



MOTIVATIONAL FACTORS IN POULTRY INDUSTRY WITH SPECIAL REFERENCE TO NAMAKKAL DISTRICT

S. Saravanakumar* Dr. C. Samudhra Rajakumar** Dr. R. Rajini Kanth***

*Research Scholar, Department of Business Administration, Annamalai University.

**Professor, Department of Business Administration, Annamalai University.

***Assistant Professor, Department of Business Administration, Kumbakonam Government College.

Abstract

Poultry meat is an important source of high quality proteins, minerals and vitamins to balance the human diet. Specially developed varieties of chicken (broilers) are now available with the traits of quick growth and high feed conversion efficiency. Over the last four decades, there have been significant developments in the poultry industry with each decade focusing on different sectors. In the current decade broiler industry is poised to exploit value added products and explore global trade. Objectives of the study, 1.To analyse the Factors to be considered for investing in poultry industry in Namakkal District and 2.To ascertain the Motivating factors of entering into poultry farming in Namakkal District. Methodology of the study, Descriptive research design used in this study. Primary as well as secondary data collected for this study. Primary Data collected through interview schedule. Important findings of the study, this research studies explores the various factors which enabled the farmers to enter into poultry farming. Poultry business requires capital investment. Land, buildings, equipment, and few people will have the capital required to purchase everything when they get started in business. Suggested in this study, the Government has to declare poultry farming as an agricultural activity and the benefits available to agriculture to be extended to poultry farming also. If all the above suggestions are implemented by the concerned authorities, the broiler farming will move in the right direction and the farmers will get good income. Poultry farming will prove to be an alternative source of income and employment.

Key Words: Poultry, Problems in Poultry Farming, Major Factors.

Introduction

India has made tremendous progress in broiler production during the last three decades and the broiler population in the country during 2011-12 stood at 2300 million. Today India is the fifth largest producer of broiler meat in the world with an annual production of 2.47 million MT. Over 5 million people are engaged in the poultry sector either directly or indirectly. Owing to the considerable growth in broiler industry, high quality chicks, equipment, vaccines and medicines, technically and professionally competent guidance are available to the farmers. The management practices have improved and disease and mortality incidences are reduced to a great extent. Many institutions are providing training to entrepreneurs.

The growth of the poultry sector in India is also marked by an increase in the size of the poultry farm. In earlier years broiler farms had produced on an average a few hundred birds (200-500 chicks) per cycle of 40 days. Today units produce minimum of 5,000 birds units 5000 to 50,000 birds per cycle are common. Poverty in rural India is caused by low level of assets holding, coupled with low and uncertain returns. Land and livestock like poultry are considered to be the major assets of rural households for livelihood support in general and small and marginal households in particular. As distribution of land holdings in rural India is highly skewed towards medium and large farmers, rearing of livestock like poultry are considered to be the potential options for the poor households to earn their livelihood on sustainable basis.

There is a growing trend of integration in broiler farming. In the early nineties, contract farming for broilers was introduced and in 1995 it spread all over Tamil Nadu. Between 1995 and 2000, it spread to Karnataka. It gathered momentum and spread its wings to Maharashtra, Andhra Pradesh in the years 2001 & 2002 and after that, it gained inroads into West Bengal and Gujarat. The spread is due to in built strengths in integration system. Integrators takes care of all aspects of production, right from raising of grandparent and parent flocks, production of day old chicks for rearing, manufacturing and supply of concentrate feed, providing veterinary services and wholesale marketing of birds. Under integration all the previous profit centres of the broiler industry viz. chick selling, feed selling, hatching, medicine supply, transportation have become cost centres for the integrators who work as a single entity and distribute the benefits among the farmer, consumer and the integration company themselves. Under contract farming, poultry farmers invest only for poultry sheds / equipment on their existing land. The Integrator supplies chicks, feed, and medicines, provides technical guidance and also buy back / purchase the entire production after 5-6 weeks. The contract farmers are paid rearing charges usually on per kg Live Weight basis and also as per the set of criteria prescribed by the integrators viz., FCR, Mortality etc. Farmer is benefiting from the lesser investment and production cost and also higher productivity which are achieved as a result of integration. Increasing assistance from the Central/ State governments and poultry corporations is being given to create infrastructure facilities so that new entrepreneurs are attracted to take up this business.



