

CHAPTER NO : V

● FINDINGS AND SUGGESTIONS ●

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CHAPTER NO.V: F I N D I N G S :1) DELAY IN TRANSACTIONS:

In the present marketing system the product i.e. eggs are supplied by producer to consumer. It takes a lot of time i.e. 15 to 21 days. Therefore, consumer gets stale products. Because of long period, the product loses its weight as well as nutritional value. It is loss to -

- a) Producer: Producer will not get a fair price.
- b) Trader: Because of low quality product, he is unable to sell his product at a fair rate.
- c) Consumer: He gets stale product due to delay.

2) INADEQUATE TRANSPORT FACILITIES:

Generally eggs require special type of transport facilities. In Warananagar area traders, middlemen use trucks, tempos and richashw as a means of transportation to carry eggs. In these vehicles special types of racks are necessary to transport eggs as eggs are perishable and delicate product. But such type of racks are not available. So due to non-availability of such type of modern transport facility, the loss percentage of eggs increases. This is loss to traders and traders try to reduce this loss by increasing commission rate on poultry farmers and increase the selling price. This loss is borne by both poultry farmers as well as consumers. The transportation charges are more because of risk. The percentage of crack eggs are also more so they charge more for eggs transportation.

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3) EXPLOITATION BY MIDDLEMAN:

Poultry farmers are exploited by middlemen under following points.

a) HIGH COMMISSION RATE: Egg marketing process includes producers, middlemen, wholesalers, semi-wholesalers, retailers, consumers. In this process every one charges his own commission. Producer gets low price i.e. around 35 paise per egg and consumer pays around 65 paise for the same. The difference between the producer's price and selling price goes to middlemen.

b) PURCHASES ON CREDIT: Generally middlemen purchase eggs on credit on 15 to 21 days. It means price is to be paid at next purchases. Due to this poultry farmers suffer from financial ~~xxx~~ crisis. In this case, bad-debts chances arise.

c) IRREGULAR PURCHASE IN SLACK SEASON: Here routine procedure is to purchase eggs at a fixed day. But in slack season i.e. in the month of May and July, August (Shravan when many Hindus observe strictly vegetarian diet) the trader do not purchase product at a fixed day. There is delay in purchases. It is very difficult to sell such type of perishable product which will result in heavy losses to the farmers.

4) NO COORDINATION IN FACTORS OF PRODUCTION:

In this industry the capital investment is more than any other rural and cottage industries. But the availability of four factors of production i.e. land, labour, capital

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and organisation are not available in required quantity and of required quality. For any profitable industrial activity, there should be proper coordination between these four factors of production. Let us see how there is lack of coordination in factors of production :-

a) LAND: Even though land is that part of produce of the earth which is available to every one but in the modern world land has become a scarce factor and it ~~is~~ is not available at cheap rate. Even though a particular farmer who cultivates the land and who has sufficient quantity of land he is unable to utilise the same for poultry ~~is~~ industry.

b) LABOUR: Generally people hate to work in poultry farm because in society it is supposed as low dignity work. Skilled labourers are not available for this industry. Unskilled labourers will create many problems which affects the production.

c) CAPITAL: Government has neglected this sector in financing, as compare to other industries and trading communities. So from initial stage this industry face the financial difficulties. The gestation period for investment is longer i.e. 21 weeks. So poultry farmers get return after this period. Upto this period poultry farmers require strong financial backing. Poultry farmers are unable to procure the finance.

d) ENTERPRISE: Even though three factors are available, the fourth one is more important because it coordinates

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all the above factors together. So in modern time, if any industry has to be succeed, it must have a strong enterprising ability. In poultry industry the management is made by single person. In modern times 'management is timing'. This industry is treated as secondary or subsidiary industry and is managed after main occupation i.e. service or farming. So management became insufficient. Generally poultry farmers have lack of organitional ability and skill. So it affects adversely production.

