – Nigeria. *Samaru Journal of Information Studies*. 22(2), 109-121.

Dhiman, A. K. &Yashoda, R. (2005). *Learn Information and Reference Sources*. ESS Publication.

Garba, A, (2022). Continuous Professional Development, Professional Competence and Work Engagement of Librarians in North West, Nigeria. Ilishan- Remo: (Unpublished PhD Thesis). Department of Information Resources Management School of Management Sciences, Babcock University, Ogun State

Ivan, S.A., Peter, F.O., Richard, M., Anthony, O.E., Franklin, S.M. & Elizabeth, N. (2012). Analysis of Communication and Dissemination Channels influencing the Adoption of Integrated Soil fertility Management in Western Kenya. *Journal of Agricultural Education and Extension*. 18 (1), 71-86.

Kruya, A., & Kalluci, L. (2013). Entrepreneurship Among Graduates: A Self Employment and Advancement Opportunity. *Happiness and Economic Development Journal*, 5

Micheal, A., Polycarp, M., Abakura, H. J., & Yidau, J.J. (2022). Analysis of Poultry Farmer's information Needs in Adamawa State, Nigeria, *Journal of Agricultura Tropical Et Subtropica*, 55, 74-82

Oladije, J.O. (2011). Sources and Utilization of Poultry production information Among Poultry Farmers in Oyo State. *International Journal of Livestock Production, 2(2), 11-16.*

Olaniyi, O.A. (2013).Assessment of Utilization of Information and Communication Technologies (ICTs) Among Poultry Farmers in Nigeria: An Emerging Challenge. *Transnational Journal of Science and Technology*, 3(6).

Rogers, E. (2005). *Diffusion of Innovations*. 5th Edition. The Free Press.

Sang, C. (2018) Poultry farmers Information needs and extension advises in Kilosa, Tanzania, advisory and learning system (*MEALS). Library Philosophy and Practice (e-journal).* https://digitalcommons.unl.edu/libphi/prac/1710

Sambo, A. A. (2005). *Research Methods in Education*. Stirling-Horden Publishers Limited.

Suleiman, R.A., Ikani, E., Mamma, S., Ariyo., O.C., Oladele., O.N., & Adela, O.D, (2021).Assessment of Extension Communication Channels among Agroforestry Farmers in Ekiti State, Nigeria. *Russian Journal of Agricultural and Economic Sciences*, 9(117), 102-116

Tugwell, O.O (2020). Quality Entrepreneurship in Poultry Farming: The Need for Skills Acquisition among Youths in Rivers State, Nigeria. *World Journal of Entrepreneurial Development Studies*, 5(2), 2695-2483. www.iiardupb.org.