



POULTRY FARMING - A NEW DIMENSION OF EMPLOYMENT FOR RURAL DEVELOPMENT IN ODISHA WITH SPECIAL REFERENCE TO BHADRAK AND BALASORE DISTRICTS

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Abstract

Poultry farming is playing an important role in boosting economy of India. Odisha state ranked 8th in top ten poultry population states in India as per 2007 live stock census which contributes 17% of India's total production. The continuous decrease in cultivable land and land holding pattern is making agricultural enterprises less economical. Keeping this point view the present study was conducted to develop a new dimension of employment for rural development in Odisha state. The data for the study were collected with the use of a well structured questionnaire from poultry farmers and other persons engaged in poultry activities. A total of 500 persons out of 2152 families in 165 villages from various revenue blocks of two coastal districts i.e. Bhadrak and Balasore were directly interviewed and information were collected. A host of other related information's were collected from different sources in from of both published and unpublished. Data are also incorporated for the purpose of validity of objective and to draw conclusion of final findings of the study. Thus the study was taken by us to find out the employment potential that poultry sector has created in the state of Odisha for promoting the economic standards of poor farmers in the state.

Key Words - Poultry Farmers, Employment, Rural Development, Women Empowerment.

1. Introduction

Rural development in India is one of most important factors for the growth of the Indian economy. India is primarily an agricultural based country. Agriculture contributes nearly one-fifth of GDP in India. Poultry is one of the fastest growing segments of the agricultural sector in India today. Odisha is among the poorest states in India with agricultural-based economy. Poverty is more prevalent in rural areas where for many people, village poultry plays a significant income and in the household's income suggest that poultry can be a useful tool to alleviate abject of rural poverty. It can also be an appropriate means of promoting gender equality and women empowerment. In recognition of this role, Govt. and various development agencies have supported the development of village poultry in Odisha. The study poultry farming in Odisha was taken by us to find out the employment potential that poultry sector has created in the state of Odisha by promoting the economic students of poor farmers in the state.

This study has been developed into seven chapters. The introductory chapter deals with Poultry firming scenario in India with socio-economic background of Odisha. A review of literature, objective and scope of study and the methodology adopted for analysis. Second and third chapter deal with review and growth and development of poultry firming and financing poultry firming respectively. In fourth chapter, we have discussed the emerging scenario of economic growth and development, and fifth chapter deals with rural development for poverty aliviation. Sixth chapter deals with field study and seventh chapter includes the summary of major findings and conclusions.

Objectives

- To find out the employment potential that the pollutry sector has created in the state of Odisha.
- To find out the reason for taking up Poultry Business
- To identify the adequacy of income of the various poultry farm with owners
- To analyze the factors that influence the farmers launching poultry farms
- To suggest better ways and means for effective marketing of poultry business in the globally competitive environment.
- To suggest policy option which can be better support village poultry farming in order to contribute to rural poverty reduction strategies on India.

Importance and Scope of Poultry Farming

- Poultry is one of the important components of the farmer's economy.
- It provides additional income and job opportunities to a large number of rural population in the shortest possible time.
- Poultry farming has assured much importance due to the growing demand of poultry products especially in urban areas because of their high food value.



- It also involves small capital investment and provides useful employment to a large number of people.

Scope of Poultry farming

- (i) Poultry and poultry products constitutes an important component of human diet in most of the developing countries of the world. This consumption is also increasing at a rapid rate due to low fat content, easy availability and cost effectiveness.
- (ii) Poultry is the least cost alternative only next to fish and produces more of animal protein from the same amount of food compared to milch cow, sheep, Goat & Pig.
- (iii) Two eggs provide 160 calories of energy and more than 20% of the daily requirement of proteins, Vit A.D. & B12, Riboflavin, folic acid, Panthothenic acid, Phosphorus, Iodine along with fat.
- (iv) According to nutritional Advisory committee of India at least half an egg should be made available to an average individual which workout to be 180 egg/annum.
- (v) Poultry farming require less area with high return than any other animal husbandry and agriculture activities.
- (vi) Land topography and soil fertility is never a criteria for poultry like agriculture.
- (vii) Poultry farming involves high grade sophisticated technology with higher profitability for which younger generation prefer this activity as their occupation than any other agriculture and allied activities.
- (viii) In the primary sector, Agriculture provides about 100 to 120 days employment to the rural poor. Scanty land holding, land fragmentation and seasonal agriculture are not able to provide full employment to the work-force which in turn creates disguise unemployment; poultry firming can be a viable option for Rural poor to overcome the issue.

