



## **PROBLEMS AND PROSPECTS OF POULTRY FARM: A CASE STUDY CHITTOOR DISTRICT OF ANDHRA PRADESH**

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### **Abstract**

*The Poultry farm has reached a stage of self-sufficiency and sophistication in the production of breeding stock, pharmaceuticals, vaccines and equipment to meet the current and future needs. As noted already, during the last 20 years the annual production of eggs has tripled to reach around 50 millions, while the broiler production has increased twenty fold touching 75 millions. Notwithstanding this phenomenal growth, the fastest in India's agriculture sector, the industry is facing sales constraints in recent years which hinder its development. The three major constraints in the rapid development of poultry have been the high cost of feed, unremunerative prices of poultry products and frequent attacks of diseases. One contributing factor to prevailing unremunerative prices is the lack of sound marketing infrastructure in respect of collection, storage, processing and sales of eggs and broilers. Inadequate support services like feed, lack of testing laboratories, disease-diagnostic services and monitoring of diseases situation are hampering the poultry industry in achieving higher levels of productivity and profitability. The following are some of the constraints faced by the poultry industry in general. The contribution of livestock sector to the national income has indeed been great. In view of the complimentary relationship between agricultural and allied activities and in view of the familiarity of a majority of the people with the various activities connected with the livestock sector, this sector has been recognized as an important source of providing gainful employment and income. Within livestock sector, poultry farming has been considered as an important means not only to provide supplementary income and gainful employment to a large number of people but also to obtain good quality nourishing food. This paper is main focus on the article problem and prospects of poultry farm in Chittoor district of Andhra Pradesh.*

**Key Words: Poultry Farm, Development, Contribution, Livestock, Sector, Employment**

### **Introduction**

The economy of India is primarily agrarian in nature. In the early stages of economic development of the country, agriculture played a crucial role in providing employment to a majority of people and was a major contributor to the national income. With the rapid growth in population, the pressure on agriculture for providing income and employment has increased enormously. Agriculture being backward in most parts of the country is not in a position to meet this ever increasing pressure. Moreover, the demand for agricultural labour is largely seasonal. In view of this situation, the Government of India has been making several efforts for providing alternative sources of income and employment through the promotion of rural industries on the one hand and animal husbandry on the other hand.

The contribution of livestock sector to the national income has indeed been great<sup>1</sup>. In view of the complimentary relationship between agricultural and allied activities and in view of the familiarity of a majority of the people with the various activities connected with the livestock sector, this sector has been recognized as an important source of providing gainful employment and income. Within livestock



sector, poultry farming has been considered as an important means not only to provide supplementary income and gainful employment to a large number of people but also to obtain good quality nourishing food. For instance, the employment potential from poultry is estimated at three persons for 1,000 layers or for every 200 broilers per week<sup>2</sup>. Further, the average Indian vegetarian dish is particularly deficient in proteins, vitamins and minerals, and eggs and broiler meat can be a good source to Balance their diet.

On the other hand, even though 80 Per cent of the people are non-vegetarians, the per capita availability of poultry products in India is very low. The per capita availability of eggs is estimated at less than 30 eggs in our country as against the average of 60-70 eggs for the developing countries as a whole and 300 eggs for the developed countries. The per capita poultry meat consumption in India is only 400gms per annum as compared to 2.5kgs for developing countries and 15.6kgs for developed countries<sup>3</sup>. Moreover, per capita availability of the poultry products in India is very low as against the recommended minimum intake of 180 eggs and 10.8kgs of broiler meat per annum<sup>4</sup>. Though India ranks as the world's fifth largest egg producing country, in terms of per capita availability, it would rank among the lowest.

The problem of malnutrition has also added to the need for promoting poultry farming. Over 60-70 Per cent of the population consume less than the minimum requirement of protein and calories. Almost 75-80 Per cent of eggs and poultry meat is consumed by only one fourth of the country's population residing in urban areas. Thus, poultry farming has a major role to play in the coming years in making available animal protein in terms of eggs and meat for our vast populated country<sup>5</sup>.

