



E-ISSN: 2320-7078

P-ISSN: 2349-6800

JEZS 2017; 5(5): 1385-1388

© 2017 JEZS

Received: 19-07-2017

Accepted: 20-08-2017

S Praveena

Assistant Professor
(Agribusiness Management),
Department of Social Sciences,
Thanthai Roever Institute of
Agriculture and Rural
Development (Affiliated to
Tamil Nadu Agricultural
University) Valikandapuram,
Perambalur, Tamil Nadu, India

M Bojiraj

Assistant Professor
(Animal Husbandry),
Department of Crop
Management, Thanthai Roever
Institute of Agriculture and
Rural Development (Affiliated to
Tamil Nadu Agricultural
University) Valikandapuram,
Perambalur, Tamil Nadu, India

Correspondence

S Praveena

Assistant Professor
(Agribusiness Management),
Department of Social Sciences,
Thanthai Roever Institute of
Agriculture and Rural
Development (Affiliated to
Tamil Nadu Agricultural
University) Valikandapuram,
Perambalur, Tamil Nadu, India

A survey on demographic and management practices in broiler farming

S Praveena and M Bojiraj

Abstract

The Indian poultry sector with 7.3% growth in poultry population, has witnessed one of the fastest annual growth of about 6% in eggs, 10% in meat production and 8.35% in broiler production over the last decade amongst all animal based sectors. Among the Indian livestock based vocations, poultry farming occupies a pivotal position due to its enormous potential to bring about rapid economic growth with low investment. In Tamil Nadu State, conducive weather condition and available land area favors towards the Poultry sector. With this view, Perambalur district was purposively selected for the study. Both primary and secondary data were collected. The primary data was collected from 30 respondents (30 poultry farmers) by using well-structured interview schedule and it was pretested. From the results it was observed that most of the poultry growers were following contract farming and using company feed, getting chicks from the companies.

Keywords: Broiler-Farm –Demography-Experience-Feeding–Details

Introduction

Indian Poultry Industry is one of the fastest growing sector in India. Poultry farming in India has transformed from a mere tool of supplementary income and nutritious food for the family to the major commercial activity generating the required revenue. The poultry industry in India gives employment to 3 million people with stable production of poultry meat and egg which indicates future prospects to the industry. Changing food habits, rising income of the middleclass Indian, the presence of private players, rising market demand of the Indian poultry produce in the export market are some of the contributing factors to the growth of the industry. Rapid growth of the 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. Poultry farming assumes special significance in the state of Tamil Nadu due to integration of Poultry sector, conducive weather condition and available land area. The productivity and production of food grains, particularly of cereals in Tamil Nadu have already reached a point of saturation with little scope to increase, resulting in looking for subsidiary occupations like poultry farming. At the same time, due to the scope of further addition to the net area sown and huge indebtedness, diversification of agriculture through allied activities like poultry farming has acquired added significance for solving the agrarian crisis of the state. Adoption of broiler farming, by farmers, will not only liberate them from the debt trap but would also meet the growing demand of poultry meat.

Methodology

The poultry farmers in Perambalur district were purposively selected for the study. Both primary and secondary data were collected by interviewing the farmers personally. The secondary data were collected from various websites, reports and magazine. The primary data was collected from 30 respondents (30 poultry farmers) during the months of November 2016 to April 2017 by using well contracted interview schedule and it was pre tested. All the data were analyzed using percentage analysis.

Results and discussion

Demographic distribution details of poultry farmers

An attempt was made in this section to explore the socio-economic profile of the poultry farmers so as to identify important parameters crucial for improving their poultry farming system.

Table 1: Demographic distribution details of poultry farmers.

