



AN ANALYSIS OF PROBLEMS AND REMEDIAL STRATEGIES IN POULTRY BUSINESS NAMAKKAL DISTRICT

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Abstract

Due to the higher requirement of proteins to huge population, poultry industry is one of the most promising sectors in India. Poultry industry provides various opportunities to increase GDP growth rate. By ensuring self-employment to many people this industry is creating purchasing power to the people and reducing poverty at a large scale. As 44 per cent of daily human intake of animal protein comes the poultry industry has been supplying quality protein to the people of India at the lowest price in the world. The study outlined the major problems of poultry industries in the perspective views of the owners. Objectives of the study, To find out problems of poultry industries perceived by the owners in Namakkal district. Primary as well as secondary data have been used in this study. 100 respondents were used in this study. Important findings of the study, Inadequate modern poultry equipment, Absence of marketing knowledge, Lack of adequate poultry rearing knowledge, Lack of financial credit, Inadequate infrastructure and logistic support, Absence of Government help and guidance and Expensive poultry feed ingredients. Suggested in this study, The relevant authority should arrange Workshop, Seminar, and live demonstration for imparting training to the farmers regarding the latest knowledge of poultry and marketing. Conclude in this study, The exportable poultry products must meet prescribed quality requirements, which are internationally recognized and accepted on a large scale. The sector offers a bright future. A future right in our hands to shape.

Key Words: Poultry, Problems in Poultry, Remedial Strategies.

Introduction

Feeding the people in higher populated country like India, needs the huge growth in food industries. It is evident that a substantial majority of the population suffers from varying degrees of malnutrition, including protein-energy malnutrition, micro-nutrient deficiencies, iodine deficiency disorder, iron deficiency, anemia, and vitamin deficiencies, whose major portion are recovered by poultry industry. Fish and cattle production require a longer time. But poultry production is relatively faster and easier, if public and private sector initiatives go side by side. A recent report titled 'Climate change as a security risk' indicated to the probable loss land through flooding in this part of the world. India is a densely populated country. Though plenty of practical problems involved in this sector, plenty of market potential makes the people to deal with this business. Poultry is most probably the only sector that can grow vertically and produce maximum amount of egg and chicken using the minimum land.

Poultry industry is playing an important role in the national economy by contributing significantly to agriculture and the gross national product. Furthermore, it plays a pivotal role in the rural socio-economic system as maximum households are directly involved in livestock. Moreover, from the poultry industry, needs human resource factors with lot of skills. The appropriate strategies to overcome the problems should be identified by the owners and they should know the way of prioritizing the solutions in practical ways.

Review of Literature

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.

Poultry farms are fast-paced operations that can fulfill the demand for meat and eggs, and can be expanded easily to meet the evergrowing 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).

Tekelywold (2005) reported that an established market structure for free-range chickens is a prerequisite for developing family poultry. Even in breeding program development, indices require appropriate economic values that could be derived from such market studies. Market access factors, which refer to the existence of local markets, infrastructure, and adequate transport facilities, are obvious prerequisites for poultry sub sector development (Bannerji, 2004).

In India, information concerning the chicken marketing system is lacking. Despite the high demand for poultry products, producers in Bangladeshis are not market oriented and the production system is characterized by its low productivity and scavenging type. This in turn leads to very small supply compared to the high potential the country has in the sub sector. Research efforts to increase chicken production and productivity has been underway. But review of past research works indicate that the research largely concentrated on the biological aspects of poultry production such as supplementary feeding and breeding (Aktar, et al., 2006).

Increased production, however, needs to be accompanied by efficient marketing system that adds place, form, time, and possession utility to the product along the supply chain. The marketing system for local poultry, particularly in the study areas is poorly developed. This study was intended to analyzing poultry marketing system, business support services and their role, constraints and opportunities of the sub sector and factors that affect chicken market participation and volume of poultry supplied to the market to generate information about the entire supply chain of poultry in the study area.

