



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

A STUDY ON POULTRY BROILER FARMING IN NAMAKKAL DISTRICT

Ms. P. MAHESWARI,

Assistant Professor , Department Of Commerce, Dr. N.G.P. ARTS AND SCIENCE COLLEGE

(COM 106) (Autonomous) COIMBATORE Mr.

THARUN KUMAAR. S.M ,

B.Com, Department Of Commerce, Dr. N.G.P. ARTS AND SCIENCE COLLEGE (COM 106)

(Autonomous) COIMBATORE

ABSTRACT

This comprehensive study examines the transformative journey of the poultry broiler farming industry in the 21st century, tracing its evolution from small-scale operations to vertically integrated conglomerates fueled by advanced technologies. and aims to understand the perspectives of 120 respondents. Convenience sampling is employed, and the data collection period spans from January to April 2023. Data is gathered primarily through questionnaires, with both primary and secondary sources used. Statistical tools such as Simple Percentage Analysis, Weighted Average, and Rank Analysis are employed for data analysis. Urban-rural consumption disparities are explored, highlighting the potential for equitable access to protein-rich food sources and socioeconomic advancement. While acknowledging study limitations, this research contributes insights into the dynamic landscape of poultry broiler farming and its implications for sustainable growth and nourishment.

Keywords: Nutritional challenges, Namakkal District, farmer awareness, consumption disparities, sustainable growth, nourishment.

1.1 INTRODUCTION

The poultry farming industry has undergone a significant transformation in the 21st century, transitioning from numerous small farms to large vertically integrated companies with advanced technologies, resulting in improved efficiency and quality. Global consumption of poultry meat and eggs has surged, outpacing population growth, with Asia's contribution particularly notable. India's indigenous poultry sector stands out, playing a vital role in the country's rapid industry growth. As the world's population continues to rise, projections indicate

substantial expansion in both poultry meat and egg production, with poultry farming offering solutions to unemployment and nutritional challenges in regions like India. However, urban-rural disparities persist in poultry product consumption and cost, highlighting the need for equitable access and affordability. Amidst these developments, the industry remains a crucial source of protein and a driver of economic and nutritional advancements worldwide.

1.2 OBJECTIVES OF THE STUDY

- To study the socio-economic profile of the selected sample respondents in the study area.
- To find out the awareness level on poultry broiler farming among the selected sample farmers.
- To identify the factors that influence farmers decision to choose poultry broiler farming.
- To examine the current marketing practices followed by the selected poultry farmers.
- To trace out the problem faced by the farmers in poultry farming.

1.3 STATEMENT OF THE PROBLEM

Poultry farming occupies a unique position in the livestock economy of India. With a vibrant indigenous industry compared to other developing countries, it is the world's fastest growing poultry farming industry and one of the fast growing agribusiness activities in India. The study area, Namakkal district is one of the most concentrated areas in poultry farming in Tamil Nadu. There has been a tremendous growth in the sizes of farms and the poultry farming has become a part and parcel of life for many people in this district. In this context, this study is an attempt to find out answers to the following questions.

1. What is the awareness level of poultry farmers about poultry broiler farming?
2. What is the satisfaction level of Poultry farmers about poultry broiler farming?

1.4 SCOPE OF THE STUDY

This study examines the dynamic evolution of the poultry farming industry in the 21st century, encompassing its shift towards large integrated companies, technological innovations, global growth patterns, and the industry's unique role in addressing challenges such as unemployment and nutritional security, with a particular focus on India. It also investigates disparities in product consumption and cost between urban and rural areas, offering insights into the industry's potential to contribute to equitable access to protein-rich food sources and socioeconomic development.

1.5 LIMITATIONS OF THE STUDY

Sample's size is small and might not represent the whole population of poultry broiler farmers.

The study is only within the Namakkal district poultry broiler farmers.

The sample size was confined to 120 respondents keeping in view time and cost constraints.

Due to constraints in depth research work could not be carried out.

1.6 RESEARCH METHODOLOGY

The research design of this study involves a descriptive framework for data collection and analysis. The study is focused on the Namakkal District and aims to understand the perspectives of 120 respondents. Convenience sampling is employed, and the data collection period spans from January to April 2023. Data is gathered primarily through questionnaires, with both primary and secondary sources used. Statistical tools such as Simple Percentage Analysis, Weighted Average, and Rank Analysis are employed for data analysis. The study's scope includes Poultry farmers in Namakkal District, and the data covers the mentioned period with 120 respondents participating.

