

CHAPTER I

INTRODUCTION

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1.1 POULTRY INDUSTRY IN INDIA:

India was the original home of the famous jungle fowl from which most present day breeds of the world are supposed to have descended. Until two decades ago, poultry farming was a backyard activity limited to rearing a few 'desi' (local) birds laying about 60 eggs per cycle. There were no scientifically managed farms during the initial period. Also this activity was not taken seriously as a money spinner. In fact, quite a few people were shy of calling themselves poultry farmers. Intensive poultry farming on scientific lines began in the early 1960s and it progressed scientifically in the later years.

Organised effort to develop poultry in the country was first started in 1957 when the Second Five Year Plan was launched. An All India Poultry Development Project was initiated under it, regional poultry farms were set up at Bangalore, Bombay, Bhubaneswar, Delhi and Simla to acclimatize imported good quality stock under their respective agroclimatic conditions to propagate them extensively in the regions and to provide training facilities to the officers of the neighbouring states. Besides, 269 poultry extension-cum-development centres each with a unit of 100 layers of imported breeds, were set up in different parts of the country.

During the 3rd Plan Government organised the Intensive Poultry Development Project (IPDP) in 92 areas and Intensive Egg Production and Marketing Centres (IEPMC) in 77 areas in different states. In the 4th Plan All India Co-ordinated Research Project (AICRP) was launched to develop suitable strains of poultry for eggs and poultry meat. Besides, the Central Institute for Poultry Production and Management (CTIPPM) was set up at Bangalore to offer courses in poultry science and undertake research on related problems. An In-service Training Institute was established at Hessarghatta. Five Hatcheries, each of 50,000 egg capacity, were set up at Bangalore, Bombay, Calcutta, Chandigarh and Delhi. The Regional Feed Analytical Laboratory, Chandigarh, provides feed analytical facilities to farmers and feed manufacturers.

The Central Poultry Breeding Farms at Bombay Bhubaneswar and Hessarghatta have developed high egg producing hybrid strains and the Chandigarh farm has evolved fast growing broiler strains and these farms are now supplying parent stock to hatcheries and hybrid chicks to farmers. The National Agricultural Co-operative Marketing Federation of India Ltd. (NAFED) handles marketing of eggs at national and regional levels.

Since then poultry development in India has recorded a tremendous progress during the last two decades. Poultry production has risen to Rs.6,500/- million, production of eggs to 13,000 million and that of broilers to 30 million. The

percentage increase in the value of poultry production, eggs production and broiler production through the decade of 70s has been 400%, 50%, 650% respectively.

The following table shows the laying stock and egg production of the poultry industry in the past three decades and its growth in the recent years. It also gives the projected laying stock and eggs production in 1990.

**Table 1.1: Statement Showing Laying Stock and Egg Production
1961 - 1990 (in million).**

Year	Layers			Eggs		
	Desi	Improved	Total	Desi	Improved	Total
1961	33	2	35	1980	360	2,340
1966	35	4	39	2100	720	2,820
1971	35	18	53	2100	3,240	5,340
1974	42	29	71	2520	5,220	7,740
1980	30	56	86	1800	10,700	12,500
1983	25	58	83	1500	11,460	12,960
1985 (*)	20	62	82	1200	12,900	14,100
1986 (**)	20	67	87	1200	14,025	15,225
1990 (**)	15	88	103	900	18,225	19,125

Source: Poultry Guide, Volume XXVI No.7 July 1989.

Note : (*): Estimate, (**) Projected.

There were only 33 million desi birds and 2 million improved birds in 1961, with the egg production at 1980 and 360 million eggs in the desi and improved birds. It was only

after 1971 that the importance of improved layers has become visible. The broader genetic base and the scientific advancement in this field has increase both the quality and the quantity of improved birds.

There were 25 million desi birds and 58 million improved birds in the year 1983. The egg production in the improved layers was 11,460 million whereas it was only 1,500 million in the desi birds.

