

Proplem of Chicken Poultry Owners in Rasipuram Taluk

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ABSTRACT

The Poultry Industry has evolved in the 21st century from tens of thousands of small independent farms in the post-world war II period to an industry of relatively few large vertically integrated companies, each with multiple farm sites or contract growers, processing, marketing, feed milling and hatchery capabilities. Poultry business is attractive as any other business and is a home-farm enterprise. It plays an important role in converting grain and other products into eggs and poultry meat for the non-traditional benefit of mankind. Agriculture and poultry are interdependent as the cereals form part of feed for poultry and poultry wastages are inputs for agriculture. Poultry production can play a significant role to raise the economic status of the rural masses, improve their level of nutrition and also generate employment opportunities. It was proposed to conduct a study on the production and marketing of poultry products and their problems and to analyze the factors influencing the process of production and marketing. The following are the main objectives of the study are to study the profile of respondents and the chicken poultry farming owner practices adopted by the respondents in Rasipuram Taluk. To assess the performance of chicken poultry farms in the area of production, finance and marketing of chicken poultry products in the study area. To identify the problems of chicken poultry farms and predict future prospects of poultry industry Rasipuram Taluk. To analyses the factors influencing performance of chicken poultry farms in the study area. To suggest measures to overcome the problems in production and marketing of eggs and financial problems faced by chicken poultry owners. The data collected were tabulated and analyzed by applying statistical tool are simple percentage method, chi-square test methods and correlation. The research study was conducted from October 2019 to September 2019. With a strong poultry-based business, non-farm activities can also be initiated when the poultry farm owners are more experienced and capable of taking risk and can manage the programme better. The production and marketing of poultry products in India expected to double the progress in the next four years. This research is a rewarding exercise to the scholar and the researcher would feel delighted, if the suggestions and recommendations made here on the basis of the study undertaken are considered and implemented by the chicken poultry farm owners and the government. It would also be gratifying if this research initiates further research on poultry business and necessary R&D in this field, a need of the hour.

1. INTRODUCTION

The Poultry Industry has evolved in the 21st century from tens of thousands of small independent farms in the post-world war II period to an industry of relatively few large vertically integrated companies, each with multiple farm sites or contract growers, processing, marketing, feed milling and hatchery capabilities. Poultry business is attractive as any other business and is a home-farm enterprise. It plays an important role in converting grain and other products into eggs and poultry meat for the non-traditional benefit of mankind. Agriculture and poultry are interdependent as the

cereals form part of feed for poultry and poultry wastages are inputs for agriculture. Poultry production can play a significant role to raise the economic status of the rural masses, improve their level of nutrition and also generate employment opportunities. Poultry industry in India is a vibrant fast growing and dynamic subsector of agriculture with an annual growth rate of 8-10% and production of 54 billion eggs and 2.63 million tones of chicken meat. It has also been recognized as a vital sector for sustainable generation of employment and income that ensures food security through highly nutritious egg and meat for the ever growing human population of our country.

2. STATEMENT OF THE PROBLEM

Rasipuram Taluk of Namakkal District in Tamil Nadu was chosen for the study because this area has made a remarkable progress in commercial layer farming. Poultry farming in Namakkal is the backbone of the farmers in the district. As there is a systematic process of production of eggs and integrated marketing system prevailing here, any study on production and marketing pattern of eggs and other products may be useful to the farmers to analyse the pros and cons of the existing production and marketing system of the poultry units. Against this background it was proposed to conduct a study on the production and marketing of poultry products and their problems and to analyze the factors influencing the process of production and marketing.

3. IMPORTANCE OF THE STUDY

Poultry farming is undertaken by thousands of rural as well as semi-urban masses. Poultry farming with low capital investment generates employment opportunity for rural and semi-urban people and the standard of living has come up considerably creating social impact. Poultry farming has also helped in developing many ancillary industries such as hatcheries, processing of poultry products and production of poultry equipments. A study on production, marketing of eggs and other poultry products like cull birds, gunny bags and manure and the factors influencing production and marketing of poultry products and their problems in the process of production and marketing will bring out the cost of production of eggs, demand for eggs, price for eggs, profit in poultry farming and ways to solve the problems in the units.

4. OBJECTIVES OF THE STUDY

The following are the main objectives of the study are to study the profile of respondents and the chicken poultry farming owner practices adopted by the respondents in Rasipuram Taluk. To assess the performance of chicken poultry farms in the area of production, finance and marketing of chicken poultry products in the study area. To identify the problems of chicken poultry farms and predict future prospects of poultry industry Rasipuram Taluk. To analyses the factors influencing performance of chicken poultry farms in the study area. To suggest measures to overcome the problems in production and marketing of eggs and financial problems faced by chicken poultry owners.