2. REVIEW OF LITERATURE

National Egg Coordination Committee Report (2019)¹

Have identified the two problems confronting the poultry farming units as it is a non-remunerative egg price and rising feed cost. In the poultry business, the feed cost constitutes 75-80 per cent of the cost of production.

Sinha and Chand (2019)²

Have studied through their work entitled “Importance of Stress in Poultry farming Production” pointed out that the common stress factors such as the frequent handling of birds for shifting them from one shed to other, debeaking, vaccination, sudden change in management, poor ventilation, climate conditions, nutritious factors put stress on the birds. It was essential to adopt all the preventive measures regularly for control diseases.

Panda and Nanda (2018)³

Have focused the constrains like economic backwardness to spend money for intensive poultry rearing, lack of awareness about the present-day high producing breeds, carelessness about production on their birds against some of highly infectious diseases through vaccination, lack of marketing system for timely disposal of produce in rural poultry farming production.

Nita and Khandekar (2018)⁴

Have explained the major constraints as elucidated by the rural people. They are non-availability of appropriate germplasm, high incidence of disease, high cost of inputs, lack of knowledge regarding poultry farming, lack of paramedical facilities, and lack of transportation.

Satopathy (2017)⁵

Have found that Broiler chicken farming sector has transformed into the fastest growing sector due to a combination of various support activities. Broiler chicken farming can be easily adapted to any kind of climatic conditions. Price fluctuations are major challenges faced by the farmers and integrators while marketing their produce. Competition and price cutting are also other problems faced by the farmers and integrators.

3. DATA ANALYSIS AND INTERPRETATION

3.1 WEIGHTED AVERAGE

Weighted average is a calculation that takes into account the varying degrees of importance of the numbers in a data set. In Calculating a Weighted average, each number in the data set is multiplied by a predetermined weight before the final calculation is made.

TABLE: 1

SOURCE OF SALES POULTRY BROILER FARMING BUSINESS

ATTRIBUTES	1(5)	2(4)	3(3)	4(2)	5(1)	TOTAL	MEAN SCORE
Direct sale to consumers at their farm	33	20	34	3	30	120	3.38
	165	100	102	9	30	406	
Direct Sale to Hotels	33	32	44	11	0	120	3.73
	165	128	132	22	0	447	
Direct Sale to the wholesalers	32	22	61	2	3	120	3.65
	160	88	183	4	3	438	
Direct Sale to the retailers	31	38	40	11	0	120	3.74
	155	152	120	22		449	
Through commission agent	42	19	55	1	3	120	3.8
	210	76	165	2	3	456	

INTERPRETATION

The above table justifies the source of sales poultry broiler farming business. The Highest mean score is 3.74 for Direct sales to the retailers.

3.2 RANK ANALYSIS

Ranking the observation according to the size and the basis of the calculation on the rank rather than the original observation in the research rank is used to determine the exporters in term of the number of respondents. The average is used to find the factors that have the highest priority. The highest Priority is ranked as first followed by second, third and so on.

TABLE:2
RANK THE FOLLOWING PROBLEMS

PROBLEMS	7	6	5	4	3	2	1	Total	Rank
Availability of raw materials	26	13	25	20	20	8	8	120	10
	26	26	75	80	100	48	56	411	
Control measures	8	37	19	21	13	16	6	120	6
	8	74	57	84	65	96	42	426	
High feed cost and low egg prices	14	21	32	18	16	8	12	120	4
	14	42	93	72	80	48	84	433	
Lack of transport/ storage facilities	10	25	26	28	15	10	6	120	6
	10	50	78	112	75	60	42	427	
Investment	19	17	26	24	16	12	6	120	9
	19	34	78	96	80	72	42	421	
Labour Problem	11	25	31	17	17	13	6	120	6
	11	50	93	68	85	78	42	427	
Power supply	12	23	20	24	14	10	17	120	1
	12	46	60	96	70	60	119	463	
Climate	13	23	27	18	19	15	6	120	3
	13	46	81	72	90	90	42	434	
Infrastructure	21	18	16	26	21	12	6	120	5
	21	36	48	104	105	72	42	428	
Disease	15	18	24	27	14	12	10	120	2
	15	36	72	108	70	72	70	443	

(Source: Primary Data)

INTERPRETATION

From this ranking analysis, it is found that power supply (Rank 1), which comes next followed by Disease (Rank 2), Climate (Rank 3), High feed cost and low egg prices (Rank 4), Infrastructure (Rank 5), Control measures, Lack of transport or storage facilities and Labour Problem (Rank 6), Investment (Rank 9), Availability of raw materials (Rank 10).