#### 5) SIZE OF POULTRY INDUSTRY:

For any successful industry, its size should be optimum. The same case with the poultry industry. Generally, the poultry farms should be of 5000, 10000, 25000 birds capacity so that such poultry farms run profitably. But in Warananagar area the major poultry farms are of small size, raising from 100 to 1800 birds capacity which a below optimum size.

The current example which exists in Warananagar area is two cooperative poultry farms, namely Shri Sahyadri Cooperative Poultry Farm and Shri Warana Cooperative Kombdi Sangh Ltd. Both are earning sizable profit due to optimum size. Their capacity is 35000 birds and 70000 birds respectively.

#### 6) NEGLECTED INDUSTRY:

Poultry industry is treated as subsidiary industry or industry of secondary importance. General tendency is, the time saved from main occupation or business is

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devoted to poultry industry. From the point of view of farmers, agriculture is a seasonal occupation. So in this occupation 3 to 4 months are off season. Farmers use their time in poultry farming and also in cattle breeding. But number of poultry farming is comparatively less than any other side business i.e. cattle breeding, sheep breeding etc. This tendency is built up in people because it has more risk and comparatively less return.

7) FEW PEOPLE SHY TO CALL THEMSELVES AS POULTRY FARMERS:

From social point of view, this industry has low dignity and people shy to call themselves as poultry farmer. Generally, the tendency is, poultry industry is the industry of illiterate persons. Educated persons try to get service either in industry or service sector like banks, insurance, transport companies etc. So young generation do not take interest in this industry. And remaining persons who want to do this business has no ability to do this business due to lack of knowledge and experience of this industry which adversely affects the production and development of this industry.

9) IGNORANCE ABOUT NUTRITIONAL VALUE OF EGGS:

Nutritional value means the process of supplying and receiving nourishment. Eggs are essential for human body because it contain water (72.9%), carbohydrates(0.1%), protein (13%), fats(13%), minerals (1%). Eating just 100 gms. of eggs contents a day, provide as much as a quarter of total protein needs of a moderately active

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adult man. Protein is a constituent which builds body tissues during the period of rapid growth and repairs them during normal maintenance. Ordinary man do not know all above facts. So instead of egg, he prefers other foods. It is also difficult to convince the people about the nutritional value of egg because of illiteracy. They consume more eggs when they are sick and when doctor advises. It adversely affects the per capita consumption of eggs. It means it affects demand for the eggs. If there is low demand prices of eggs decline and it adversely affects marketing system.

9) LOWER QUALITY HYBRID BIRDS:

In India, hatcheries are not developed so they are unable to supply high quality hybrid chicks as compare to developed nations like Japan, U. S. A. etc. In this case, two points should be taken into consideration.

- a) Low production.
- b) Higher mortality rate.

a) Low production: An average Indian bird gives around 225 eggs p. a. The percentage of egg production is round about 78% p. a. In Japan, U. S. A. and Israil the same production percentage is above 95% . In 1963, Japan has innovated a bird named Japanese leghorn which gives 100% eggs i.e. 365 per year. Lower quality bird affects production as well as profitability.

b) Higher mortality rate: Mortality rate in Indian poultries is higher than the poultries in developed nations.

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In Indian poultries the mortality rate is around 7% per annum. In developed nations like Japan, U. S. A. the same is around 1% to 2% . The mortality rate is higher because on some diseases like dermatitis, the medicines and vaccines are not available because they are not yet diagnosed. Pre-planned vaccine doses are not given because of illiteracy and ignorance of poultry farmers. Because of high mortality the total production capacity also affects.

Due to above factors the birds in India are of lower quality so poultry farming remained under-developed in India.

10) PER CAPITA EGGS CONSUMPTION:

In India per capita egg consumption is round about 18 eggs per year. It is very low as compared to developed countries such as America, England, Japan etc. The reason behind low per capita consumption is three fold.

