

Original Research Article

Disposal Pattern of Broiler Birds in Palghar District (M.S.)

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ABSTRACT

The present study entitled, “Disposal Pattern of Broiler Birds in Palghar District (M.S.)” was undertaken with the specific objectives viz. i) To study the disposal pattern of broiler birds. ii) To document the constraints in broiler production. disposal pattern it was revealed that out of the total quantity produced, majority of the produce (100.00%) was sold to the contracting company in case of contract, However in case of non-contract farms about 44.30 per cent of produce was sold to the local consumer and 55.68 per cent produce were sold to trader/retailer. Frequent failure of electricity power, high cost of feed and day-old chicks and incidence of diseases were the major production constraints and frequent fluctuations in market prices and less amount of sale price were the major marketing problems in study area.

Keywords

Retailer,
Contractor

Introduction

Indian Poultry Industry is 5,000 years old and has undergone a remarkable shift in assembly and operation. Journey of poultry industry started from a mere backyard activity and destined to a major commercial activity in just about four decades with comprehensive efforts and large sum of investment in breeding, hatching, rearing and processing. The Indian poultry sector is valued at Rs. 1 lakh cr. (\$ 15.38 bn). In coming years, poultry production and consumption is predicted to grow due to various factors. Nearly 70 per cent of the total output of poultry industry is contributed by organized sector and remaining 30 per cent by unorganized sector. Out of total broiler production of poultry, two third of the output (about 66.70%) is contributed by the meat

and the other one third (about 33.30%) by egg production. There are about 1000 hatcheries operating in the country.

Poultry meat production in India 2018

The growth rate of broiler market is 8-10 per cent per annum. Total poultry meat production in India is 8128.45 tonnes. Top five states producing poultry meat are Uttar Pradesh, Maharashtra, Andhra Pradesh, West Bengal, Telangana with production of 1370.29 (16.85%), 1018 (12.52%), 850 (10.45%), 820 (10.08%), 738 (9.07%) tonnes respectively.

Poultry trend in Konkan region

The Konkan region of Maharashtra is heavy rainfall zone consisting of five districts viz.

Palghar, Thane, Raigad, Ratnagiri and Sindhudurg. About 68 per cent of land holdings in this region are below two hectares which resulted into per capita low holding and in turn low income. So, dairy and poultry enterprises are emerging as a subsidiary enterprise in Konkan region. Most of the farms are concentrated near cities and metros where there are well-organized markets. Today 75% of eggs and poultry are consumed by just 25% of population in urban areas.

Poultry farming in Palghar district of Maharashtra has wide scope for production and rising demand for poultry due to increasing industrialization, increasing population growth, changing food habit, urbanization and nearness to Mumbai city, increased per capita income and awareness about health care etc. Poultry farming is proved to be the one of important component of farming system in the region, contributing sizable income to farmers.

There are various farm enterprises and non-farm enterprises in which farmer is engaged as an economic activity. The crop enterprise is facing various challenges due to climate abbreviations leading to significance climate change. In this context to it is essential to fill the farmers income basket through the subsidiary farm enterprises. Such as dairy, poultry, piggery, rabbit farming, emu farming, mushroom processing etc. On this back drop it was felt necessary to assess the economic situation of poultry faring in the region. Hence study undertaken with the following specific objectives: i) To study the disposal pattern of broiler birds. ii) To document the constraints in broiler production.

Materials and Methods

Konkan zone comprises of 5 districts namely Palghar, Raigad, Ratnagiri, Sindhudurg and

Thane. Out of which Palghar district was selected purposively as new broiler units are increasing in this district. Four tahsils were selected randomly.

A detailed list of broiler poultry units was obtained from Agricultural officers of selected tahsils. From each tahsil four villages and from each village twenty broiler units will be selected randomly, Thus the total sample consists of 80 broiler units which were analyzed to obtain appropriate results as per proposed objectives.

The data were collected by survey method, with the help of specially designed schedule by personal interview with owner of broiler production unit owners. The information regarding disposal pattern and constraints of selected broiler poultry units was obtained.

Reference period

The information and data for the present study was collected in the month of November 2019 pertained to the agriculture year 2019-2020 from the selected broiler production unit owners.

Disposal pattern

The information obtained from the broiler production unit owners to know its disposal pattern. Per unit production and disposal of broiler poultry birds were worked out to know the various channels followed by the poultry units in marketing of birds.

Constraints faced by broiler owners

Different constraints faced by broiler owners in production process and in marketing of birds were documented and they were ranked by assigning percentages to the total, based on that severity and the conclusions were drawn.

