



RESEARCH ARTICLE.....

A cross sectional study on constraints in broiler farming at Perambalur district of Tamil Nadu

S. PRAVEENA AND M. BOJIRAJ

ABSTRACT..... The poultry farming plays an important role in the rural economy of India. Broiler farming is faced with many challenges including diseases, predators and inadequate feed. The study was conducted in 30 respondents (30 Poultry farmers) with preformed questionnaire to analysis the constraints faced by the farmers in broiler farming using the Garrett ranking method. In the present study found that constraints in terms of marketing of chicks, non-remunerative price was the main constraints followed by transportation problem, Disease attacked timerumorregarding price fluctuation and late payment. A constraint faced by the farmers in production of chicken water scarcity is the main problem followed by high temperature, mortality problem, availability of labour and feed. Among the Social and natural problems outbreaks of disease was the main problem followed by predator animal likes cats, dog, and pollution of environment. The broiler farming is a profitable venture and has a bright future in the study area of Perambalur district of Tamil Nadu for reducing the constraints faced by the poultry farming community.

KEY WORDS..... Broiler farming, Constraints, Non-remunerative price, Water scarcity, Disease out break

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Author for Corresponding -

S. PRAVEENA

Department of Social Sciences,
(Agribusiness Management),
Thanthai Roever Institute of
Agriculture and Rural
Development (T.N.A.U.)
Valikandapuram, PERAMBALUR
(T.N.) INDIA
Email : sspriyamba@gmail.com

See end of the article for

Coopted authors'

INTRODUCTION.....

Broiler industry is one of the profitable agro industries which can effectively tackle the problems of unemployment and underemployment in the rural areas, particularly of small and marginal farmers. Broiler industry can be adopted under a wide range of climatic conditions and can generally be combined conveniently with other farm enterprises (Singh *et al.*, 2010). The Indian poultry sector with 7.3 per cent growth in poultry

population, has witnessed one of the fastest annual growth of about 6 per cent in eggs, 10 per cent in meat production and 8.35 per cent in broiler production over the last decade amongst all animal based sectors (Pawariya and Jheeba, 2015).

Rapid growth of poultry industry has been encouraging many farmers to adopt poultry farming as a main source of income. In spite of various developments in modern poultry farming disease problems remain as a

major constraint affecting its successful functioning. India's broiler industry is highly unorganized especially in Northern India though in South India the players of all industry have come together for integrated operations. However, layer industry is totally in hands of unorganized sector. Small units are probably finding themselves at problem because of high feed and transport costs, expensive vaccines and veterinary care services and the non-availability of credit (Rajesh Mittal). Some small units can be realized in six weeks. Even though, the poultry sector facing various problems in production and marketing of chicks. The study focus on the constraints in broiler farming sector in Perambalur district. Also this study can be utilized by the policy makers, extension workers, scientist and administrators to know about the status of poultry performance in Perambalur district.

Bhat (1991) conducted a study to analyze the problems of marketing poultry and poultry products. The problems disclosed were the monopoly of middleman, low consumption of poultry meat, lack of pre grading, seasonal fluctuation and market intelligence.

Mitra (1994) observed that as a routine disease-preventive measure, most of the people compromised with vaccination, which cannot be a substitute for sanitation or bio security. An effective vaccination may protect the flock against a specific disease, but lack of bio-security, poor sanitation or poor management can expose the birds to numerous health problems.

Chandrasekaran (1999) encountered the problems such as increasing cost of production and disproportionate increase in selling price of egg, lack of grading and branding, food habits of the people and regional imbalances in the egg sale in Namakkal.

Senthilkumar and Nitakhandeker (2009) revealed that financial constraint was major problem followed by raw materials marketing, electricity and labour constraints faced by the poultry entrepreneurs.

Etuah *et al.* (2013) observed that high feed cost, lack of access to credit, competition from cheap poultry import and lack of government support were the main problems poultry sector of Ghana.

Darko (2010) the poultry industry in Ghana is being constrained by uncompetitive interest rates, lack of high subsidising cost of maize production resulting in high cost of poultry production and low productivity.

Asare (2010) also identified high prices of poultry feed as the major cause of farm failure and stressed the need for the government to intervene to control feed

prices.

Otoo (2009) the cost of the commercial loans is so high that it wouldn't be viable using them to finance poultry production activities. This presupposes that lack of finance is another major cause of failure or lack of progress in the poultry industry.

Killebrew and Plotnick (2010) the policy and organizational environment is least favorable for poultry sector development in Ghana due to the lack of successful government support, infrastructure, or organization among producers.

RESEARCH METHODS.....

This study was based on field survey of farmers who practiced broiler farming. The broiler farmers of Perambalur district especially Perambalur and Veppanthattai blocks were purposively selected for the study. The data was collected through face to face interview from 30 respondents between November 2016 to April 2017 and data were analyzed using Garrett ranking method and percent analysis.