Study Plan and Methodology

For better analysis and understanding the entire study is divided into two parts

- i) Theoretical
- ii) Operational analysis

In the theoretical study we have gone through different reports of poultry farming project holders. For operational study, we have taken interviews of different poultry farming project holders.

To draw the financial conclusion, we have taken the help of several stastical and financial tools. Statistical tools include- Regression analysis, interpolation and extrapolation, co-relation analysis, T-test, chi-test, graphs and diagrams. For financial analysis, we have used funds flor and cash flow statement. For the recommendation of suggestive measures, we have taken the help of brak-even-analysis.

Both the districts (i.e Bhadrak and Balasore) are suitable for poultry faming. Similarly both the districts have the scope and potential for development of poultry farming and have a rural market network with strong linkages with medium and big sized towns. The study of poultry farming has taken up to findout the role played by the poultry farming project holders in promoting the economic standard of the poorer section of the society in both Balasore and Bhadrak districts.

Methods of Data Collection

In our study, we made extensive use of both primary and secondary data. For collecting primary data, field survey techniqe was employed in the study area. First hand information pertaining to the behavior and economic profile of various poultry farm owners were collected from five hundred respondants. The respodants were chosen from the stratified geographical area representing a sum of five hundred respondants from various revenue blocks of Bhadrak and Balasore district. The selection of respondants was made in active consultation with the poultry farm owners and research supervisor. So as to represent all categories such as small and medium sized poultry farms, highly educated and moderate literate. The respondants were selected randomly from the list of poultry farm owners maintained by PPCS (Poultry Producer Co-operative Societies) in Balasore and Bhadrak districts of Odisha.

For primary data collection, a well framed questionnaire was duly filled by the respondants with veyring background based on the important aspect of their occupation, education, age, area and so forth, halling from both rural and sub-urban area of Bhadrak and Balasore districts of Odisha state.

The primary date were suplimented by a spade of secondary sources of data. Secondary date pertaining to the study was gathered from the records published by various polutary manufacters. Latest information was gathered from well equipped libraries in Bhubaneswar, Cuttack, Rourkela, Balasore and from internet web resources. Further, the secondary data were also collected from various leading journals inclusive and exclusive of poultry. A number of standard test were studied to obtain pertinent literature of poultry marketing.



Tools of Analysis

For analysis of the data collected as stated above various statistical tools like averages, co-efficient of co-rrrelations various statistical test like t-test chi-square test etc., financial tools like percentages, accounting ratios are being used. To study the trend of the growth, help of graphs is also taken. For the purpose of findings out of the trend it became necessary to put the collected data in the analytical tabular form. Therefore, a large number of tables are being used for the analysis of data.

Method of Study

A four prolonged approach has been adopted for this study.

- First filed survey technique was employed in the study area. First hand information pertaining to the behaviour and economic profile of various poultry farm owners were collected from five hundred respondents through a well framed questionnaire.
- Secondly, secondary data pertaining to the study was gathered from the records published by various poultry manufactures relating to the economy and poultry back ground of the state.
- Thirdly, full advantages were taken of consultation with officials and non-officials connected with poultry farming development and finance. A broad view was obtained from them regarding poultry sector in Odisha.
- Lastly, a close analysis of the total operational activities of poultry farming system in Odisha has been undertaken for validity of objectives and final findings.

Method of Analysis

The present study “Poultry Farming in Odisha” was taken by us to find out employment potential that poultry sector has created in the state of Odisha by promoting the economic standards of poor farmers in the state.

The study is based on critical analysis of published data available from the annual reports and other information of concerned organisations for a period from 2001 to 2014. A host of other related information collected from different sources in the form of both published and un-published data is also incorporated for the purpose of validity of objective and to draw conclusions of the final findings of the study.

Hypothesis

Data collected from the various respondents from Poultry sectors of both Bhadrak and Balasore districts in primary stage and data gathered from the records published by various poultry manufacturers and wholesalers and the latest information gathered from well equipped libraries in the state and the data obtained from internet web resources, a number of hypothesis are being formulated. We have used chi-square test which is the most popular statistical inference procedures today for testing our proposed hypothesis. The following hypothesis is formulated keeping in view with the overall analysis of data, the objectives and the various internal and external factors.