- a) Vegetarian population.
- b) Indian festivals.
- c) Knowledge about nutritional value.

a) Vegetarian population:

In India 76% population is of Hindu religion. The dominance of Hindu philosophy is prevails on every Indian citizen. Caste and racials discrimination in Hindu religion like Bramhins, Lingagats, Jains, Buddhist etc. cannot take any food which is classified under non-vegetarian. So vegetarian population is more. And



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because of this per capita egg consumption affects contradictory.

b) Indian festivals: In Indian festivals, non-vegetarian food is strictly prohibited. e.g. in Shravan, Dasara, Dipawali, Gudipadvaas etc. when many Hindu observe a strictly vegetarian diet. So this affects badly to per capita egg consumption.

c) Nutritional value: As I have already mentioned above, because of illiteracy, people do not know the nutritional value of egg so they give less importance to egg.

Because of all above factors price fluctuations of egg occur. And because of this egg marketing in India remained unsecured and under-developed.

#### 11) INADEQUATE WAREHOUSING FACILITIES:(COLD STORAGE):

Special type of storage system is necessary for eggs. If eggs are not properly stored then it loses its nutritional value within 7 days. And if eggs are stored in cold room, eggs are remained as it is upto 6 months. This is very important from the point of view of egg marketing. In Warananager there is no single cold storage. The traders and middlemen take advantage of this weakness. Populry farmers try to dispose or ~~make~~ sell his product as early as possible because of fear of loss of eggs and ~~the~~ he is in need of money to pay the expenses. The traders and middlemen reduce price at the

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same time and producers must sell their product although price is lower because of non-availability of cold ~~xxxx~~ storage facilities. If he will not sell his product the percentage of crack ~~xxxx~~ eggs and spoilage increases. Because of non-availability of cold storage, poultry farmers will not get a reasonable price for his product. And price fluctuations increases.

#### 12) EXPLORE NEW WHOLESALE AND RETAIL OUTLETS:

In India for development of egg marketing no particular study has been made. In developed nations such as Holland, U. S. A., Japan etc. a particular efforts are made regarding the same. They are able to spend much greater resources for development and exploration of market potential. They are able to send salesmen more frequently to the market for market research, development and analysis. This scientific and pre-planned methods of developing egg market are not made. So Indian egg marketing system contain wholesalers, middlemen and retailers remained under-developed.

#### 13) BACKWARD SCIENTIFIC METHODS AND APPLIANCES:

In India generally poultry farms are not running smoothly and profitably because of backward scientific methods used in poultry farms. Due to this, cost of egg increases. Breakage, wastage, percentage of crack eggs, lost percentage of eggs etc. such type of other losses are also more as compare to developed nations. This point covers physical arrangements of ~~pop~~ poultry farms i.e. collection of eggs, building, cages, method of feeding,

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water system, storage of eggs etc.

In U. S. A. one couple can control and manage 20,000 birds poultry unit. But in India due to undeveloped scientific means and methods one couple cannot manage 1000 birds poultry unit properly. so it directly affects the development of poultry industry, egg production as well as development of egg marketing.

14) PERCENTAGE OF CRACK AND LOST EGGS:

Generally, from the collected data from poultry farms in Warananagar, we came to conclusion that the percentage of crack and lost eggs is more i.e. around 3% of the total production. It is due to use of old cages. In developed nations the cracked and lost egg percentage is very low i.e. negligable. They ~~g~~ sell the cracked eggs to bakeries after freezing. The crack and loss of eggs are net loss to the poultry farmers.

15) SEASONAL PRICE VARIATIONS:

Price fluctuations is more in egg marketing as compare to other perishable products. i.g. in Shravan, the egg prices declines upto 30 paise per egg and sometimes below 30 paise per egg. And in the month of December the same increases upto 60 paise per egg. Because of this in Shravan there is minimal demand for eggs and traders do not purchase the ~~g~~ eggs. As eggs are ~~perish~~ perishable product, the producer's loss increases. They do not cover his marginal cost. So major poultry ~~farmers~~ farms are closed.