HYPOTHESES OF THE STUDY

There is a significant relationship between age of the respondent and annual income of poultry owners. There is a no significant relationship between qualification of the respondent and annual income of poultry owners. There is a significant relationship between qualification and starting reason of poultry owners. There is a significant relationship between age and starting reason of poultry owners. There is a significant relationship between age and overall of satisfaction of poultry owners. There is a significant relationship between gender and overall of satisfaction of

poultry owners. There is a significant relationship between gender and chicken profit of poultry owners. There is a significant relationship between family members and annual income of poultry owners. There is a significant relationship between experience and overall of satisfaction of poultry owners. There is a high degree of positive correlation between annual income and starting reasons of poultry owners. There is a high degree of positive correlation between experience and annual income of poultry owners.

5. RESEARCH METHODOLOGY

The validity of any research depends on the systematic method of collecting the data and analysing the same in a logical and sequential order. In the present study, extensive use of both primary and secondary data has been made. The present study is an empirical research based on the survey method. Data have been collected from both primary and secondary sources.

Sampling Design: In the present study, data have been collected from 150 sample poultry farm owners. The area selected for this study is Rasipuram Taluk of Namakkal District in Tamilnadu. **Research Design:** Research design is considered as a "blueprint" for research, dealing with at least four problems: which questions to study, which data are relevant, what data to collect, and how to analyze the results. The best design depends on the research question as well as the orientation of the researcher.

STATISTICAL TOOLS USED FOR THE STUDY

The data collected were tabulated and analyzed by applying statistical tool are simple percentage method, chi-square test method and correlation.

PERIOD OF THE STUDY: The research study was conducted from October 2019 to September 2019.

6. REVIEW OF THE PREVIOUS STUDIES

Senthilkumar and Nitakhandeker (2009) carried out a study in Namakkal District of Tamilnadu with an objective to ascertain the constraints perceived by the poultry entrepreneurs. For this, purposive sampling was adopted to select two taluks having more poultry population and the same criterion was used to select two blocks each from two taluks. By stratified random sampling with proportionate allocation a total of 200 respondents were selected from four blocks. The study revealed that financial constraint was major constraint followed by raw materials marketing, electricity and labour constraints.

Koli (2011) in his study entitled 'poultry' opined that poultry has influenced human civilization in many ways. Egg and meat of birds have been consumed since pre-historic times. Compared to eggs, there is no other single food of animal origin which is eaten and realized by many people in the world over and none is served in such a variety of ways. Its popularity is justified not only for its easy availability and use in cookery, but also it is almost an unsurpassed product in nutritive value. Poultry meat is also used extensively as a delicious food and it is served to please the god and goddesses.

AGE OF THE RESPONDENTS

S.NO.	AGE(IN YEARS)	NO. OF RESPONDENTS	%
1	Below 20	6	4%
2	20-30	42	28%
3	30-40	72	48%
4	Above40	30	20%
TOTAL		150	100

Source: Primary data

TABLE NO.1

CONCLUSION: It is finished that the majority of the respondents 48 percent are belonging to the age between 30-40 years in the study area.

ANNUAL INCOME OF THE RESPONDENTS

S.NO.	ANNUAL INCOME	NO. OF RESPONDENTS	%
1	Below 50,000	9	6%
2	50,000 – 1,00,000	57	38%
3	1,00,000 – 1,50,000	69	46%
4	Above 1,50,000	15	10%
TOTAL		150	100

Source: Primary data

TABLE NO. 2

CONCLUSION: It is completed that the majority of the respondents 46 percent have got annual income between Rs.1, 00,000 – 1, 50,000.

OVERALL SATISFACTION OF THE RESPONDENTS

S.No.	Overall Satisfaction	No. of Respondents	%
1	Highly satisfied	15	10%
2	Satisfied	108	72%
3	No opinion	0	0
4	Dissatisfied	24	16%
5	Highly dissatisfied	3	2%
TOTAL		150	100

TABLE NO. 3

CONCLUSION: It is concluded that 72 percent of the respondents are satisfied on the whole in the study area.

7. FINDINGS OF THE STUDY

PERCENTAGE ANALYSIS: It is finished that the majority of the respondents 48 percent are belonging to the age between 30-40 years in the study area. It is concluded that the majority of the respondents 54 percent are female respondents in the study area. It is accomplished that the most of

the respondents 42 percent are graduate in the study area of Rasipuram Taluk. It is concluded that the majority of the respondents 38 percent are belonging to agriculture in the study area. It is concluded that the majority of the respondents 80 percent are married category in study area. It is ended that the most of the respondents 66 percent are living in joint family in the study area. It is concluded that sixty four percent of the respondents are having members in the family between 3-6 in the study area. It is completed that the majority of the respondents 46 percent have got annual income between Rs.1, 00,000 – 1, 50,000. It is concluded that 52 percent of the respondents are having experience between 3 – 6 years in the study area. It is concluded that the majority of the respondents 34 percent are aware from family members in the Rasipuram Taluk. It is concluded that the majority of the respondents 44 percent are having own land for the poultry in study area. It is concluded that 36 percent of the respondents are having wealth position between 10 – 15 lakhs in the study area. It is accomplished that the most of the respondents (42%) are starting poultry for the purpose of self employment in the study area. it is concluded that (50%) are need between 2 – 3 in lakhs. It is finished that the majority of the respondents 42 percent are having chicken set between 3 – 6 in study area. It is completed that the most of the respondents 60 percent are getting sources from partly own capital and partly bank loan in the study area. It is concluded that fifty percent of the respondents are getting the yield in 4 – 6 months in the study area. It is accomplished that the most of the respondents (48%) are sold to contractors in the study area. It is concluded that the majority of the respondents (32%) are facing problem of chicken died in the study area. It is the concluded that 44 percent of the respondents are getting chicken profit in Rs.50, 000 – Rs.1, 00,000 in the study area. It is concluded that 58 percent of the respondents satisfied about the profit opinion in the study area. It is accomplished that the most of the respondents 40 percent are expected in increase in loans and subsidies. It is concluded that 72 percent of the respondents satisfied about the overall satisfaction in the study area.

