



FACTORS RESPONSIBLE FOR THE FAILURE OF SMALL SCALE, UN-REGULATED LOCAL POULTRY FARMING SECTORS OF J&K: A CASE STUDY OF NOWSHERA

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Abstract: Poultry farming holds a unique place in India's livestock economy. The concept of contract farming has organized the traditional industry into a well-organized sector. The liberal steps taken by the govt on the one hand and the neglect of small-scale, un-regulated local poultry farming sectors of Jammu and Kashmir on the other hand, has somehow preset their declining phase. The local poultry farming sector of Nowshera has declined by 60 %. The removal of J&K special entry tax on broiler alive, high rates of poultry chicks and feed, absence of organized market regulating body, lack of govt support and non-availability of funds are some of the factors responsible. However, demotivation of the newer interests in the sector is the major area of concern.

Index Terms - poultry, j&k, local, un-organized, sectors, decline.

I. INTRODUCTION

Poultry farming has become major and popular source of food for the country's 68 percent non-vegetarian population in recent years (Ganesh, 2019). Till the 1990s, J&K, like the rest of the country, played a critical role in egg production. (Sharma *et al*, 2018). The beginning of the 1990s saw a reduction in egg production in J&K, owing to the widespread closure of egg layer farms and the subsequent opening of broiler farms. In Jammu and Kashmir, the total poultry population climbed from 38.08 lakh in 2007 to 53.21 lakh in 2012, a 40 percent rise between the two census periods (Sharma *et al*, 2018). This significant advancement in the poultry sector of the country has happened as a consequence of several innovations implemented by the poultry farming sector over the previous two decades. The notion of contract farming proved crucial in attracting small poultry farmers into the industry, thus provided huge employment to youths. However, for the past few years the small scale, un-regulated local poultry farming sectors of Jammu and Kashmir have started to decline.

This study aimed to determine the status of poultry farming in Nowshera, one of largest un-organized local poultry farming sector of Jammu and Kashmir, and to examine the different factors responsible for the failure of its growth and find out the role and need of local peoples in the development of poultry sector of Nowshera.

II. RESEARCH METHODOLOGY

2.1 Area of Study

Nowshera (33°9'36"N 74°14'24"E) which is located at the banks of Manawar Tawi (Sharma et al, 2015) falling under the jurisdiction of district Rajouri is the only large commercial broiler farming hub of twin districts Rajouri & Poonch. Nowshera's climatic characteristics, & topographic features are highly supportive for poultry production. Although Nowshera which is sharing a large LOC border and holding an impressive literacy rate of 79%, its 50 % population is living below the poverty line. Thus, further research and developments in the poultry sector of Nowshera may not only play a crucial role in generating employment for a large set of local peoples, thus improving their economic situations but may also play an important role in Nowshera's overall development.

2.2 Methodology

2.2.1 Observation Method

Out of 34 active broiler farms distributed across different villages of Nowshera, 5 farms from villages namely Ghania, Dhankya, Chowki, Kalsian & Lam were purposely chosen for this study based on maximum poultry production & maximum number of active broiler farms. Taking care of COVID-19 protocols and social distancing norms, observations were made.

2.2.2 Interview Method -

Personal interview along with telephonic interview technique was applied for the collection of the data from the poultry feed and chick providers of Nowshera whenever required, whereas only former technique was applied to collect data from broiler farmers of Nowshera.

2.2.3 Questionnaire Method –

For the collection of data from non-poultry farming residents of Nowshera in order to analyze their knowledge, interest, and thinking about poultry farming and poultry sector of Nowshera, a questionnaire vide Google Forms was circulated through WhatsApp among several residents of Nowshera. 2 types of questions were asked from respondents. 1) Knowledge- based. 2) Interest-based. Responses of respondents against all chosen questions were recorded. Accordingly, the methodology of Paul and Sharma, 2005 with modifications was adopted to tabulate the recorded data.

2.2.2.1 For tabulation of data regarding knowledge-based questions following procedure has been followed, Points of each correct response to every question have been considered equal to 2.083 points based on the following criteria.

Total no of responses considered \times Point for each correct response of a question = 100.

$\Rightarrow 48 \times$ Point for each correct response of a question = 100 points.

\Rightarrow Points for single correct response = $100/48 = 2.083$ points.

The above criteria such that the maximum possible collective points of all the respondents for each question are equal to 100.

Points for each wrong response are considered equal to 0.

2.2.2.2 For tabulation of data regarding Interest-based questions procedure as mentioned in para 2.2.2.1 has been followed with slight modifications as follows,

Points of each response against a question have been considered equal to 2.083 points.

Questionnaire method was also used to put forth questions to the non-active farmers F,G,H,I,J.

III. RESULTS AND DISCUSSION

3.1 Status of Broiler farming in Nowshera and Factors responsible.

3.1.1 In Table 1.1, the study based on the data collected from the poultry feed & 1 Day Old chick providers of Nowshera revealed that Nowshera which possesses great potential for broiler farming, its active number of broiler farms has been declined to 34 which is only 38.20 % of the total number of broiler farms present in Nowshera. Its consequences that, Nowshera sector, which has the capacity to rear 150000–170000 birds at a time, is presently rearing only 45000–50000 birds. Furthermore, the active number of broiler feed production mills and hatcheries in Nowshera is zero.

