

A Study on Production and Marketing of Poultry Eggs in Tamilnadu - India (With Reference to Namakkal District)

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ABSTRACT:

The Indian poultry industry's success story is uniquely exceptional. From a garden business enterprise, it has made a quantum leap to come into view as a active business. Larger than the last three decades, there have been important developments in the poultry business with each decade focus on special sectors. The seventies saw a spurt in egg production; the eighties an acceleration in broiler production; the nineties advances in poultry integration, automation and provide for production. The current decade promise to exploit value additional goods and the international operate avenue. India is a on the increase country primarily has a farming financial system. If agriculture blooms, the country prospers. Agriculture is a diversify subject cover such behavior as farming, forestry, animal husbandry and fishery as well as agro-based industries in broader conception. Rural development improves the quality life of the weaker sections and gives way for participation and involvement of the masses in the process of decision making in economic and social life of society. They provide livelihood to and millions of rural households in the sub marginal level both land less and small landholders. They prove to be the best way to alleviate rural poverty and reduce income disparities. Manufacturing sector depends on agriculture for their underdone material and related products. Hen and egg are popular food articles of high food charge and so and main breakthrough have been achieved in egg manufacture and broiler stock. This outstanding to included development of reproduction feeding, marketing, health care and food etc. Poultry agricultural by as long as additional income to the agricultures helps them to be paid further and helps the nation to extend without any wide disparities in the income.

Key words: Nutritional, farming, egg conservation, living, manufacture, rural.

INTRODUCTION

Overview of Indian poultry market: India's animal wealth is huge in terms of its population of cattle (204.5 million), buffaloes (84.2 million), poultry (800 million), sheep (50.8 million), goats (115.3 million) and pigs (12.8 million). Compared with the rest of the livestock sector the poultry industry in India is more scientific; it is well organized and progressing towards modernization. The Indian hen industry's achievement story is exclusively excellent. From a garden business enterprise, it has made a quantum leap to materialize as a active business. Larger than the most recent three decades, there have been considerable developments in the poultry industry with each decade focus on special sectors. The seventies saw a spurt in egg production; the eighties an acceleration in broiler production; the nineties advances in poultry integration, automation and feed production (Fig. 1). The nearby decade promise to develop value supplementary products and the international job avenue. The increase of the poultry industry is so quick that genuine statistics are unrelated by the time they are available. India is the fifth major manufacturer of eggs and ninth major manufacturer of poultry meat in the world, producing 34 billion eggs and about 600,000 tons of poultry animal protein in 1999 (Mehta, 2002). Poultry sector in India has been growing at a much faster rate than other sectors of the Indian economy and accounts for 100 billion rupees to the Gross National Product (GNP).

Despite such amazing growth in last two decades, annual per capita consumption of egg and poultry meat in India is disappointingly low with approximately 36 eggs and 0.7 kilograms of poultry meat in 2001 (Mehta, 2002). These levels are too near to the ground as compare to the world common of 147 eggs and 10.9 kilograms of poultry meat on a per capita foundation (FAOSTAT). These low down level of per capita utilization of eggs and poultry animal protein have been more often than not accredited to minor purchasing power (Gandhi and Mani, 1995). However, purchasing power of Indians is likely to grow at a much higher rate in the future due to strong economic growth, as a result of continued economic liberalization initiated in early 1990s. Macroeconomic forecasters such as World Bank and usual and Poor's DRI are at the moment projecting usual annual development of 6-8% in India's real GDP in the subsequently decade. In adding to burly income development, utilization pattern is also expected to be subjective by population development, urban-rural population masterpiece and other demographic variables.