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Such case was happened in the year 1981. The same year was critical for poultry farmers. The period round about July, August, egg prices ~~x~~ fall very sharply. The small poultry farmer having upto 5000 birds were the worst hit. About 20,000 farmers of a total of 60,000 were closed down and many more were on the verge of going into red. Because of such price fluctuations, the development of poultry industry is not so as it is to be.

#### 16) RESTRICTIONS ON INTER-STATE TRADE:

We see there is restrictions on inter-state trade of food grains. The permit from State Government is necessary to transport the rice, paddy, wheat etc. But there is no restriction on transportation of eggs from one state to another. The effect of such intere-state transportation is to fluctuate the price of eggs in that state. It creates unstability in price of egg e.g. suppose the prices of eggs in Bombay market increase then traders of other state starts to supply the eggs from their state. Because of this, the supply of egg increases than demand and prices of eggs starts decline. So it affects the producers return. There should be restriction on inter~~e~~-state eggs marketing.

#### 17) LABOUR PROBLEM:

The tendency of labourer is not to work in poultry farmers because they suppose it as a socially backward industry. It means by working in poultry farms dignitary value in society affects. And workers are more interested

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to do a job in other prevailing industries and trading communities than the poultry farming, although poultry farmers are ready to pay more. Because of this, proposed poultry farmers do not dare to start poultry industry. It affects the development of poultry farms.

18) LACK OF POULTRY EDUCATION:

The education is necessary to develop the strong and enlightened poultry farmers. Education is manifestation of perfection already in the man. So man although possesses all qualities but somebody has made to try to develop that quality and education is only tool or instrument which can improve the same.

In U. S. A. & U. K. special institutions are opened to give education regarding poultry farmers in the aspects of their scientific methods and instruments used, ~~the~~ development of entrepreneurship quality, development of managerial ability and organisational skill. In the foreign countries the educated persons those who have passed their graduate level examinations are also interested in poultry farming education. In U. S. A. poultry education is given at University level. But in India ~~most~~ generally the educated person hate the poultry industry. The poultry education is not yet started in college level.

In India educated person wants to eat eggs but do not want to produce eggs.

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19) EXPORT PROBLEM:

In the process of economic development foreign exchange plays dominant role. Foreign exchange try to reduce unfavourable balance of payment. By exporting eggs to various countries especially gulf countries and some African countries Indian can earn lot of foreign exchange which can be used in other sector of economy. But for export ~~egg~~ of eggs there are so many problems. They are as follows:

- a) High Air freight charges.
- b) Limited Refrigerated ship hold or limited (Cold storage).
- c) Congested port and slow movement.
- d) Eggs transported by sea loses its freshness.
- e) Cash assistance on transport charges.
- f) Government Incentives.
- g) Market Analysis, Research and development.

a) High Air freight charges: Every consumer demands the fresh eggs. The only way to supply fresh eggs to other countries is air transportation. For air transportation of eggs the air freight charges are ~~not~~ very high. It amounting to Rs.50 per 100 eggs. This makes CIF(carriage insurance freight) price quite high. So it is very difficult to sell the eggs at reasonal price in international market. It is an obstical in exporting eggs.

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**b) Limited Refrigerated ship hold(Cold storage):**

Another way to export eggs to other countries is sea transportation. It seems very promising because its cost is Rs.15 per 100 eggs. But it really does not work out in practice because of the limited refrigerated ship hold capacity. So egg exporter suffers this limitation of limited space.

c) Congested port and a slow movement: The main defect of sea transportation is congested ports and slow movement of goods through the dock. It results in delay. Although gulf ports are just four days away from Bombay, this advantage is nullified by delay.

d) Eggs transported by sea loses its freshness: As I have already said that consumer demands fresh eggs and there is always good demand for fresh eggs. This demand will not fulfilled by sea transportation. Because sea transportation is very lengthy process. It requires more time. The reasons are slow movement of ship and congested ports. This result into the exported eggs sent by sea would tend to lose its freshness by the time its reaches the consumer.

e) Cash assistance on transport charges: As above said, the air freight rate is quite high i.e. Rs.50 per 100 eggs. The same rate should be reduced or subsidy should be given so that there will low cost of transportation. But there is no such scheme to reduce the air freight.