Type	Total No. of Farms	No. of active farms	Percentage of active farms	Total bird holding capacity (n)	In-rearing birds' number	Active Feed production mills (n)	Active hatcheries (n)
Broiler	89	34	40.45	150000-170000	45000-50000	0	0
Egg Layers/Hens	0	0	0	0	0	0	0

Table 1.1

3.1.2 In Table 1.2, the study based on data collected from 5 different broiler farmers of Nowshera chosen for the study revealed that the total in-rearing number of broilers in active farms of Nowshera has not been declined whereas solely the large range of closed broiler farms of Nowshera are causative to the overall reduced broiler production figures.

Broiler Farm	Total broiler holding/ rearing capacity	In-rearing broilers number	Present Efficiency (%)
Farm A	5000	5000	100 %
Farm B	2000	2000	100 %
Farm C	1700	1700	100 %
Farm D	1200	1200	100 %
Farm E	1500	1500	100 %
Total	11400	11400	100 %

Table 1.2

3.1.3 In Table 1.3, the study based on data collected from 5 non-active broiler farmers, “F”, “G”, “H”, “I” & “J” of the same villages of farmers “A”, “B”, “C”, “D” & “E” respectively revealed that the main cause of closure of their farms is lack of “Lack of Market Regulating Body” along with “Removal of J&K Special Entry Tax On Broiler Alive” & “Lack of Market Regulating Body” as chosen by 100 % farmers followed by “Insufficient Funds & No Govt. Support” along with High rates of Poultry Feed & Chicks chosen by 60 % farmers.

	Causes chosen by non-active farmers				
	Lack of Market Security	High rates of Poultry Feed & Chicks	Removal of J&K Special Entry Tax on Broiler Alive	Lack of Market Regulating Body	Insufficient Funds & No Govt. Support
Farmer F	+	–	+	+	–
Farmer G	+	–	+	+	–
Farmer H	+	+	+	+	+
Farmer I	+	+	+	+	+
Farmer J	+	+	+	+	+
Percentage	100%	60 %	100 %	100%	60%

Table 1.3

3.2 Knowledge & Interest of non-poultry farming residents of Nowshera regarding broiler farming in Nowshera.

3.2.1 In Table 1.4, a study based on the Questionnaire revealed that 54.17 % of non-poultry farming residents of Nowshera, out of 48 respondents were aware of Nowshera being a potential place for the development of poultry industry whereas only an average of 40 % respondents, out of 48 were aware of basic broiler farming knowledge and economic potentiality of the sector about which was asked in the questionnaire.

	Knowledge of Nowshera being largest commercial poultry farming hub of Districts Rajouri & Poonch and possessing great potential for development of Poultry Industry	Knowledge that rearing of which takes shortest time – Broilers or Hens or Desi Chickens	Knowledge regarding average rearing period of Broilers	Knowledge regarding potential of economic growth & profitability in the Broiler farming sector
No of Respondents taken in consideration (Out of 54).	48	48	48	48
No of correct responses recorded	26	33	12	14
Points (Out of 100)	54.17	68.74	25	29.16
Frequency	54.17 %	68.74 %	25 %	29.16 %

Table 1.4

3.2.2 In Table 1.5, the study based on the Questionnaire revealed despite possessing less knowledge of poultry farming, 56.25 % non-poultry farming residents of Nowshera out of 48 respondents showed an overall interest in broiler farming.

	Respondents showed interest in poultry farming	Frequency
No of respondents taken in consideration (Out of 48 respondents)	27	56.25 %

Table 1.5

3.2.3 In Table 1.6, the study based on the Questionnaire revealed that Improper Guidance and No Knowledge collectively are the 60.41 % concerns preventing non-poultry farming residents of Nowshera to enter into broiler farming.

	Concerns preventing residents of Nowshera to enter into broiler farming			
	Improper Guidance	No Knowledge	Not Interested	Insufficient Funds
No of Respondents taken.in consideration (Out of 58 responses).	48	48	48	48
No of responses recorded	15	14	11	8
Points (Out of 100)	31.25	29.16	22.91	16.66
Percentage	31.25 %	29.16 %	22.91%	16.66 %

Table 1.6

The findings from this study suggest that the overall broiler farming sector of Nowshera has been affected adversely. The results revealed that Nowshera's overall broiler production numbers have been reduced by 105000 – 120000. The main reason behind these figures is the closure of a large range of broiler farms in Nowshera and the non-engagement of once active farmers in the sector whereas active broiler farms of Nowshera, 38.20 % are working at their actual potentiality, hence trying to support the frequently declining sector. The major concern preventing non-active broiler farmers of Nowshera from continuing in the sector is “Lack of Market Security”, “Removal of J&K Special Entry Tax on Broiler Alive” and “Lack of Market Regulating Body” chosen by 100 % farmers out of 5 farmers. The removal of the J&K Special Entry Tax on Broiler Alive has given the poultry farmers and dealers of Punjab a distinct advantage over the poultry farmers of J&K, particularly over the local and un-regulated poultry farmers of J&K, because the per-broiler rearing cost in J&K is much higher than in Punjab. The lack of market regulating bodies, such that the local farmers

are not able to reach their potentially lucrative market. Furthermore, according to 60 % of non-active broiler farmers of Nowshera, “High rates of Poultry Feed & Chicks” along with “Lack of proper funds & No Govt Support” are the major concerns for them. The high costs of poultry feed and day-old chicks in Nowshera are due to the absence of good-grade broiler feed production mills as well as hatcheries in J&K, especially near the local sectors. In addition to this, newer interests in the local sectors are demotivated due to a number of reasons.

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