

CHAPTER IV

PERFORMANCE APPRAISAL OF THE MAYUR KUKKUT

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- 4.1 OPERATING LEVELS.
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PERFORMANCE APPRAISAL OF THE MAYUR KUKKUT

Performance of the Mayur Kukkut is evaluated in this chapter. Performance, for this purpose, of the Mayur Kukkut is judged with reference to its performance in respect of:

1) Level of operations in respect of both the types of business - own farm and members' farms and the changes therein over the period of about 24 years.

2) Operating results, i.e., profits earned and loss incurred. Efficiency of operations is tried to measured in a crude manner.

3) Help to the farmers (i) in setting up their own farms and (ii) with regard to the production and marketing functions. Results obtained in a sample survey of the members having their own poultry farms are also presented in this context.

4.1 OPERATING LEVELS:

Operating level in respect of the own farm business of the Mayur Kukkut shows wide variations throughout the period of 24 years under study. This can be seen from the following table.

Table 4.1: Statement Showing Birds Raised and Eggs Sold

Year	No. of Birds ('000)	Percent Change Over Previous Year	Eggs Sold ('000)	Percent Change Over Previous Year
1964 - 65	-	-	-	-
1965 - 66	22	-	-	-
1966 - 67	26	18.18	1,770	-
1967 - 68	45	73.07	2,904	64.07
1968 - 69	48	6.67	5,086	75.00
1969 - 70	46	(4.17)	5,566	9.44
1970 - 71	53	15.22	6,795	22.08
1971 - 72	61	15.09	5,771	(15.07)
1972 - 73	55	(9.84)	7,011	21.49
1973 - 74	70	27.27	7,071	0.86
1974 - 75	65	(7.14)	7,136	0.92
1975 - 76	46	(29.23)	8,629	20.92
1976 - 77	59	28.26	7,294	(15.47)
1977 - 78	74	24.42	9,164	25.64
1978 - 79	90	21.62	9,918	8.23
1979 - 80	135	50.00	13,375	34.86
1980 - 81	117	(13.34)	18,151	35.71
1981 - 82	130	11.11	17,476	(3.72)
1982 - 83	145	11.54	19,970	14.27
1983 - 84	105	(27.59)	19,907	(0.31)
1984 - 85	142	35.24	15,387	(22.70)
1985 - 86	134	(5.53)	19,199	24.77
1986 - 87	84	(37.31)	16,598	(13.55)
1987 - 88	30	(64.28)	6,791	(59.08)

Source: Compiled from the Annual Reports and other records of the Mayur Kukkut.



In case of the level of operations in respect of the Mayur Kukkut's business of members' poultry farms, a different picture is obtained. There are no such wide variations in respect of this business. Even though there are two years(out of the total period of 10 years under study) wherein the number of birds and the eggs sold have declined as compared to the previous years, the overall business shows an increasing trend. This can be seen from the following Table.

Table 4.2 Statement Showing Birds Raised and Egges Sold on Members' Farms.

Year	No.of Birds ('000)	Percent Change Over Previous Year	Eggs Sold ('000)	Percent Change Over Previous Year
1978 - 79	12	-	1,018	-
1979 - 80	41	241.67	4,787	370.23
1980 - 81	41	-	9,100	90.09
1981 - 82	31	(24.39)	7,719	(15.18)
1982 - 83	61	96.77	9,366	21.73
1983 - 84	91	49.18	15,523	65.74
1984 - 85	45	(50.55)	22,038	41.97
1985 - 86	54	20.00	27,905	26.62
1986 - 87	68	25.93	43,645	56.40
1987 - 88	91	33.82	39,503	(9.49)

Source: Compiled from the Annual Reports and Other Records of the Mayur Kukkut.

Sale of egges has been the main source of revenue to the Mayur Kukkut. From the Table given below, one can observe that upto the year 1977-78, i.e., upto the stage when the Mayur Kukkut had only its own farms, there were 3 years (out of the initial 14 years) with decreased sales. It can be further observed from the

same Table, however, that after the Mayur Kukkut added members' poultry farms in its business line in 1978-79, the sales business in the next phase of 10 years showed an increasing trend.