While poultry farming does provide alternative livelihood to the small and marginal farmers, they also face various obstacles like lack of institutional credit, shortage of labour force, cost escalation of coal, electricity, high mortality of birds especially in summer, loss owing to bird flu, payment issues with integrators either delayed or FCR related losses. Under this background, the present study has been undertaken in Nammakal District with the aim of exploring the major factors need to be considered for investing in poultry business. Nammakal District has been purposively selected as it alone accounts for more than 40% of total broiler production in India. It also reflects the agricultural oriented rural life where people have started taking broiler production on commercial basis to supplement their income. The study also helps to identify the problems in poultry farming and provide suggestions to overcome the same and improve their profits.

Review

Husaain (1997), argued that the outbreak of some diseases coupled with rise in feed cost appears to be the major setbacks for this industry. Banerjee (2004) observed that in comparison to other livestock, Poultry requires less investment to start the farming. Persons from low income group may also start the business on a small scale. Poultry farming offer the opportunities for fulfillment or part-time employment particularly women, children or elderly person on the farm operation.

Shamsuddoha (2010) observed that Local chickens dominate Poultry production. In Sylhet mainly poor families, who have arrived from outside and are landless rear Poultry. Most of the households (58.33%) had 0-15 chicken. Most of the families (75%) reared their chicken in combined house with duck. Materials used for housing were similar to other parts of the country. Mainly female member were involved in poultry rearing. About fifty percent farmers got on an average less than 70 eggs per year per bird. A few farmers (5.56%) informed that they had collected more than 130 eggs from a bird in a year. Highest egg production was observed in winter season (52.78%) followed by summer, spring and late autumn.

Akter and Uddin (2009) argue that as an important sub sector of livestock production, the poultry industry plays a vital role in economic growth and simultaneously creates numerous employment opportunities. The poultry industry, as a fundamental part of animal production, is committed to supply the nation which a cheap source of good quality nutritious animal protein in terms of meat and eggs.

Alemu (1997) observes that sustainable development of environment friendly commercial poultry industry seems to have attracted little attention. However, for the concept to work as a poverty breaking tool (i) the beneficiaries must come from the poorest segments of the village, (ii) the cost of producing an egg must belower than in the commercial sector, (iii) an enabling environment must be established to keep a small flock of hens, inter alias, access in the village to feed, vaccine, vaccinations services, micro-finance, marketing and other inputs and services, and (iv) the enabling environment must contain institutional and political space to provide the people involved the possibilities and opportunities to take the next step out of poverty.

Poultry farms are fast-paced operations that can fulfill the demand for meat and eggs, and can be expended easily to meet the ever growing demand (Dr. M. Farran, personal communication,2009). Proper management ensures efficient production and good quality products (meat and eggs). This is accomplished by controlling diseases, maintaining feed efficiency, proper handling of wastes, and proper sanitizing of the poultry house. The International Livestock Research Institute (ILRI) and its partners have identified that encouraging market participation of smallholder livestock producers is a major pathway for getting rural people out of poverty and improving their food security, as livestock contribute to the livelihoods of more than two-thirds of the world's rural poor (Holloway et al., 2002).

Objectives of the Study

1. To analyse the Factors to be considered for investing in poultry industry in Namakkal District.
2. To ascertain the Motivating factors of entering into poultry farming in Namakkal District.