While it is really significant to appreciate the expectations utilization expansion in poultry animal protein and eggs both from policy and_ industry viewpoint, it has received little attention from the researchers (Sharma and Yeung, 1985; Sinha and Giri, 1989; Gandhi and Mani, 1995) both in India and abroad. However, most of these studies except Gandhi and Mani (1995) have ignored how difference in the consumption behavior across income groups is likely to evolve in the future with the rise in income. Constant Gandhi and Mani (1995) predictable split income elasticity for diverse income groups both in the city and country area; they didn't lengthen their analysis in projecting opportunity demand for livestock and its products. The Value of Output and Gross Domestic Product from Livestock Sector in India is estimated at Rs. 156.08 thousand crore and Rs. 120.94 thousand crore respectively (Basic Animal Husbandry Statistics, 2004, GOI). The share of livestock sector in the country's GDP remained more or less constant at around 5.5% since 1995-96. The share of meat (17.4%) in total value of livestock in India has been found to be much less as compared to that of milk and milk product (66.9%). In the state of Uttar Pradesh, the share of meat in total value of livestock has been found to be very low (less than national average) at 3.95%.

The share of milk products in total value of livestock in Uttar Pradesh is as high as 89.5%) (Central Statistical Organization, GOI, 2004). The broiler manufacture in the country is expected at 1000 million numbers. In the recent years, the poultry farming has made rapid strides from a family occupation to a progressive industry. The share of poultry meat in total meat production has increased from 19.79% in 1981 to 30.14% in 2002 at world level and from 4.46% in 1981 to 12.10% in 2002 in India. The enlargement rates in poultry meat manufacture in India have been very far above the ground as compare to that at the world level (Table 1). Study (Economic Research Service, USDA, 2004) point to that the poultry meat is the greatest increasing constituent of international meet demand. In India, the poultry sector expansion is being driven by rising incomes, jointly with the appearance of perpendicularly included poultry producers that have concentrated customer prices by lowering manufacture and marketing expenses. Integrated production by way of combining breeding, feed milling, contract rearing; a market transition from live birds to chilled and frozen products and policies that help ensure supplies of competitively priced domestic or imported com and soybeans are keys to future poultry industry growth in India and in other developing countries. Poultry is usually construct to mean, Eggs and chicken meat from side to side its area is vast and diverse.

What was once a product of the backyard of and poultry has achieved phenomenal growth with a high rate of productivity with adoption of the latest technology. India is perhaps the only country in the developing world that can boost up a self sufficient breeding capacity with sophisticated spf (specific pathogen free) Technology and full fledged research operations combined with training facilities comparable to the best in the world. The manufacture technology adopt by the poultry industry is far above the ground grade with a an yearly production of 17,000 million. India is the major egg manufacturer in the world. There are about 60,000 families in a straight line needy on the poultry undeveloped with partially of a million occupied in hold operation like hatcheries and food mills, vaccine and medicine laboratories. transport. Distribution and retailing of poultry meat. The national institute of nutrition has recommended that a balanced diet should contain 30 gms of eggs and 30 gms of meat per head per day which mean an yearly per capita utilization of 180 eggs and 10.8 kg of meat. This calls for tenfold increase in the layer sector and a various increase in the broiler sector. In the poultry sector, there are dissimilar areas which offer enormous opportunity for increase like quick food. There is huge range for sell overseas lot table eggs, day-old chicks, poultry breeding stock, process chicken meat products, vaccines, medicines and such additional necessities to the other requirements to the other developing countries. The poultry sector the capacity to grow with in a short span and at a low cost. It is one of the most effective tools to fight mal-nutrition and unemployment. What is required now is support and encouragement by the government.

Poultry:

Youthful student listing defines poultry as, Birds raised for their animal protein and eggs are called poultry. Chickens, Ducks, geese, guinea' fowl, pheasants and pigeons can all be poultry birds.

Objectives of the study:

- (a) To give a detailed profile of the poultry farmers in Tamilnadu.
- (b) To analyze the profitability of the poultry farmers.
- (c) To review the factors influencing the growth, instability and profitability of the poultry farmers.

Hypothesis:

- (i) The size of the firm is not depending on profit.
- (ii) Profitability is not influenced by the educational qualifications of the respondents / farmers / entrepreneurs.
- (iii) The source of capital (ie: owned our borrowed) has no significance over the profit.
- (iv) The size of the family has no relation with profit earned.
- (v) Ancillary occupations/business has no affect on the business.