Table 4.3 Statement Showing the Sales of the Mayur Kukkut.

Year	Sales (Rs. '000)	Change Over Previous Year (Rs. '000)	Percente Change Over Previous Year
<u>Phase I</u>			
1964 - 65	-	-	-
1965 - 66	-	-	-
1966 - 67	361	-	-
1967 - 68	363	2	0.55
1968 - 69	1,232	869	269.39
1969 - 70	1,408	176	14.29
1970 - 71	1,553	145	10.30
1971 - 72	1,366	(187)	(12.04)
1972 - 73	1,868	502	36.75
1973 - 74	2,333	465	24.89
1974 - 75	2,235	(98)	(4.20)
1975 - 76	2,287	52	2.33
1976 - 77	2,230	(57)	(2.49)
1977 - 78	3,018	788	35.34
<u>Phase II</u>			
1978 - 79	4,027	1009	33.43
1979 - 80	6,003	1976	49.07
1980 - 81	9,213	3210	53.47
1981 - 82	9,789	576	6.25
1982 - 83	11,875	2086	21.31
1983 - 84	16,392	4517	38.04
1984 - 85	16,774	382	2.33
1985 - 86	21,340	4566	27.22
1986 - 87	28,342	7002	32.81
1987 - 88	25,786	(2556)	(9.02)

Source: Compiled from the Annual Reports and Other Records of the Mayur Kukkut.

4.2 OPERATING RESULTS:

Operating results of the Mayur Kukkut for the 24 years of this study show very wide fluctuations. This can be seen from the following Table.

Table 4.4: Statement Showing Profit (loss) Made By the Mayur Kukkut;

Year	Profit (Loss) (Rs. '000)	Change Over Previous Year (Rs. '000)	Percent Change Over Previous Year
1964 - 65	(4.0)	-	-
1965 - 66	(7.0)	(3.0)	(75.00)
1966 - 67	(0.3)	(6.7)	95.71
1967 - 68	42.0	42.3	14099.99
1968 - 69	3.0	(39.0)	(92.86)
1969 - 70	60.0	57.0	1899.99
1970 - 71	35.0	(25.0)	(41.67)
1971 - 72	61.0	26.0	74.29
1972 - 73	(267.0)	(328.0)	(537.70)
1973 - 74	(62.0)	205.0	76.78
1974 - 75	311.0	373.0	601.61
1975 - 76	6.0	(305.0)	(98.07)
1976 - 77	16.0	10.0	166.67
1977 - 78	204.0	188.0	1175.00
1978 - 79	1133.0	929.0	455.39
1979 - 80	544.0	(589.0)	(59.99)
1980 - 81	(362.0)	(906.0)	(166.54)
1981 - 82	(30.0)	332.0	91.71
1982 - 83	232.0	262.0	873.34
1983 - 84	177.0	(55.0)	112.93
1984 - 85	176.0	(1.0)	0.56
1985 - 86	(2218.0)	(2394.0)	1360.22
1986 - 87	(1219.0)	999.0	45.04
1987 - 88	3464.0	4683.0	384.17

Source: Compiled from Annual Reports and Other Records of the Mayur Kukkut.

The above Table reveals that the Mayur Kukkut suffered heavy losses particularly during 1972 - 73, 1980 - 81, and 1985 - 86. The reasons given by the officers of the Mayur Kukkut are as follows:

<u>Year</u>	<u>Reasons for loss.</u>
1. 1972 - 73	i) Feedmill loss, ii) Increase in cost of raw material required for feedmill.
2. 1980 - 81	10,000 birds died in an epidemic.
3. 1985 - 86	51,000 birds died in an epidemic.

On enquiry it was noticed that the Mayur Kukkut had not taken any insurance policy against the loss on account of an epidemic.