With an annual production of 17,000 million eggs India is the fifth largest egg producer in the world, providing direct employment to more than a lakh of farmers, and indirect employment to a half a million people in the input industries. At the present level of production, poultry contributes nearly Rs.1,300 crores p.a. to the GNP.

1.2 BROILER INDUSTRY:

A broiler is a young chicken of either sex below 8 to 10 weeks of age weighing 1.5 to 2.0 Kgs body weight, with a tender meat soft, pliable smooth textured and flexible breast.

In 1961 a batch of 2500 a day old broiler chicks arrived from Rome to Bombay. This was the start of broiler industry in India. By 1971, i.e., after 10 years, broilers were dominant on the poultry scene of India.

It is noted that the broiler meat production has been increasing steadily. The broiler production was only 4 million in 1971. As the importance of broiler has increased, the production is increasing by leaps and bounds in recent years.

The growth of broiler production was slower during 1975 and 1977 but it reached the peak growth level in 1985 (75 million).

It has further been projected to 150 millions in the year 1990. This steady and regular increase in broiler production indicated its growing importance in the recent decades. This is reflected in the Table given below.

Table 1.2: Broiler Production 1971 - 1990 (In million)

Years	Broilers
1971	4
1975	10
1977	17
1980	30
1983	50
1985	75
1986 (*)	95
1990 (*)	150

Source: Poultry Guide, Vol. XXVI No. 7 July 1989,
New Delhi.

Note : (*) Projected.

1.3 FIVE YEAR PLANS AND POULTRY:

The Five Year Plan outlays of the Government on poultry reflect the growing boom in the industry. Following Table provides the details.

Table 1.3: Statement Showing Allotment of Funds to Poultry Development Under Various Plans.

(Rs. In Million)

Five Year Plans	Plan Period	Annual Plan Outlay
I	1951 - 56	-
II	1957 - 61	28.00
III	1962 - 66	45.88
IV	1970 - 74	115.00
V	1975 - 78	355.00
VI	1981 - 85	426.00
VII	1986 - 90	602.00

Source: Poultry Guide, Vol XXVI No.7 July 1989 New Delhi.

Starting with Rs.28 million outlay for poultry development in 2nd Five Year Plan the outlay rose Rs.355 million in the 5th Plan, which in the 7th Plan stood at Rs.602 million.

1.4 ROLE OF POULTRY IN RURAL DEVELOPMENT:

In India Livestock rearing is almost a rural occupation. Large sections of rural community belong to the poorer sections, small, marginal farmers and the agricultural labourers. The poor farmers have no other spare resources to change their economic lot. All that they possess is a small land holding and a few animals of low productivity.

This large segment of the rural population cannot be left out uncared. The National Commission on Agriculture in its interim report had included poultry raising as one of the subsidiary occupation to be encouraged under SFDA/MFAL projects.

Poultry farming is a rapidly growing branch of our agricultural economy. It plays a vital role in rural development through creation of employment, eradication of malnutrition and helps balanced regional development and self sufficiency in food production.

The multiple benefits that we derive from the type of poultry farming is in the safe of subsidiary income from the sale of eggs and poultry meat, improvement in the nutritional intake standards in the farmers' family, and the litter provides manure of high fertilizer value.

1.5 GROWTH OF POULTRY FARMS IN THE AREA OF KRISHNA KARKHANA.

Krishna Sahakari Sakhar Karkhana was established in Rethare BK. in 1952. The Karkhana undertook various activities like Krishna Udyog Samuha, Krishna Sahakari Bank, Krishna Hospital, Krishna Mahavidyalaya, etc. Mayur Sahakari Kukkut Palan Society Ltd., Rethare BK. (henceforth called "The Mayur Kukkut") is one of such organisations. The Karkhana covers the villages in three talukas, i.e., Karad, Walwa, and Khanapur.