Methodology:

This study is an empirical study based on survey method. The data composed for the study both main and less important data together from journals and magazines. Primary data were collected directly from the farmers through personnel interview method aided by a schedule.

Field work:

The pasture occupation was accepted out through Jun- Dec 2010. Each interview took about half-an hour to one hour. Approximately 200 poultry farm entrepreneurs were interviewed for collecting data. The interview was conversational in style and respondents were made to feel at home and easy.

Limitations:

Judgment of the whole profit/loss for the before years was complicated. Most of the farmers do not keep correct accounts of their receipts and expenditures or any other statistical data. Most of them are given by the respondents only from their memory which may not be accurate. On the other hand, each attempt has been full by in cooperation researcher to gather the data as correct as potential.

Research methodology

Data collection: After identifying and defining the research problem and determining specific information required solving problem, the researcher's task is to look for the type and sources of data, which may yield the defined results. Usually, the researcher in a straight line away alternative to review method for data collection. i.e.: they go for most important data.

Primary data: Primary data may be relevant to socio- economic individuality of the industrialist attitude and opinions, their responsiveness, knowledge and other associated aspect, in the vein of learning, review expenses etc.

Data collection method: Sources of data are primary data, which is gathered by the researcher with the help of questionnaire. The respondents are belonging to poultry farm farmers.

Sampling techniques: The researcher selected probability-sampling method. Under which stratified techniques was used. As the poultry farm being huge, the project time being inadequate, it was determined to desire this exacting procedure. In stratified sampling, the sample units are selected either proportionately or disproportionately. At this time the researcher adopt unequal stratification by select 25 samples from all.

Data analysis tools: Interpretation and analysis of data was conducted by means of percentage and chi-square test.

Percentage: Proportion refers to a particular variety of proportion. Percentages are used in making comparison between the or more series of data. Percentages are used to describe relationships. In view of the fact that the percentages decrease the whole thing to a ordinary base and there by tolerate significant comparison to a ordinary base and there by agree to meaningful comparison to be completed.

Chi-square test: The quantity Chi square describes the magnitude of discrepancy between theory § and observation. With the help of chi square test we are ina position to find whether to change or whether it results from the inadequacy of the theory to fit the observed fact.

Bar diagram: Bar diagram is the the majority ordinary type of diagram used in put into practice. A bar is a broad line whose width is exposed just for concentration. When the number of piece is big, lines may be haggard in its place of bars to economize liberty.

Pie diagram: This type diagram is used to show the partitioning of a total into component parts. The pie chart is so called because the entire graph entire graph look like pie and the components resemble slices cut from Present scenario of the Indian poultry industry: India has 150 million laying hens and 650 million broilers. It is the fifth largest producer of eggs (40 billion eggs/year) and ranks 18th in world broiler production Economics and Statistics, 1992). The poultry industry is one of the fastest growing sectors in the country. The in general increase rate of the poultry industry is 15-20 percent per annum. At in attendance the sum earnings of the Indian poultry industry is Rs.90 billion (2 billion US\$) and the industry has set a aim for achieve a sum turnover of Rs.270 billion (6 billion USS) by the year 2005. The government's policy initiative under different five-year plans has generally helped this transformation in the poultry sector, but cannot claim to have propelled the poultry industry to its existing heights.

The government funds research activities related to the sector either through research organizations like Agricultural Universities/Indian Council of Agricultural Research or through trade regulatory bodies - the Agricultural and Processed Products Exports Development Authority (APEDA). The government also supports the industry by extending loans through nationalized banks especially the National Bank for Agriculture and Rural Development (NABARD) and through technical expertise. On the other hand, the Indian poultry industry is conquered by the private sector (World Bank, 1996). Despite the exceptional growth — in commercial poultry unindustrialized, many pastoral households go on to raise original breeds in their backyard. The backyard poultry units, though not the main income producer for country producers, are called ‘walking banks’ since their crop are sold to meet urgent situation operating cost. Furthermore, they contribute substantially to the family’s food and nutrition. In city areas the poultry goods from ‘desi birds’ (indigenous birds) are sell at a best rate for their exceptional flavor and taste. This uniqueness is due to the scavenging nature of the birds. In addition, chickens, ducks, quails, turkeys, geese and guinea fowl are only reared in a few pockets of the country. Eggs and poultry animal protein are naturally marketed in clean form.