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f) Government Incentives: Government is not giving sufficient incentives to exporters e.g. in European countries the Government provide freight subsidies and cash subsidies. These countries are able to sell their product in middle east at very cheap rate because freight cost to the exporter is almost nil. They also have facilities like refrigerated ships, cold storage that can be used for export. In our country we have shortage of export infrastructure. Availability of refrigerated cargo containers are doubtful and even freight cost is more. These all difficulties made egg exporter very handicapped position.

g) Market Analysis, Research and Development: To compete with European countries regarding egg marketing the market analysis, research and development is necessary. The European countries and America those who export their type eggs to Middle-East, they spend much greater resources for development and exploration of market potential. They are able to send salesmen more frequently to those markets for market development, research and analysis. As far as India is concerned these sales efforts are not made.

Because of all above difficulties Indian exporters face with stiff competition and India's egg exportation has been restricted and another effect that is Indian egg marketing is under-developed. Because by losing the export opportunity the supply of eggs increases in indigenous market. So supply is greater than demand.



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Because of this there is adverse effect on prices of eggs in local market. So poultry farmers get lower price for their product.

#### 20) GOVERNMENT POLICY:

Government is which is an important agency of providing all facilities to the holding communities as well as industrial activities and also give encouragement to develop the industries. But as far as poultry industry is concerned the Government is minimal i.e. almost nil. Government is not giving any aids to poultry industry. The difficulties arise under following points:

- a) Freight concession.
- b) Cash incentives.
- c) Warehousing facilities.
- i) Indigenous Egg Marketing.
- ii) International Egg Marketing.
- d) Education and training centres.

a) Freight concession: As I have already mentioned consumer demands fresh eggs. To meet the consumers demand of fresh eggs the only way is air transportation. But the freight rate of air transportation is Rs.50 per 100 eggs and it is too costlier. In developed nation like Holland the freight cost to the exporter is almost nil. In India, Government is not giving any freight concessions as far as egg exporting is concerned.

b) Cash incentives: Indian poultry industries are not receiving any cash incentives or other such type of

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incentives. To increase the exports, to develop the poultry industry, it needs assistance from the Government by the way of higher cash incentives, freight subsidies etc. But in India the position is unfavourable.

c) Warehousing facilities: This is very important as far as egg marketing is concerned. Egg is a perishable product. It requires cold storage. The importance of this point can be mentioned under two heads -

- i) Indigenous egg marketing.
- ii) International egg marketing.

i) Indigenous egg marketing: As I have already mentioned above, the fluctuations in prices are more in egg marketing. In Shravan the prices falls upto 30 paise per egg because of low demand and more supply and on the contrary in December prices hikes upto 60 paise per egg because of higher demand and lower supply.

To supply eggs constantly according to demand is very necessary for stabilisation of prices. For the same cold storage is essential. Cold storage requires more capital investment and higher revenue expenses like electricity charges, maintenance charge etc. To maintain and provide warehousing facilities, Government assistance is necessary. In other developed nations, Government provides such type of facilities at nominal rate. But in India, Government ignores this problem.

ii) International Egg Marketing: Consumer is in need of fresh egg. To export eggs there are two ways -

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1) Air transportation.

2) Sea transportation.

Air transportation is costly because of higher freight rate.