Objective of the Study

The primary objective of the study is to identify the various problems of poultry industry in Namakkal district. We also attempt to seek the remedial strategies to overcome these problems.

1. To findout problems of poultry industries perceived by the owners in Namakkal district.
2. To rank the remedial strategies to overcome the major problems in poultry industries in Namakkal district in owners perspective.

Research Methodology

Participants and Procedure

100 poultry owners have been surveyed Namakkal district in Tamilnadu, India. By using simple random sampling data were collect through structures questionnaire. All completed surveys were returned directly back to researchers via email. It has been assured that participants full confidentiality and all were informed in writing that their names would not be reported in the data. The response rate was approximately 78%.

Data Analysis and Interpretation

Table 1: Problems in Poultry Industries Perceived by Owners

	Rank through Mean Score	
	Mean	Std. Deviation
Inadequate modern poultry equipment	4.51	1.396
Absence of marketing knowledge	4.97	1.538
Lack of adequate poultry rearing knowledge	4.76	2.591
Lack of financial credit	4.53	1.373
Inadequate infrastructure and logistic support	4.20	1.544
Absence of Government help and guidance	3.42	1.927
Expensive poultry feed ingredients	1.61	0.919

The above problems of poultry industries perceived by Owners waer ranked through the mean value. Among the problems, primary of it is "Inadequate modern poultry equipment ". Most of the respondents expected this regards. The second major problems selected by majority of the respondents is "Absence of marketing knowledge". "Lack of adequate poultry rearing knowledge" is the next major problem perceived by the owners. "Lack of financial credit " is the fourth major important performance of the employee. Rests of them are ranked as 5, 6 and 7 respectively.

Table 2: ‘Strategies to Overcome the Problems in Poultry Industries’ in Owners Perspective

	Mean	Std. Deviation
To design Proper HRD planning for poultry farmers	5.66	1.226
Easy Access to loan facility from Institution Sources	4.56	1.967
Professional Training facility to Poultry Farmers	4.50	1.015
Adoption of Modern Technology	3.05	1.420
To develop Security Situation	2.96	1.537
To Arrange Workshop, Seminar, and live demonstration for relevant poultry workers	1.42	0.985

Source: Primary Data.

The above strategies are used to overcome the problems in poultry industries were ranked through the mean value. Among them, primary of it is “To design Proper HRD planning for poultry farmers”. Most of the respondents expected this regards. The second major parameter selected by majority of the respondents is “Easy Access to loan facility from Institution Sources”. “Professional Training facility to Poultry Farmers” is the next major feat performed by the respondents. “Adoption of Modern Technology” is the fourth major important performance of the employee. Rests of them are ranked as 5, 6 and 7 respectively.

Suggestions

1. Owners of poultry industries should take the overall responsibility to construct effective human resources with skill packed condition. They should also monitor the effective HR planning and coordination by bringing effective work performance and efficient professional obedience. In Namakkal district, there is lack of poultry training institutions, so that it is inevitable to introduce enough training to the human forces. Otherwise unskilled labor will never be able to meet up the future demand of knowledge updation required for poultry sector.
2. By providing loan, for starting the poultry industry, with meager formalities may give huge courage to plenty of potential people to successfully running poultry industries. .
3. To generate the admirable flow of skilled human resources in Poultry sector, professional trainers is mandatory for all. Professional trainers should be hired from domestic or foreign sources to give technical knowledge, proper education, training and motivation to the poultry farmers.
4. A low cost intensive or semi intensive poultry technology should be initiated for the sake of developing skilled human recourses for the poultry industry. These sort of projects should have technical capacity and ability of farmers to provide the required inputs exclusively from their own recourses.
5. The relevant authority should arrange Workshop, Seminar, and live demonstration for imparting training to the farmers regarding the latest knowledge of poultry and marketing.

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. The sector offers a bright future. A future right in our hands to shape.

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