Theoretical frame work:

Garrett ranking technique:

Garrett's ranking technique was used to rank the constraints faced by the farmers in production and marketing of broiler farming. As per this method, respondents have been asked to assign the rank for all factor and the outcomes of such ranking have been converted into score value with the help of the following formula:

$$\text{Per cent position} = 100(R_{ij} - 0.5) / N_j$$

R_{ij} = Rank given for the i th variable by j^{th} respondents

N_j = Number of variable ranked by J^{th} respondents

With the help of garret's table, the per cent position estimated is converted into scores. Then for each factor the scores of each individual are added and then the total value of scores and mean values of the score is calculated. The factor having highest mean value is considered to be the most important factor.

RESEARCH FINDINGS AND ANALYSIS.....

Poultry sector gives employment to the millions of people and it has high export potential opportunists. Even though it faces lot production and marketing challenges in broiler farming. Problems faced by the respondents in broiler farming will be helpful to overcome the constraints

in future to become a broiler sector in an effective sector. The sample respondents were asked to rank the problems faced by them in marketing. Garrett ranking was used to analyze the constraints in marketing of chick and the results are furnished below in Table 1.

From Table 1, it could be understood that the non-remunerative price (53.46%) was the main constraints by the sample respondents constraints followed by transportation problem (48.83%). Disease attacked time (43.13%) rumor regarding price fluctuation (35.61%) and late payment (30.11%). Rana *et al.* (2012) conducted a study at Bangladesh and found that late payment and rumor was the main marketing problem in poultry sector of Bangladesh. They also suggested that government should increase veterinary services by supplying necessary vaccine and medicine at lower price at the time of disease attacked time.

The sample respondents were asked to rank the problems faced by them in production of chicks. Garrett ranking was used to analyze the constraints in production based on the rank given by respondents and the results are furnished below in Table 2.

From the Table 2, it could be understood that the

water scarcity was the main faced by the sample respondent's problems followed by high temperature, mortality problem, availability of labour and feed. The findings were similar with Rana *et al.* (2012) study. They found that high price of feed, lack of credit was the main problem in poultry farming and suggested that if government gives emphasize on poultry sector, prepare proper policy, monitor the market and encourage the farmer, and soon poultry rearing will be a blooming agricultural sector. Malarvizhi and Geetha (2015) conducted study similar study and found that the major problem faced by the farmers were high feed cost and low egg prices, followed by labour problems, investment, feed and marketing, insufficient power supply, managerial problems), control measures, lack of export facilities, lack of transport/storage facilities, health coverage, availability of raw materials, extension and training facilities and cannot utilize improved technology.

From the Table 3, nearly 50 per cent of the farmers started that out breaks of disease was the main social and natural problem followed by predator animal likes cats, dog and pollution of environment.

Table 1 : Constraints faced by the sample respondents in marketing of chicks

| Sr. No. | Particulars | Garrett score | Rank |
|---------|------------------------|---------------|------|
| 1. | Non-remunerative price | 53.46 | I |
| 2. | Transportation problem | 48.83 | II |
| 3. | Disease attacked time | 43.14 | III |
| 4. | Rumor | 35.61 | IV |
| 5. | Late payment | 30.11 | V |

Table 2 : Constraints faced by the farmers in production of chicks

| Sr. No. | Particulars | Garrett score | Rank |
|---------|------------------------|---------------|------|
| 1. | Water scarcity | 65.43 | I |
| 2. | High temperature | 59.73 | II |
| 3. | Mortality problem | 48.93 | III |
| 4. | Availability of labour | 37.3 | IV |
| 5. | Availability of feed | 33.78 | V |
| 6. | Lack of credit | 30.10 | VI |
| 7. | Uncertainty of profit | 27.89 | VII |

Table 3 : Social and natural problems

| Sr. No. | Particulars | No. of. respondents | Percentage |
|---------|--------------------------|---------------------|------------|
| 1. | Outbreak of disease | 15 | 50.00 |
| 2. | Pollution of environment | 05 | 16.67 |
| 3. | Predator animals | 10 | 33.33 |
| | Total | 30 | 100 |

Conclusion:

Based on the data collected and analyzed in broiler farmers. The majority of the farmers faced non-remunerative price, transportation problem, morbidity, time rumor regarding price fluctuation, late payment, water scarcity, high temperature, mortality problem, availability of labour and feed, outbreaks of disease was the main problem followed by predator animal likes cats, dog and pollution of environment. The broiler farming is a profitable venture and has a bright future in the study area of Perambalur district of Tamil Nadu for reducing the constraints faced by the broiler farming community.

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COOPTED AUTHORS' –

M. BOJIRAJ, Department of Crop Management (Animal Husbandry), Thanthai Roever Institute of Agriculture and Rural Development (T.N.A.U.), Valikandapuram, PERAMBALUR (T.N.) INDIA

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