Sea transportation is cheaper than air transportation. But this advantage is nullified by limited refrigerated ship hold. In developed nations they have facilities like special refrigerated ships that can be used for export purpose whereas in our country we have shortage of export infra-structure.

d) Education and training centres: In developed nations there are separate government educational and training centres regarding poultry industry. But in India this educational and training facilities are available in metropolitan cities like Bombay, Calcutta, New Delhi etc. so layman is unable to get education and training regarding & poultry industries. So there is lack of poultry education and training in India.

After discussing above facts we came to the conclusion that from the point of view of government the poultry industry is not very important although it is very important from the point of view of national development.

21) INADEQUATE FINANCIAL ASSISTANCE:

For smooth running of any industries the finance is vital. Finance is life-blood of any industry. Sufficient financial assistance leads prosperity of the industry. The financial crisis or insufficient finance may lead to

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shut down a particular industry although that industry may have sufficient other factors of production. Poultry industry requires strong financial assistance. In India, financial institutions are reluctant to finance poultry industry because of following two points :-

- a) Risky Industry.
- b) Gestation Period.

a) Risky Industry: The poultry industry is very much risky because in certain diseases like coccidiosis, there is danger of destroying whole poultry unit. There are so many examples of the same case. A small mistake causes great loss to the poultry farmer.

Another risk is about price of product. Because of unfavourable prices they do not get sufficient return of invested money. Now-a-days to start a poultry industry, it is one sort of daring or gambling.

To overcome this situation the financial institutions must provide sufficient finance and give subsidies. But in India there is no such policy as like in other business sector to provide loans at lower rate of interest for long period.

New priorities were defined for banks and financial institutions are reluctant to finance poultry industry because of inherent risks come in big way.

b) Gestation Period: In poultry industry actual income starts after 21 weeks. It means birds must be maintained upto laying stage. Upto that the cost of

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maintenance is higher e.g. electricity charges, feed cost, higher mortality rate, expenses on medicine and vaccines etc.

To meet these expenses strong financial assistance is required. But banks and financial institutions are reluctant to finance poultry industry because they are not sure of return of principal amount as well as interest because of the risks in poultry industry.

#### 22) TRADITIONAL OCCUPATION:

From the ancient period Indian farmers with their main occupation is an agriculture but they maintain hens as side business. But that maintenance of hen is restricted for their household use only. But most poultry farmers in Warananagar area are managed by traditional methods because the poultry farmers are illiterate and they are ignorant regarding modern methodology applied in poultry industry. This traditional methods of poultry farming affects the total production of eggs which supplied less quantity and of low quality eggs to market in wholesale and retail areas.

#### 23) INCREASING COST OF PRODUCTION:

The cost of eggs are increased steadily at the same time prices of eggs have not increased as compare to increase in cost.

Feed expenditure is 80% of the total cost of eggs. Prices of feeds doubled as compared to price of 1975. In 1975 the feed price was Rs.75 per bag. Now the price of

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the same feed is increased upto Rs.160 per bag in 1984-85. The egg prices have not increased in proportion to the increase in feed prices (Table No. 4.11 ).

Because of increasing cost the profit margin in this industry is reduced so poultry farmers do not dare to invest huge amount in poultry industry as well as expansion of this industry. So it will adversely affects to total egg production. It indirectly affects the egg marketing.

#### 24) INSURANCE:

In Warananagar not a single poultry farmer has insured his poultry unit. The main reasons for this as mentioned as follows:

- 1) The premium rate is more i.e. Rs.1.50 per bird per year.
- 2) The maximum sum insured is Rs.25 per bird while the price of the bird is around Rs.35.
- 3) Insurance Company covers only four diseases i.e. Ranikht, Foulfox, Gamborso, Mark.
- 4) The condition is that more than 100 birds should die within 48 hours.
- 5) The formalities to be undertaken by the poultry farmer involve the lengthy process.

Because of above factors insurance schemes on poultry farms are unpopular.