RANK ANALYSIS It is concluded that the purchase of chick is first rank in the study area. It is concluded that financial problems is getting first rank in the study area.

CHI SQUARE TEST ANALYSIS: There is a significant relationship between age of the respondent and annual income of poultry owners. There is a no significant relationship between qualification of the respondent and annual income of poultry owners. There is a significant relationship between qualification and starting reason of poultry owners. There is a significant relationship between age and starting reason of poultry owners. There is a significant relationship between age and overall of satisfaction of poultry owners. There is a significant relationship between gender and overall of satisfaction of poultry owners. There is a significant relationship between gender and chicken profit of poultry owners. There is a significant relationship between family members and annual income of poultry owners There is a significant relationship between experience and overall of satisfaction of poultry owners

CORRELATION ANALYSIS: There is a high degree of positive correlation between annual income and starting reasons of poultry owners. There is a high degree of positive correlation between experience and annual income of poultry owners.

8. SUGGESTIONS FOR THE STUDY

The major problem faced by the chicken poultry farm owners is power cut during summer season and irregular power supply, which very much affect the poultry production. Hence, it is suggested that the poultry farm owners may avoid the power problems through an alternative energy sources like bio-gas with the help of government. It is learned from the analysis that the chicken poultry

farm owners facing lack of guideline in entrepreneurship development and R & D facilities. Hence, their views may be collected and accordingly a remedial measure should be initiated. Then chicken poultry farm owners facing the problems like “non-availability of marketing intelligence survey”. Hence, it is suggested that the poultry farm owners should know thoroughly about domestic and international market demand and consumers preference through marketing intelligence information system. The majority of the poultry farmers prefer the poultry business as their family business but they were not having adequate experience. Hence, it is suggested that they may be given adequate information, education, communication and orientation training programmes. The majority of the chicken poultry farm owners are facing problems with price determination. Hence, it is suggested that the poultry farm owners organize the association and cooperative societies, and the price may be determine through it. Most of the chicken poultry farm owners feel that the poor consultancy services provided by private agencies and expensive one. Hence, it is suggested that the standard consultancy organizations may initiate the services on par with world class manufacturing/services. The age-wise analysis and level of satisfaction of chicken poultry farm owners showed that the old age poultry farm owners have perceived the maximum level of satisfaction than the young and middle age category. Hence, it is suggested that poultry entrepreneurs awareness programme may be conducted exclusively young generation and graduates. Sex-wise analysis indicates that male poultry farm owners have perceived more satisfaction than the female respondents. Hence, it is suggested that the female poultry farm owners should get expertise advice, and motivated by the family members and government/banks to fulfill their expectation. Study on the chicken poultry farm owners experience in their poultry business revealed that those who have above 10 years of experience had perceived the maximum level of satisfaction than those have below 5 years. Hence, it is suggested that the poultry farm owners may be organize entrepreneurs meet, and share their views to analyses the present market conditions, and their weakness to find remedial measures.

9. CONCLUSION

The world poultry industry has grown consistently since 1940s. The growth in poultry industry has been based on strong consumer demand for products that are perceived as affordable, safe and healthy. Consumers in certain region of the world are willing to pay a higher retail price for more tasty chicken meat produced in less confined conditions. Similarly, the Indian Poultry Industry has got significant growth potential, given its existing low penetration levels, fast growing economy and favorable demographics with significant selling growth, the burgeoning mid and high income group and the increasing urbanization. The domestic economic scenario is robust in the wake of the cyclical upturn in industrial activity, which is currently being witnessed and now this auger well for a demand for poultry products in India. With a strong poultry-based business, non-farm activities can also be initiated when the poultry farm owners are more experienced and capable of taking risk and can manage the programme better. The production and marketing of poultry products in India expected to double the progress in the next four years. This research is a rewarding exercise to the scholar and the researcher would feel delighted, if the suggestions and recommendations made here on the basis of the study undertaken are considered and implemented by the chicken poultry farm owners and the government. It would also be gratifying if this research initiates further research on poultry business and necessary R&D in this field, a need of the hour.

10. LIMITATIONS OF THE STUDY

1. Study is confined to Rasipuram Taluk village only.
2. The sample size is 150 hence finding cannot be generalized.
3. The period of the study is limited 6 months only.

4. It was difficult to know whether the respondents are truly given the exact information.
5. Customer preferences and opinions are supposed to change from time to time.

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