INFERENCE

Majority of the respondents are having problems in Power supply. Availability of raw materials ranks the last.

4. FINDINGS

4.1 SIMPLE PERCENTAGE ANALYSIS

- Majority 90.8% of the respondents are belonging to Male.
- Majority 30% of the respondents are belonging to Above – 51 Years.
- Majority 57.5% of the respondents are belonging to Married.
- Majority 41.7% of the respondents are belonging to Under graduate level.
- Majority 32.5% of the respondents belong to 20,001-35,000 Income category.
- Majority 54% of the respondents belong to Joint family.
- Majority 38.9% of the respondents are having up to 3 members of dependents.
- Majority 90% of the respondents are owners of the farm.
- Majority 47.5% of the respondents are having their farm in Own place.
- Majority 47.5% of the respondents aware through other farmers.
- Majority 60% of the respondents have experience 2 to 4 years.
- Majority 55.8% of the respondents having birds of 10,000 to 50,000.
- Majority 50.8% of the respondents use tempo.
- Majority 30.8% of the respondents invested Rs. 2,00,001 to 5,00,000.
- Majority 52.5% of the respondents were fully aware about bird flu.
- Majority 45.8% of the respondents are using net-rearing.
- Majority 45% of the respondents buy vaccine Directly from manufacturers.
- Majority 43.3% of the respondents adopted Drinking water disinfection.
- Majority 62.5% of the respondents were Highly satisfied.

4.2 WEIGHTED AVERAGE

The Highest mean score is 3.74 for Direct sales to the retailers.

4.3 RANK ANALYSIS

Majority of the respondents are having problems in power supply. And availability of raw materials is last in ranking.

5. SUGGESTIONS

1. Poultry manufacturers commonly should have admittance to price amenities particularly soft loans.
2. This will assist them to improve their stock size, slaughter houses, and transportation facilities and feed dispensation.
3. At the present time the workers are suffering with poor wages and employed more than 12 hours per day. Therefore, it is recommended that the NECC and suggestion should consist of directly normalising the wages and working hours of labours.
4. The main problem handle by the poultry farm holders is power cut during summer season and unbalanced power supply, which very much have emotional impact the poultry production.
5. Hence, it is proposed that the poultry farm owners may evade the power problems through substitute energy sources like bio-gas with the help of government.

6. CONCLUSION

The exploration of poultry farming has been reviewed on the basis of primary data gathered from Namakkal district and also secondary data from the trusted source. It was originated that majority poultry farmers have accepted this business as a principal source of their earnings and drop in the classification of large group. Furthermore, they are commercially comprehensive and few of them required trusting on established and non-institutional cause of recognition due to the restricted credit capability stretched by the economic organisations.

Cost of nourishing establishes a major difficult to most of the poultry farmers as it accounts for a larger percentage of total cost of production, since poultry birds cannot do without food. Widely held of the poultry egg farmers recognised high cost of production specifically cost of feed components as their major constrain. Consequently, government should enterprise to promote inputs such as feed ingredients and this can be attained through poultry farmer's contribution in crop production.

REFERENCES

1. Annual Report 2016-17. Department of Animal Husbandry, Dairying & Fisheries Ministry of Agriculture & Farmers Welfare, Government of India, New Delhi.
2. Bashahun, D.G.M and T.A. Odoch. 2015. Assessment of antibiotic usage in intensive poultry farms in Wakiso district, Uganda. *Livestock research for rural development*, 27(12): 1-11.
3. T.H. Thanh, J.I. Campbell, J.A. Wagenaar, A. Hardon, T.Q. Hieu and C. Schultsz. 2013. Antimicrobial usage in chicken production in the Mekong Delta of Vietnam. *Zoonoses and Public Health*, 62(1): 70-78.
4. Dafwang, I.I., M.E. Cook and M.L. Sunde 1987. Interaction of dietary antibiotic supplementation and stocking density on broiler chick performance and immune response. *British Poultry Science*, 28: 47- 55.
5. Kabir, J., V.J. Umoh, E. Audu-okoh, J.U. Umoh and J.K.P. Kwaga 2004. Veterinary drug use in poultry farms and determination of antimicrobial drug residues in commercial eggs and slaughtered chicken in Kaduna State, Nigeria. *Food Control*, 15: 9-105.