4.3 HELP TO THE MEMBERS:

During the phase II of its Operation (i.e., during 10 years from 1978 - 79 to 1987 - 88), the Mayur Kukkut has helped the member farmers to establish their own poultry farms and to get an additional income for their families. As shown in Table 3.2, the number of member-farms increased from 27 in 1978 - 79 to 41 in 1979 - 80 and further upto 210 in 1986 - 87 with a marginal decline in 1987 - 88 when the number stood at 198. Thus in 10 years' time, the number of member-farms increased by 171 (or 633% for 10 years or 63.33% on yearly basis). This has helped the Mayur Kukkut in having a steady business. As seen already, the fluctuations in the business operations have been reduced particularly during phase II of its business. From this, it can be concluded that as far as motivating the members to have their

own poultry farms and helping them in the production and marketing functions are concerned, the Mayur Kukkut's performance seems to be satisfactory.

Results of the Sample Survey of 40 poultry-farmers are given below: Table 4.5:

I) CLASSIFICATION OF POULTRY-FARMERS ON THE BASIS OF OCCUPATION.

Occupation	No. of Respondents	Percentage
Agriculturist	24	60.0
Service Man	9	22.5
Student	<u>7</u>	<u>17.5</u>
Total	40	100.0

II) CLASSIFICATION OF POULTRY FARMERS ON THE BASIS OF INCOME:

Income Group	No. of Respondents	Percentage
upto 20,000	2	5.0
20,001 to 30,000	13	32.5
30,001 to 40,000	16	40.0
40,001 & Above	<u>9</u>	<u>22.5</u>
Total	40	100.0

III) ESTABLISHMENT OF SAMPLE POULTRY FARMS.

No. of Years Operating	No. Of Units	Percentage to total
10	5	12.5
9	3	7.5
8	7	17.5
7	1	2.5
6	2	5.0
5	5	12.5
4	9	22.5
3	6	15.0
2	2	5.0
1	-	-
Total	<u>40</u>	<u>100.0</u>

IV) STATEMENT SHOWING SIZE OF POULTRY FARMS (No.of Birds)

Size Group	No. of Respondents	Percentage
UPTO 1,000	11	27.5
1,001 to 1,500	6	15.0
1,501 to 2,000	15	37.5
2,001 to 2,500	3	7.5
2,501 & Above	<u>5</u>	<u>12.5</u>
Total	<u>40</u>	<u>100.0</u>

V) STATEMENT SHOWING CONSUMPTION OF FEED PER 1,000 BIRDS PER DAY.

Quantity (In Kg.)	No. of Respondents	Percentage
90 to 100	7	17.5
101 to 110	9	22.5
111 to 120	17	42.5
121 to 130	5	12.5
131 & Above	<u>2</u>	<u>5.0</u>
Total	<u>40</u>	<u>100.0</u>

It shows that on an average about 50% farmers give the standard dose of feed.

VI) STATEMENT SHOWING NO. OF FARMS INSURED:

Particulars	No. of Respondents	Percentage
Insured	18	45
Uninsured	<u>22</u>	<u>55</u>
Total	<u>40</u>	<u>100</u>

VII) STATEMENT SHOWING CREDIT FACILITY ALLOWED BY THE MAYUR KUKKUT FOR FEED:

Period	No. of Respondents	Percentage
One Month	36	90
One to one & half month	<u>4</u>	<u>10</u>
Total	<u>40</u>	<u>100</u>

VIII) STATEMENT SHOWING CREDIT FACILITY ALLOWED BY THE MAYUR KUKKUT FOR MEDICINE:

Period	No. of Respondents	Percentage
One Month	30	75
One to one & half month	10	25
Total	<u>40</u>	<u>100</u>

IX) STATEMENT SHOWING LOSSES DURING THE EPIDEMIC PERIOD.

Loss (In Rupees)	No. of Respondents	Percentage
NIL	24	60.0
0 to 500	2	5.0
501 to 1000	3	7.5
1001 to 1500	2	5.0
1501 to 2000	3	7.5
2001 & Above	6	15.0
Total	<u>40</u>	<u>100.0</u>

On an average it was found that most of the members were satisfied with the service provided by the Mayur Kukkut.

The management of the Mayur Kukkut should pay attention that the members give the proper dose of feed, take proper medical care and insure their farms against the risks like epidemic.