- H01.* Family indicators like size and nature of the family has no role to play with the level of satisfaction on the part of respondents belonging to poultry business.
- H02.* Economic indicators like wealth position, annual income and income before and after adoption of poultry business are not significantly associated with the level of satisfaction of poultry farmers.
- H03.* Demographic indicators like age, gender and marital status has no role to play with the level of satisfaction of the poultry farmers.
- H04.* Purpose of doing and selecting poultry business are not associated with the level of satisfaction of poultry farmers.
- H05.* Poultry farming has no contribution in generating employment in the area.

Summary of Findings. Suggestions and Conclusion

At one level, the study is aimed at measuring the level of satisfaction perceived by the poultry farm owners resulting from increase in the level of self employment, and at another level, aims at measuring the intensity of the major benefits like socio economic development, standard of living, women empowerment, self reliance etc. and problems faced by poultry farm owners in marketing of poultry products on the basis of issues faced.

For this purpose, 500 sample respondents were selected randomly from Balasore and Bhadrak districts of the state of Odisha.

Field survey technique was employed to collect the first hand information from the sample respondents. Questionnaire was the main tool employed to collect the pertinent data. The data thus collected were arranged in simple tabular forms and



appropriate statistical tools were used for data analysis. Based on the analysis, interpretations were made systematically and attempt is made to recapitulate the key findings and conclusion.

Findings

1. Age wise analysis of poultry farm owners' satisfaction was studied and found that old respondents have perceived the maximum level of satisfaction than the young and middle aged category.
2. The sex- wise analysis of the satisfaction level of the respondents highlights that male respondents have perceived maximum level of satisfaction in poultry business than the female respondents.
3. It was found from the analysis that married respondents have perceived maximum level of satisfaction than the unmarried category.
4. Other occupations owned by the respondents were studied and the analysis showed that the business man have perceived the maximum level of satisfaction in poultry business than the agriculturists and private sector employees category.
5. Respondents' experience was studied and was found that the respondents who have above 10 years experience have perceived the maximum level of satisfaction than the respondents with an experience of below 5 years and 5-10 years. The chi-square test proved that there is a close relationship between experience of the respondents and their level of satisfaction in poultry business.
6. Income-wise analysis highlighted that the respondents who earns below Rs.3,00,000. per annum have perceived maximum level of satisfaction in poultry business than the respondents earning Rs.3,00,001-6,00,000 and above Rs.6 lakhs. The chi-square results revealed that there is no association between the respondent's annual income and their level of satisfaction.
7. It was found that family size plays a crucial role in the poultry business. The study revealed that respondents belonging to medium size family have perceived the maximum level of satisfaction than those the small size family and large size family.
8. It is witnessed from the analysis that majority of the respondents got the financial assistance through bank loans and own financial.
9. Respondents were asked to highlight the factors that influenced them to select the poultry business. From the analysis, it is noted that the factors such as availability of raw material, climate conditions and transport facilities and available market facilities: attracted them to select the poultry business.
10. While analyzing the reasons for selecting poultry farm business it is learned that majority of the respondents selecting poultry farm business due to its smallness in size.
11. Problems faced by the respondents in poultry business was studied and found that lack of sufficient infrastructural facilities was ranked first. It is followed by lack of proper training and knowledge for the poultry farm owner to maintain the farm with neat and hygiene as well as breeds the chicks properly.
12. Purpose of running poultry business was studied and it was learned that the respondents owning the poultry business due to heavy demand of the poultry product in the market and easy availability of human resources. The chi-square test too proved that there is a close relationship between purpose of starting poultry business and the level of satisfaction perceived by the poultry farm owners.
13. Poultry farm owners expectation was also studied and it was found that the farmers are expecting the financial support from the government and loans subsidies.
14. The reason for selecting a particular poultry business was studied and it was found that it is a family business.

Suggestions

1. In this poultry business, intermediaries play a major role in selling the poultry products like eggs and poultry meat, etc., to the retailers. Due to this market price difference occurs between the producers and consumers. In order to redress the price discriminations, the government may start cooperative societies and offer the poultry products at an affordable price.
2. At present, different strains producing different size of eggs which cause fluctuations in price of eggs. Hence, it is suggest that the genetic modification may be adopted to solve the different egg prices in poultry business.
3. The volatile nature of the foreign market directly affects the price of the poultry products and the poultry farm owners are suffering ultimately due to stringent norms of hygiene condition of birds. Hence, it is suggested that the domestic consumer market may be concentrated by the poultry farm owners.
4. The poultry sector also brought under the agriculture sector, hence, adequate loans and government subsidies may be granted:
5. To avoid shortages of funds due to credit sales to the intermediaries, poultry products should be sold directly by poultry farm owners or through its associations.