Particulars	Category	No. of Respondents	Percentage
Age wise distribution	< 30 years	2	6.66
	31-40 years	8	26.67
	41-50 years	15	50.00
	> 51 years	5	16.67
	Sub total	30	100
Gender wise distribution	Male	28	93.34
	Female	2	6.66
	Sub total	30	100
Educational status	Illiterate	8	26.67
	Schooling	14	46.66
	Graduate	8	26.67
	Sub total	30	100
Ownership Status	Individual	28	93.34
	Partnership	2	6.66
	Sub total	30	100
Occupational Status	Main	16	53.33
	Subsidiary	14	46.67
	Sub total	30	100
Category of the farmer	Marginal farmer	8	26.66
	Small farmer	2	6.66
	Medium farmer	20	66.66
	Sub total	30	100

It could be found that the majority of the sample respondents (50%) were between 41-50 years old followed by 31-40 years (26.67 %) and they were male. The findings are agreed with Sani *et al.*, that majority of farmers were within the age group of between 36 years to above 46 years are still in this active age and more adoptive to new techniques [8].

The sample respondents were educated and it is easy to give trainings and create awareness among the respondents. The sample respondents were running their farm as individual (93.34 per cent) followed by partnership mode. Mahmoodieh and Rahimian also observed that nearly 83 percent of the sample respondents started the poultry industry as a sole proprietorship [4].

The sample respondents were doing the poultry business as main occupation, while 46.67% of the sample respondents

were running the farm for additional income. Ahmad, *et al.*, also observed that 80 per cent of the respondents in Mirpur district were doing poultry farming as full time basis [9]. Out of 30 sample respondents 20 (60%) were medium farmers having 2.5-5 acres of land, while the remaining 26% of sample respondents were marginal farmers.

Experience in poultry farming

The experience of the sample respondents in poultry farming included, total year of experience, visit to extension centers, source of inducement for the establishment of poultry farming, participation in training program, land particulars will enable to understand experience of sample respondents in poultry farming.

Table 2: Experience in poultry farming.

Particulars	Category	No. of Respondents	Percentage
Total years of experience	<1 Year	11	36.66
	1-5 Years	13	43.34
	6-10 Years	6	20
	Sub total	30	100
Frequency of visit to the Extension centers or Veterinary centre	Frequently	1	03.33
	Twice in a week	1	03.33
	Weekly	5	16.67
	Monthly	12	40.00
	Rare	11	36.66
	Sub total	30	100
Source of inducement for establishment	Extension Agent	0	0
	AH Department	2	6.67
	Own	10	33.33
	Friends	9	30
	Veterinary University and Training Research Centre	9	30
	Sub total	30	100

From the table.2. it could be concluded that majority of the sample respondents had a good experience in poultry farming (1 – 5 years) with a percent of 43.34 percent while 20 percent of the sample respondents had a sound knowledge on poultry farming with a experience of 6 - 10 years. Ramaswami *et al.*, and Thamizhselvi and Rao, revealed that most of the poultry

growers were experience in the poultry farming [7, 11, 12]. Extension contact helps the farmers to get agricultural innovations and information regarding poultry farming. It helps the farmers for improvement in their standard of living, production and productivity of the farms. Most of the respondents visited the extension centers monthly basis to

clarify the doubts regarding the poultry farming followed by rarely visited the Extension centers or Animal husbandry departments. Malarvizhi and Geetha found that the major share of the poultry growers (47 per cent) contacted the extension centers 11-15 times in a month^[3].

The sample respondents (33.33 %) started the poultry farm by their own interest while 30 percent of the sample respondents started the poultry farm by the inducement of friends and Veterinary University and Training Research Centre, Tamil

Nadu Veterinary and Animal Sciences University. Sasidher and Suvedi pointed out that the major share of the poultry growers started the poultry farming based on their own interest and private consultants^[10].

Farm details of the sample respondents

The orientation of the farm, location and distance, capacity, system of rearing method in the farm were analyzed and the results are furnished below.

Table 3: Farm details of the sample respondents.