The Mayur Kukkut was established in 1964. The area of operation of the Mayur Kukkut is limited to the area of operation of Krishna Karkhana only. The main objective of the

Mayur Kukkut is to encourage the members to start more and more poultry farms, and help them run the farms profitably. But for one reason, the Mayur Kukkut did not provide birds to its members up to the year 1977 - 78. The Mayur Kukkut was doing the poultry farming on its own up to the year 1977 - 78. After that, its started providing birds and other necessary help to its members. Because of the encouragement and help from the Mayur Kukkut, people could start their own poultry farms in and around Rethare BK.

There were only 27 poultry farms started in 1978. This number rose 54 in year 1982 - 83 and further to 210 in 1986 - 87. The number of poultry farms at the end of 1987 - 88 stood at 198.

In the poultry business 65% expenditure is made on feeding. To minimise the expenditure on feed and ensure quality, the Mayur Kukkut started its own feedmill in 1972. In the year 1987-88 the Mayur Kukkut provided feed of the value of Rs.240.28 lakh to its members.

The researcher thought that a study of the working of the Mayur Kukkut would through light on how such a business can be run profitably by the rural poor. The researcher thought of this study because he belongs to the area of operation of the Mayur Kukkut. Needless to say, however, that the researcher has worked on this study without any bias in mind.

1.6 METHODOLOGY OF THE STUDY:

a) Scope and Objectives of the Study:

Scope of the present study extends to the working of the Mayur Kukkut, Rethare BK. right from its inception in 1964 upto 30th June, 1988.

Objectives of the study are:

1. To study the poultry farming of the Mayur Kukkut.
2. To study the Manner in which help was extended to the members of the Mayur Kukkut to start the poultry farms and run them on efficient lines.
3. Make suggestions, if any, for improvement.

b) Methods of Data Collection:

The researcher has used the secondary data available at the various sources. Annual Reports and the office records of the Mayur Kukkut were used. Data on cost of setting up a poultry farm and its various types of expenses were collected from Balkrishna Hatcheries, Miraj. Further, it was felt that the feedback of the members would be useful in throughing light on the extent and quality of help extended by the Mayur Kukkut in the recent past. The list of 198 members owning poultry farms was collected. Lottery method was used and 40 members were selected. Data from them was then collected with the help of a structured schedule.

c) Sources of Data Collection:

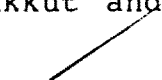
Following sources are used for collection of necessary data.

1. Schedule:-- The information regarding the poultry farms in Rethare BK. area was collected with the help of structured schedule. The specimen of the schedule is given at the end of the Dissertation as an Appendix.

2. Interview: Some information is collected with the help of discussion, i.e., discussion with poultry farmers, manager, and officers of the Mayur Kukkut, etc.

3. Library Material:-- Overall review of poultry farms in India, Government policy regarding poultry industry are taken from the books and magazines available in the library.

4. Records of the Mayur Kukkut:-- In this Annual Reports of the Mayur Kukkut and different books maintained by it are used.



d) CHAPTER SCHEME:

Chapter Scheme of the study is as follows:

Chapter No.	Title of Chapter	contents
I.	INTRODUCTION	Poultry Industry in India and its important to the rural people. Methodology of the study.
II.	PROFILE OF THE MAYUR KUKKUT	Historical background, nature of business, and organisational structure of the society.
III.	WORKING OF THE MAYUR KUKKUT	The details of working of the Mayur Kukkut in respect of its own farming and members' farming; Operating results and financial position.
IV.	PERFORMANCE APPRAISAL OF THE MAYUR KUKKUT	Evaluation of the performance with reference to operating levels and results and help to the members.
V.	SUMMARY AND CONCLUSIONS	Summary and conclusions of the study.

e) Limitations of the Study:-

Any study of this nature with wide convass is likely to have certain limitations and this study is no exception. This dissertation is likely to through light on the nature of poultry farms, role of the Mayur Kukkut in poultry development in Rethare BK. area. The scope of the study is limited to the poultry farming in Rethare BK. area only. A comparative study would have thrown more light on the performance of the society under study. Further, data on the 198 poultry farms of the members could not be collected for analysis because of time constraints.