Results and Discussions

Disposal pattern of broiler poultry birds

Disposal pattern followed by the sample broiler owners is given in Table 1. The average quantity produced per unit annually in contract and non-contract were 55852 kg and 235046 kg respectively. In contract farms out of total production 0.02 per cent quantity (50.95 kg) utilized for home consumption, 44.30 per cent quantity (104133 kg) were sold to the local consumer, 55.68 per cent quantity (130862 kg) were sold to trader/retailer respectively. Mohankumar (2016) observed similar result for disposal pattern in poultry farming in Chikkaballapur district of Karnataka state. Whereas in case of contract unit's total quantity produced was 55852 kg which was sold to contracting company. It is observed from the Table 1 that, quantity for home consumption was decreased as the size of broiler unit increased. Whereas the quantity sold to trader/retailer increased as the size of broiler unit increased in non-contract units. In case of contract units total quantity was sold to the contracting company alone.

Constraints faced by poultry farmers

Constraints faced by broiler poultry farmers in respect of production disposal and financial were classified under 11 categories

and presented in Table 2. It is observed from the table that, the major problems faced by broiler farmers in Palghar district in case non-contract farms were frequent failure of electricity power (100.00%) followed by incidence of diseases (80.95%), and lack of availability of labour (47.62%).

The results obtained were in conformity with that of results in study conducted by Venkatasubramaniam (1998), Sheikh et al. (2013) as well as Mohankumar (2016) in Tamil Nadu, Rajasthan and Karnataka states, respectively.

In case of contract broiler poultry farming the major constraints identified in the study area were frequent failure of electricity power (100%) followed by incidence of diseases (88.14%), non-availability of chicks in time (40.68%) and lack of availability of labour (22.03%). As regards to constraints in non-contract units major problem was fluctuation in market price (100.00%) followed by less amount of sale price (85.71%). In case of contract units delay in lifting of birds (which increases cost of production) (37.29%) was a major constraint. Financial constraints in contract units were such as high wage rate (16.95%) whereas in non-contract units high cost of feed (100.00%), high cost of chicks (100.00%) and high wage rate (95.24%) were major constraints.

Table.1.4 Poultry Meat production in India (2018)

Rank	Countries	Production (In Tonne)	Per cent share
1	Uttar Pradesh	1370.29	16.85
2	Maharashtra	1018	12.52
3	Andhra Pradesh	850	10.45
4	West Bengal	820	10.08
5	Telangana	738	9.07
6	Other	3332.16	40.99
	Total	8128.45	100.00

(Ministry of agriculture & farmers welfare, Govt. of India.)

Table.1 Disposal pattern of broiler poultry birds

Sr. No	Channel wise quantity sold (kg)	Contract (N=59)	Non-Contract (N=21)	Overall (N=80)
1	Home consumption	-	50.95 (0.02)	13.4 (0.01)
2	Local sale to consumer	-	104133 (44.30)	27335 (11.60)
3	Sale to local trader/retailer	-	130862 (55.68)	34351 (14.60)
4	Sale to wholesaler	-	-	-
5	Sale to Company/Other	55852 (100.00)	-	41190 (73.80)
	Total	55852 (100.00)	235046 (100.00)	102890 (100.00)

(Figures in parentheses indicate percentage to total)

Table.2 Constraints faced by poultry farmers

Sr. No	Constraints	Contract (N=59)	Non-Contract (N=21)	Overall (N=80)
A	Production constraints			
1	Lack of availability of labour	13 (22.03)	10 (47.62)	23 (28.75)
2	Incidence of diseases	52 (88.14)	17 (80.95)	69 (86.25)
3	Frequent failure of electricity power	59 (100.00)	21 (100.00)	80 (100.00)
4	Non availability of chicks in time	24 (40.68)	-	24 (30.00)
	Total	59 (100.00)	21 (100.00)	80 (100.00)
B	Disposal constraints			
1	Frequent fluctuations in market prices	-	21 (100.00)	21 (26.25)
2	Less amount of sale price	-	18 (85.71)	18 (22.50)
3	Delay in lifting of birds increases cost of production	22 (37.29)	-	22 (27.50)
	Total	59 (100.00)	21 (100.00)	80 (100.00)
C	Financial constraints			
1	High wage rate	10 (16.95)	20 (95.24)	23 (28.75)
2	High cost of feed	-	21 (100.00)	21 (26.25)
3	High cost of chicks	-	21 (100.00)	21 (26.25)
	Total	59 (100.00)	21 (100.00)	80 (100.00)

(Figures in parentheses indicate percentage to total)

It is concluded from the Table 2 that, the major problems in broiler poultry production in study area were frequent power cuts and incidence of disease related to production. Whereas frequent fluctuations in the market prices and less amount of sale price were the major constraints related to disposal. High cost of feed and high cost of chicks were the major constraints related to finance.

Conclusion of the study is as follows

1. Out of the total quantity produced more than 55.68 per cent and 44.30 per cent of the quantity was sold to the trader/retailer and local consumer respectively in non-contract and 100 per cent quantity was sold to the contracting company in contract units.
2. Among various constraints faced by poultry owners, frequent power failure and frequent fluctuations in the market prices were the major production and disposal constraints.

Policy implications

Government should frame some kind of mechanism to streamline the procedure of

terms and conditions of agreement between poultry owner and contracting company.

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