6. At present the employees are suffering with poor wages and working more than 12 hours per day. Hence, it is suggest that they should involve directly regularizing the wages and working hours of labours.
7. The most of the poultry farm owners arranging their financial needs through the banks. Hence, it is suggested that the poultry farm owners should create an efficient marketing channel that will help them to provide remunerative prices to poultry farm owners and avoid financial crisis.
8. The large poultry farm owners are playing a major role in selling of their poultry products. Whereas, the small and medium poultry farm owners are mainly depending upon the large poultry farms for fixing the price of their products. Due to this they are facing hardship to overcome this situations, the government may orgainse overall market structure to sale of their poultry products.
9. As the poultry farm owners are suffering with problems of delay in loading and transportation of the poultry products, which are being distributed to various area located at different places. This issue shall be redressed through establishing a relationship with employees -(load man) and transport owners and other small farmers as well as to safeguard their poultry business.
10. The poultry business are frequently affected by various diseases like Avian Influenza, H2N1, and bird flu, etc., Hence, it is suggested that the poultry farm owners should : follow the preventive measures of vaccination and basic medication procedure.
11. The major problem faced by the 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.
- 12.. It is learned from the analysis that the 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.
13. The 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.
14. 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.
15. Most of the 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.
16. The age-wise analysis and level of satisfaction of 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.
17. 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.
18. Study on the poultry farm owners experience in their poultry business revealed that it is suggested that the poultry farm owners may be organize entrepreneurs meet, and share their views to analyse the present market conditions, and their weakness to find remedial measures.

Conclusion

Poultry is one of the fastest-growing segments of the agricultural sector in India, with an average growth rate of 8 to 10 percent per annum (production of agricultural crops has been rising at a rate of 1.5 to 2 percent per annum). Production levels have reached 45 billion eggs and 1.7 million tonnes of poultry meat per annum. India is now the world’s third largest egg producer and nineteenth largest producer of broilers. Poultry production contributes around 1 percent to India’s GDP, A notable feature of the Indian poultry sector is that it is self sufficient, supported by a broad and strong genetic base, with the productivity levels (FCR) of broilers/layers being equal to those achieved in developed countries. India is one of the few countries that possess the technology for producing SPF eggs, Per capita annual availability of poultry products has increased to 44 eggs and 1.76 kg of meat - still below than the recommended levels of 180 eggs and 11 kg of meat. Bridging this gap through focused research and development efforts is likely to create at least 9 to 10 million jobs, export potential and nutritional security.

Undoubtedly, the credit for this impressive growth goes to poultry farmers, poultry breeders, integrators, feed mills, and above all to pro-active government policy. The government has funded several research activities, set up a number of poultry estates in collaboration with agencies like the National Bank for Agriculture and Rural Development (NABARD). provided



veterinary health care services, and made animal health and diagnostic facilities available. Disease and diagnostic laboratories are located in different regions through institutions such as the Indian Veterinary Research Institute. Population growth and sustained growth in per capita income are the other driving forces behind the accelerated growth in poultry production.

The key structural change spurring production growth has been the emergence of integrated production systems bringing about economies of scale and the sustained profit margins necessary for the expansion of the sector. Vertical integration has spread in both southern and western parts of India, while it is less developed in the north and east.

Poultry exports from India have been on the rise. However, India's poultry exports are mainly confined to table eggs and egg powder, which are growing as a result of their cost competitiveness, improving hygienic standards and logistical advantages. Poultry meat exports are negligible because of high costs, inadequate meat-processing facilities and infrastructural bottlenecks.

The future of the poultry industry appears to be bright. The most optimistic predictions suggest a two- to three-fold increase in poultry production in the coming 20 years. Egg production for instance, is expected to reach 105 to 106 billion and poultry meat to 8.6 million tonnes per annum by the year 2020. Integration in broiler farming will spread to other regions. This is likely to reduce the price of chicken meat.

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 middle 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. Further, the poultry geneticists and breeders have brought about tremendous improvement in economically important traits of egg and meat type chicken and also in other avian species. Looking at the present scenario and advances, made in the field of poultry breeding for economic purposes, the future geneticists and breeders would have to search out alternate breeding strategies. 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 poultry farm owners and the government.

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