On the other hand, with the arrival of cold storage space services and the entry of recognized food products, the utilization of processed/preserved products is ahead impetus. Further, with the city family size receiving smaller, housewives are look for chicken in small and

suitable packs. In adding, the rapid growing of fast food chains and increasing reliance on expediency foods means the poultry sector is suspended for a quantum jump.

Consumption: The per capita availability of poultry products is currently estimated atleast 30 eggs and 400 grams of poultry meat per year. Judged by any yard stick, this level of consumption to and predominantly Buddhist neigh boring country like Srilanka with per capita consumption is about 40 eggs and china about 100 eggs. The economic problems facing most of the developing countries are almost similar in terms of rural brand awareness, low purchasing power and inadequate marketing infra-structure. As a large amount as 75 to 80 of al eggs and broilers shaped in the country find their way for the most part into town markets, thus cookery to some 25% of the people. The existing distribution channels and weighed infavour of four metro cities and a fewer larger towns, where demand is high. A vast hinder land of rural is neglected because of their widely scattered demand.

Export opportunities: A New avenue for poultry exports has opened with the setting up of processed and further processed poultry units, which have made available a wide range of INDIAN - style chicken based delicacies and dressed chicken. There is sizeable market for such products international. So, the sell overseas market is there, as also the poultry item for consumption, what is missing is the proper climate to tap the growing demand overseas. The setting up of the new ministry for food processing industries at the center gives hope for boosting of poultry exports. Industry sources estimate that poultry exports can for India RS 400 crores a year with in the next five years. Among positive steps that can be immediately taken in this direction includes the provision of cash incentives and logistics support.

Input industry: Poultry in India has come a extended way since the first commercial chick was hatched in November 1962 in the Delhi based ran shaver poultry reproduction Ltd., At the identical time was ongoing the commercial manufacture of impartial compounded feed as well as modern lacto-vegetarian medicines and vaccines so very necessary for winning of gear for hatch and _ incubating, feeding, integration and marketable housing.

Today and network of over 500 commercial provide for mills, veterinary pharmaceuticals and tools manufacturer has made poultry farming and dynamic agri-business. Theses commercial behavior has been duly support by research and growth up from education and research

institutions. The infra arrangement base is receiving wildered in response to the increasing demand for an assortment of inputs wanted for extended concentrated poultry manufacture. Settlement of poultry farming:

The poultry agricultural is extremely versatile agro-business; it can be adopt below any situation to offer many reimbursement like:

- (1) It was source of high quality human food. Egg is not only supports in nutritive value, nut also it is very easily digested and cab be served indifferent ways. Of this also used in many ways like binders and levering agents in baking and furnishes” richness” in ice-cream, sauces, curlards and candues.
- (2) Poultry farming is highly adaptable under various conditions. For example it fits well in mixed farming system to provide continuous income to the farmers during their lean periods and also helps to engage their family labor profitable throughout the year. It provides employment avenues. There are a lot of diversify type of business related poultry undeveloped like egg production, broiler manufacture. Each and every one these businesses can be urban as rural industry which will have many avenue of employment of country side mainly in the middle of cultured un employed and under-employed people.

Poultry misuse is an exceptional foundation of organic manure, which can be utilize for rising field crops. It is predictable that of the poultry fertilizer is utilizing properly, it can manufacture other food grains them the birds munch through as feed. It serves as source of raw materials for industrial products. Eggs have a lot of industrial use in grounding of vaccines, polished printer land, soap and clean etc. Eggshells are used as minerals in animal feed. Endocrine glands of birds are old for grounding of hormones and any additional biological arrangements. Among the total respondents contacted 7 respondents spend up to Rs. 20,000 monthly, 35 respondents spend between Rs. 20,000-40,000 and 53 respondents spend Rs. 40,000 to 60,000 and outstanding 23 use above Rs. 60,000. The operating cost consists of charge such as food, lighting, injection and other operating cost. If it is said in percentage 8% of them are in class Rs. 20,000-40,000, Rs. 40,000-60,000 and higher than Rs. 60,000 in that order.