Particulars	Category	No. of Respondents	Percentage
Orientation	East – West	22	73.33
	North - South	8	26.67
	Sub total	30	100
Location & Distance (Km)	Village	14	46.67
	City	0	0
	Town	16	53.33
	Sub total	30	100
Capacity of the Poultry farm unit	<2000	18	60.00
	2001-4000	2	6.67
	4001-6000	8	26.66
	>6000	2	6.67
	Sub total	30	100
System of rearing	All-In-All Out	29	96.67
	Multiple Batch System	1	3.33
	Sub total	30	100
Type of roof material	Thatched	4	13.33
	Tiled	0	0
	Asbestos	26	86.67
	Sub total	30	100
Type of floor surface	Concrete	26	86.67
	Cement	3	10
	Brick Earthen	1	3.33
	Sub total	30	100
Type of litter material used	Coir pith	26	86.67
	Groundnut Shell	4	13.33
	Sub total	30	100

From the above table 3, it could be understood that majority of the farm in Perambalur district was oriented in the East - West direction by which the respondents can avoid exposure of birds to sunlight. It was observed that nearly 53.33 percent of the sample respondents were having their poultry farm near to the town to avoid the maximum transport charges and easy to market the final finished products.

From the results, the majority of the sample respondents (60 %) were having the poultry farm capacity of less than 2000, while 26.66 percent of sample respondents were having the capacity of observed 4001 – 6000 birds per farm. Ahmad *et al.*, were categorized as: small farms having a population of 2000 birds; medium farms having a population of 2001 to 4000 birds; and, large farms with population of 4001 to 6000 birds and found that the majority of the poultry farms in Mirpur district, Azad Jammu & Kashmir are small farms^[9]. Around 96.67 per cent of the respondents were following a system of All – in – All out method because of reduced mortality and decreased stresses from disease followed by multiple batch system. Nearly 86.66per cent of the sample respondents were using asbestos as roof material followed by thatched as roof material. About 86.67 percent of the sample respondents are found to be using concrete floor surface, while 10 percent of the sample respondents used cement floor surface. About 3.33 percent of the respondents were using Brick earthen roof. The majority of the sample respondents (86.67 %) were using coir pith as litter material while 13.3 percent of the sample respondents were groundnut shell as a

litter material. Because, coir pith and groundnut shell has more water holding capacity and it absorbs the liquid waste from the birds easily. And it has less nutritive value instead of high nutritive value litter material used. It is cheaply available.

Table 4: Quantity purchased (or) No.of. Bags per Batch.

S. No	Particulars	No. of Respondents	Percentage
1.	< 25 gunny bags	28	93.33
2.	> 25 gunny bags	2	6.67
Total		30	100

From the table 4 it could be understood that the majority of the sample respondent (93.33 %) were using less than 25 gunny bags (50kg/gunny bag and Rs.100/gunny bag) of litter material per batch, while 6.67 percent of sample using more than 25 gunny bags (50kg/gunny bag and Rs.100/gunny bag) of litter material.

Table 5: Feed particulars.

S. No	Particulars	No. of Respondents	Percentage
1.	Company Feed	29	96.67
2.	Own Feed	1	3.33
Total		30	100

From the table 5 revealed that the majority of the sample respondents (96.67 %) were using company feed like Suguna and SKM etc. The details of company feed using by the

farmers were analyzed and the results are given in Table 6. Around 3.33 percent of sample respondents were using the own feed in poultry farming and he suggested that the expenditure incurred by him were less when compared to company feed.

Table 6: Name of the company brand.

S. No	Brand	No. of. Respondents	Percentage
1.	Swami	11	36.67
2.	Suguna	10	33.34
3.	SKM	6	20.00
4.	Shakthi	1	3.33
5.	Nutrigrift	1	3.33
6.	Own	1	3.33
Total		30	100

From the table 6, results it could be revealed that the farmers had a higher preference towards swami and Suguna companies feed while comparing others. Nearly three percent of the respondents were using the sorghum grains mixed with maize, rice, Cumbu and fish cadaver.

Table 7: Feed consumption (Bags per 300 chicks).

S. No	Particulars	No. of. Respondents	Percentage
1.	600 – 900 kg	21	70
2.	901 – 1200 kg	7	23.33
3.	>1200 kg	2	6.67
Total		30	100

From the table 7, it could be seen that 70 percent of sample respondent were using 600 – 900 kg of feeds per 300 chicks. Feed bags can be reduced by providing some alternatives like broken rice, broken maize.

Table 8: Sources of supply of chicks.