Research Methodology

Descriptive research design used in this study. Primary as well as secondary data collected for this study. Primary Data collected through interview schedule. 250 respondents (poultry owners) of this study. Sampling unit is Namakkal district. Simple random sampling techniques were adopted in this study. Descriptive statistics and ranking techniques were used in this study. Secondary data collected through journals, magazines, annual report etc.,

Table 1: Factors to be considered for Investing in Poultry Industry

Considerable Factors	No. of Respondents	
Man power requirement	212	84.8
Seasonal consideration	108	43.2
Need of Initial investment	250	100



Necessary inputs available in and	245	98
Availability transport facilities	123	49.2
Availability of loan facilities	235	94
Need of government support	202	80.8
Industry expertise/experience	244	97.6

Source: Primary Data

Respondents were motivated to express their views about the major factor to be considered for investing in poultry industry. As the result displayed in the table 1, Most of the respondents accepted that availability of proper loan facilities in time is the another major considerable factor in this industry. 43.2 percent of respondents said that they considered seasonal consideration to invest in poultry business, while over 49.2 percentages of the respondents said that they required proper transportation facilities. Among all these factors the major factors to be considered is 'the need of initial investment'. As this is agro based business, it needs land facilities, plant fixation facilities which required considerable investment. The other factors are also estimated to be considered during the entry in poultry business are sufficient government support and efficient man power requirement.

Table 2: Motivating Factors of Entering into Poultry Farming

Motivational Factors	Average	Rank
Less financial requirements	59.12	IV
Inadequate knowledge of poultry farming	42.42	VII
Inadequate availability of inputs	35.61	IX
Inadequate institutional credit	36.32	VIII
No marketing risk	66.28	II
Risk reduction	63.42	III
Additional income / assured income	76.48	I
Domination of integrators	49.04	V
No disease problem	47.68	VI

Source: Primary Data

It could be seen from the above table 2, that the motivating factor to enter into contract of poultry farming of the respondents that the „Additional income / assured income” was ranked first with a score 76.48, No marketing risk” was the second rank with a score of 66.28 points. Risk reduction” was the third rank with a score of 63.42 points, “Less financial requirements” was the fourth rank with a score of 59.12 points. Domination of integrators” was the fifth rank with a score of 49.04 points. “No disease problem” was the sixth rank with a score of 47.68 points. “Inadequate knowledge of poultry farming” was the seventh rank with a score of 42.42 points. “Inadequate institutional credit” was the eighth factor with a score of 36.32 points. “Inadequate availability of inputs” was the ninth factor with a score of 35.61 points. Hence, the obvious reason, additional income / assured income is the major factor for motivating to enter into poultry farming.

Suggestions

In India, poultry is one of the fastest growing segments of livestock/agriculture and contributes a major share in terms of protein supplementation, from eggs and poultry meat. This sector now employs over 3.0 million people. At least 80% of employment in the poultry sector is generated directly by farmers, while 20% is engaged in allied activities like feed production, pharmaceuticals, equipment etc. Additionally there may be a similar number of people engaged in marketing and other channels servicing the poultry sector. Contract farming of broiler chickens became an alternative source of employment for the farmers in Nammakal district and it gives them additional income. Integrators should increase the growing charges in order to sustain the interest of the farmers as the survival of hatcheries and feed mills are linked to the farmers continued interest in poultry farming. There is a need to define the status of poultry as a part of agriculture. Hence, the Government has to declare poultry farming as an agricultural activity and the benefits available to agriculture to be extended to poultry farming also. If all the above suggestions are implemented by the concerned authorities, the broiler farming will move in the right direction and the farmers will get good income. Poultry farming will prove to be an alternative source of income and employment.

Conclusion

The Poultry industry has emerged as the fastest growing segment of the livestock sector both globally and in India due to a number of favorable reasons. Chicken represents the biggest share of poultry produced. Given the social, cultural and



economic importance that poultry offers in supporting livelihoods and contributing to national GDPs, the future growth and promotion of the poultry industry should be enhanced. Promotion of the processing sector, especially processed product sector and expanding domestic and international market bases, including the hitherto untapped rural areas would be the way to go. The challenges affecting the sector should be addressed on a case to case basis. The exportable poultry products must meet prescribed quality requirements, which are internationally recognized and accepted on a large scale. As the sector offers a bright future, future right in the hands of upcoming entrepreneurs to shape.

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