But, the growth of poultry industry has been quite uneven from state to state. Moreover, there is wide variation in the production and consumption pattern of various states. The four states-Andhra Pradesh, Maharashtra, Punjab and Tamil Nadu jointly account for more than 50 per cent of the total output of eggs and broilers in the country. But, in the case of broiler production, the states of Tamil Nadu, Andhra Pradesh, Karnataka, Kerala and western region of Maharashtra account for more than 60 per cent of total production in the country. Currently, in India, most of the broiler-farming units are operating under the system of market integration. However, layer industry in the country has been functioning under unorganized sector.<sup>6</sup>

The annual per capita consumption of eggs in the state of Andhra Pradesh is 80 eggs and 3 kg poultry meat respectively which is higher than the country's average. Thus, Andhra Pradesh is one of the major poultry products consuming states in India. But there exists gap between demand and supply for poultry products in the state necessitating more importance for the development of the Industry<sup>7</sup>. However, the state of Andhra Pradesh which enjoyed a dominant position in the poultry production in India, has been facing numerous problems since 2K in different areas of its working viz., production, finance and marketing. Many of the entrepreneurs in the state are forced to close down their units due to various problems. As a result, the actual requirements of the poultry items in Andhra Pradesh cannot be met through domestic production. Therefore, the present study would like to address the problems confronting the poultry industry. Further, the assessment of performance of the Poultry units in the areas of finance, production and marketing and the identification of the problems in these functional areas also come under the purview of the present study.



## Objectives

The poultry Farm units in Chittoor district, Andhra Pradesh. To this end, the following specific objectives have been set:

1. To analyze the Problems and Prospects of Poultry Farm: A Case Study Chittoor District of Andhra Pradesh
2. To offer suggestions based on the findings of the study for effective growth of poultry farm

## Poultry Farming

Rearing of Poultry (Chicken, Ducks etc) either for their meat or for their eggs is called Poultry farming. The rearing birds can be categorized into two types depending on the way or method they are reared. When the Poultry find its own food and require no proper care and no proper time scheduling of food, the Poultry is called as free ranging Poultry. Though this type of rearing up seems to have a lot of advantages, it has a number of disadvantages attached to it like exposure to predators, susceptibility to diseases, no fixed place of incubation, laying of eggs of unexpected places etc. It is also called 'Backyard system when the Poultry is confined in a particular area, is well fed with proper balanced and timely diet the Poultry is called as Intensive system but it has a number of advantages attached to it like protection from predators, better control of diseases, more efficient collection of eggs, easier access to Poultry etc. Intensive system may be of two types viz., deep litter system and cage system. In deep litter system birds are allowed to move on the floor of the house. On the other hand, under cage system birds are in individual enclosures, made in such a way that birds can be kept in side easily and they can be fed and water adjusted outside the enclosures. From the commercial point of view, the Poultry farm can be divided into three types viz. breeding farms, broiler farms and layer farm.

## Government Agencies for the Development of Poultry Farm

The Government of India has established many agencies for development of industry on proper lines. They are:

### Department of Animal Husbandry and Dairying (DAHD)

Agriculture, including livestock, is the responsibility of state Government, but the Central Government also plays an important role in the livestock services sector. The Department of Animal Husbandry and Dairying (DAHD) in the Ministry of agriculture (M.A), Government of India, was created in 1991. Its activities are primarily concentrated on supplementing and complementing the livestock through genetic upgrading, disseminating appropriate technologies, developing health services, improving processing facilities and strengthening marketing infrastructure. Apart from taking important policy decisions and providing infrastructure support, the Department is now planning to diversify its activities by stepping up the production of quail, guinea fowl etc.

### Central Poultry Breeding Farms

Four Central Poultry Breeding Farms are located in four different Agro climatic zones viz. Bangalore, Mumbai, Bhubaneswar and Chandigarh. They were established during the second five-year plan period. The Central Poultry Breeding Farms are providing necessary back-up services in the field of breeding to meet the increasing demands of quality chicks in the country, particularly the needs of small farmers and backyard Poultry farmers in whom the private sector is not generally interested.