Findings:

The hen study area in Namakkal district just 50% is cultivable. As farming bring them a smaller amount income due to lack of good irrigation system and non-fertility of land, the populace of this area have conventional poultry agricultural as an ancillary profession.

Among the 200 respondents interviewed, only 60 respondents were illiterate, where as remaining 140 respondents are literate.

Majority of the respondents have taken poultry farming as ancillary occupation. Only 36% do poultry farming as main occupation. Reasons for ancillary occupation are the farmers get manure to agricultural land.

Though the farmers get reasonable income from the sale of eggs, they have to incur expenses for the maintenance of the farm such as vaccination, lighting, feed etc., as a result of which they get a comparatively lesser net income.

Services like free transport, medical aid, feeds in swap over of eggs etc are known feed suppliers/Dealers and they do it in appropriate point in time.

From the industry data in Namakkal district, it is evident that number of farms closed in the period 1995-2001 is 1200 and new farms opened in the same period is 150. The reason behind that small size farms unable to with stand the rise in feed cost and other working capital expenditures. Where as for large size farms, even though they get a price increase of eggs for a short period of time, they get good amount of profit, which enables them to run the farm traders/supplied. They produce the feeds of their own by purchasing the raw materials from market, which reduces the feed cost much. This is the major basis big size farm can able to live and earn profit in the in attendance scenario.

From the profitability analysis the following findings are drawn:

- (a) The size of firm is depend on profit
- (b) The relationship between profit and education is not significant
- (c) Number of members in the family is not significant in the profit earning capacity.

- (d) Sources of capital whether owned or borrowed have insignificant relation with profit.
- (e) Nature of occupation (ie: whether ancillary or main) has no consideration to profit.

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poultry eggs, poultry & cattle feed, eggs packing and marketing in india. Jyotirmoy Agro (P) Ltd. India, Jyotirmoy Agro P Ltd is mainly into Poultry Breeder Parent Bird Business . The Farm situated in Village Bhairawadi, Taluka Ajra, District Kolhapur on spread of 32 acres Land , hill top Company also has completed its State Art EC- Shed for breeder unit and poultry- hatching eggs cobb 400y. fish nile telapia, rohu, catla, common carp. agri crop - onion, soya etcplantation- eucalliptus.Â mudalaipatti, namakkal, Tamilnadu, India,637003. we are manufacturers and Exporters of Farm fresh indian chicken table white eggs of good quality and taste. poultry eggs,poultry products. Geoaxis Impex. 10 Raji Reddy Towers. Indian economy. Poultry Industry in India. Profile of the Study Area (Namakkal District, Tamilnadu, India). Factors Affecting the Egg Production. Research Methodology.Â About 40 per cent of the total eggs are consumed by the Kerala market and by schools in Tamil Nadu under the free meal programme. Around 45 lakh eggs are supplied a day for the Mid-day Meals scheme, according to sources. The other major market was Hyderabad. Every day around 30 lakh eggs are exported from Namakkal. The increase of demand in Hyderabad now has an impact in the price of eggs in Namakkal. If the demand is high in Hyderabad, the eggs from Namakkal could be transported there, which helps the distributors. The paper mainly focuses the problems of egg exports in Namakkal district,Tamilnadu. Keywordsâ€” India, developing countries, poultry firm, demand,global competition.

I.INTRODUCTION. Export marketing means exporting goods to other countries of the world. It involves lengthy procedures and formalities.Â Poultry production and consumption in India appear to be expanding rapidly, fueled by rising incomes as well as changes in the structure of poultry production and marketing. The table reveals that development of poultry industry in India. ISSN (Print): 2319â€”5479, Volume-3, Issueâ€”1, 2014 39.Â - Egg quality - in production, marketing and consumption.- In : Egg quality â€” current problems and recent advances Wells and C.G. Belayvin).- London : Butterworths.