S. No	Brand	No. of. Respondents	Percentage
1.	Swami	10	33.33
2.	Suguna	9	30.00
3.	Others	11	36.67
Total		30	100.00

From the table 8, nearly 36 per cent of the sample respondents are getting the chicks from other sources like traders from Namakkal and commission agents from Perambalur. From the results it clearly understood that the most of the poultry farm in Perambalur district is running under tie up with Suguna and Swami Chicken.

Table 9: No. of. Chicks per Batch.

S. No	Particulars	No. of. Respondents	Percentage
1.	0-1000	12	40
2.	2000-4000	03	10
3.	4000-6000	12	40
4.	>6000	03	10
Total		30	100

From the table 9, it could be observed that 40 percent of the sample respondents were growing less than 1000 birds per batch and 4000- 6000 birds per batch. Maximum of more than 6000 birds per batch was reared by only 10 percent of the sample respondents. Cost of production will be maximum for the main disadvantage of rearing minimum number of chicks per batch. The cost of production is minimum for the number of chicks per batch. Ngozi and Chinonso found that the most of the poultry in Nigeria were small farms and reared less

than 500 birds per batch [5].

Conclusion

The broiler farming is a profitable venture and has a bright future in the study area of Perambalur for improving economic status of the farming community. From the study, it could be found that the broiler contract farming suits better in Perambalur district. Training Programmes has to be conducted to create awareness among the poultry farmers. Most of the farmers were buying suguna and swami feed and it could be replaced with maize kernels, broken rice, green leaves etc. A well-coordinated extension programme, aimed at informing poultry farmers on the best-input combinations and management practices should be put in place. This would enhance productivity and profitability as well as processing and distribution.

Reference

- Alabi RA, Aruna MB. Technical Efficiency of Family Poultry Production in Niger-Delta, Nigeria. *Journal of Central European Agriculture*. 2006; 6(4):531-538.
- Rana KM, Rahman AA, Sattar MN. Profitability of small scale broiler production in some selected areas of Mymensingh, *Progress. Agric.* 2012; 23(1-2):101-109.
- Malarvizhi V, Geetha KT. Economic cost & profit assessment of poultry farming in Namakkal district. *Journal of Management and Science*. 2015; 15(2):42-54.
- Mohammad Reza Mahmoodieh, Yaser Rahimian. The Economic Evaluation and Financial Analysis of poultry Farms in Chahar Mahal and Bakhtiari Province. *Scholarly Journal of Agricultural Science*. 2014; 4(8):460-464.
- Mgbakor Miriam Ngozi, Nzeadachie Chinonso E. Economic Analysis of Broiler Production -A Case Study of Orumba South L.G.A of Anambra State, Nigeria. *American-Eurasian Journal of Agronomy*. 2013; 6(2):25-31.
- Rajesh Mehta, Nambiar RG. The poultry industry in India, *Poultry in the 21st Century Ramaswami et al.* Efficiency and Distribution in Contract Farming – The case of Indian Poultry growers. 2005 discussion paper, <http://www.isid.ac.in/~planning/workingpapers/dp05-01.pdf>
- Sani RM, Musa SA, Daneji MI, Yakasai MT, Ayodele O. Cost and Returns Analysis in Poultry Production in Bauchi and Gombe metropolis area. *Continental Journal of Agricultural Economics*. 2007; 1:14-19.
- Sarfraz Ahmad, Tahir Zahoor Chohan1, Ikram Al. Economic Analysis of Poultry (Broiler) Production in Mirpur, Azad Jammu Kashmir. *Pakistan Journal of Life and Social Sciences*. 2008; 6(1):4-9.
- Sasidhar PVK, Murari Suvei. Integrated Contract Broiler Farming: An Evaluation Case Study in India. 2015; June, <http://meas.illinois.edu/wp-content/uploads/2015/04/MEAS-EVAL-2015-Broiler-India-short-Sasidhar-Suvedi-July-2015.pdf>.
- Thamizhselvi RK, Rao SVN. Farmers' Perception on Contract Broiler Farming. *Indian Journal of Poultry Science*. 2009; 44(2):243-248.
- Thamizhselvi RK, Rao SVN. Is Contract Broiler Farming Exploitative to Small Farmers? *Indian Journal of Animal Sciences*. 2010; 80(12):1243-50.