## **Development of Poultry Farm in Andhra Pradesh**

The state of Andhra Pradesh came in to existence on 1<sup>st</sup> November 1956. Andhra Pradesh lies in the tropical region between 12<sup>o</sup> 37<sup>1</sup> and 19<sup>o</sup>54<sup>1</sup> north Latitude and 76<sup>o</sup> 46<sup>1</sup> and 84<sup>o</sup> 46<sup>1</sup> East Longitude. It is bounded by the Bay of Bengal on the East, the state of Maharashtra and Karnataka on the West, the state of Maharashtra, Orissa and Chattisgarh on the North and Tamilnadu in the south. It is link between north and south India. The state has 23 districts classified under three regions of coastal Andhra (Nine) Telangana (Ten) and Rayalaseema (Four). Except Hyderabad, all remaining 22 districts are categorized as rural districts. The state has 1128 mandals with 26586 villages. This chapter presents the facts and figures of the state.

## **Poultry Structure In Chittoor District**

Chittoor district is the 3<sup>rd</sup> largest poultry producer in Andhra Pradesh. In the district, there are 88.18 lakhs poultry population. Increased demand for poultry products in and around cities of Chennai, Bangalore, and Tirupati reveals the fact that there is a scope for increasing the poultry farming in the district. Climatic situation is also suitable for developing the poultry farming in Chittoor district.

The poultry industry in Chittoor district is confronted with a number of insurmountable problems. The problems which were encountered by all the selected poultry units in both the size groups of SSF birds and LSF birds in all the three divisions of Chittoor, Tirupati and Madanapalle are presented in Table 6.7 and fig.6.1. From the response of 27 poultry layer units and 98 poultry broiler units in two size groups during the survey in Chittoor district, the following problems at the farm level were identified.

## **General Problems of The Poultry Farm**

The poultry farm as a whole is suffering from various problems, which created some obstacles in the speedy development of the industry in the region. The following are the major problems of the industry.

- Shortage of Feed Ingredients
- Disorganized and poor marketing system
- Lack of Consumer Awareness
- Lack of processing of poultry and value added products
- Pharmaceuticals
- Environmental Pollution
- Breeding Stock
- Education and Research
- Ethical Issues
- Impact of globalization
- Diseases

## **Specific Problems Confronted By Poultry Farmers In Chittoor District**

An attempt is made to study the problems confronted by the poultry units in Chittoor District. The various problems on which information was collected are - (1) Procurement of Chicks, (2) Maintenance of farm, (3) Availability of feed, (4) Availability of finances, (5) Labour Problems, (6) Marketing, (7) Storage, (8) Risk, (9) Effect of diseases, (10) Availability of transport facilities, (11) Management of Poultry Farms and (12) Frequent natural problems like cyclone, draught etc. Opinions of Poultry owners regarding intensity of each of these problems were obtained and Scale Product Values (SPV) were calculated to rank the problems according to their intensity.



## Conclusion

Poultry farm is one of the leading agro-based industries in the world. The industry is associated with the production of eggs (layer industry) and meat (broiler industry). The industry plays a significant role in the current scenario of India as a powerful tool to fight the three evils of modern society viz. malnutrition, unemployment and supplementary income. In India the poultry industry has shown tremendous growth during the last three decades, developing from a mere backyard system to fuel-fledged commercial venture. At present, India is the fourth largest producer of eggs and eighth largest producer of broiler's in the world. However, many of the poultry-farming units in the country are functioning in the unorganized sector.

The most formidable problem faced by the poultry units in the study area relates to the feed. There exists wide gap between the estimated demand for and the estimated supply of poultry feed in the district. Besides, poor quality or spurious feed, misleading labels and brands of feed are other problems. The wholesale prices of eggs and birds are fixed on day to day basis, taking into account the supply and demand. The prices so fixed have very little bearing on the cost of production. In the light of steady increase in the feed and other input prices, the producers of poultry products in rural areas find it extremely difficult to get reasonable returns from the small poultry units because the prices offered to them are not remunerative.

## Suggestions

1. The research institutions in the field shall give emphasis on the scope for producing alternative poultry feed at low cost with available feed ingredients.
2. The cost of labour can be minimised by mechanising the activities of feeding and watering to birds and effective utilisation of plant capacity.
3. Concessional supply of power, subsidized feed and equipment will help in reducing the cost of production.
4. Poultry industry needs greater integration, better cost- effectiveness and improvement in the distribution.
5. The Agricultural Universities shall provide necessary training facilities to the persons involved in the industry in the areas of management and supervision, technology and other services needed by the industry.
6. Efforts shall also be made to export the eggs and poultry products to other countries especially to Gulf countries by providing information, marketing assistance, container facilities and duty concessions.

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