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: S U G G E S T I O N S :

COOPERATIVE EGG MARKETING: Poultry farmers are exploited by the traders, middlemen, wholesalers regarding rate, irregular purchases and irregular payment, high commission etc. And there is long chain of traders i.e. poultry farmers - middlemen - wholesalers - Semi-wholesalers - Retailers - consumers. Everyone charges his own commission. So producer receives lower price for his product and consumer pays high price for the same.

To eliminate the long chain of traders, the best way is cooperative egg marketing. All the private poultry farmers should come together and form a cooperative society. The main function of this society will be to sell the egg eggs. This society must sell the eggs directly to different institutions hotels etc. and open small stores in different villages, cities to sell eggs directly to consumers. Cooperative societies must charge fair commission. Because of this long chain of middlemen and traders will be abolished and producer gets sizable price for his product. And consumer is also benefitted by fair price.

SELF MARKETING: The present system of egg marketing is not beneficial to the poultry farmer. He has to pay much more commission to the middlemen, traders etc. Sometimes it became as much as the cost of egg production. It means the consumer has to pay nearly double cost to the

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cost of production. To eliminate this system of eggs marketing the self-marketing system may be adopted.

In this system the producer will directly reach the consumer. Because of this, the poultry farmer will get sizable amount for his product while consumer will get the product at fair rate. In this system the poultry farmer will remain in usual contacts with consumers i.e. hotels and ~~different~~ different institutions, egg outlet hawkers in cities etc. where the demand of egg is constant. The poultry farmer should supply the eggs like milk i.e. door delivery. Because of this, consumer will get fresh product and producer will not have to wait for payment and he will get fair rate which will reduce financial problem. By adopting this method, the long chain of middlemen and traders will be abolished.

SELLING THE EGGS BY MAKING ESTABLES: Now-a-days, it is a fashion to enjoy the estables from road side stalls. I think, it is suitable alternative to abolish long chain of trader and increases per capita egg consumption which is very low in India i.e. 18 eggs per year, while in developed nation it is one to two eggs per day per head. It is quite high. This system is adopted by Shri Hanuman Saharkari Duddh Vyavasayik Va Krishi Purak Seva Sanstha Maryadit, Yalgud and giving better results. This dairy prepares various products from milk like cold milk, Shrikhand and other ~~sk~~ sweet-meats. To sell out these product, they have opened many road-side



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stalls at various places in Kolhapur. These stalls are situated in crowded areas like S. T. Stands, main roads etc. This system can be adopted in egg industry. By using this system, eggs can be sold by making various eatables like omlet, burji, sweet cakes, boiled eggs etc. at reasonable rates because of this people will attract towards it. By using this method a new mode of marketing will put forth which will give better return to poultry farmers and better services to customers.

GOVERNMENT POLICY: As I have already mentioned the Government's unfavourable policy towards this industry. For development of poultry industry, indirectly for development of eggs marketing, Government must be favourable i.e. Government must encourage the poultry farmers, egg exporters, traders. Government must help this industry on following grounds.

1) Export Promotion: For development of poultry industry, there must be sizable return to the poultry farmer. For good return the market conditions must be favourable. In this export promotion is necessary. Government must provide following facilities to exporters.

a) Reduce air freight charges: Consumer demands fresh eggs. To satisfy the needs of consumer quick supply of eggs is necessary. For this air transportation is necessary. Because of high air freight charges, egg exporter do not use this media of transportation. This affects on egg export. To satisfy consumer's needs the

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air freight charges should be reduced, subsidies should be given, so that exporter can be able to export eggs by air transportation and egg export will increase.

b) Provide sufficient refrigerated ship-hold:

Indian egg exporter face the problem of limited cold storage available in the ships. Like developed nations, our government should provide special refrigerated ships to eggs exporters at minimum rate. Because of this egg export will increase.

c) Market Analysis, Research and Development: To

compete with European markets, market research and development is necessary. India should send salesmen to different countries for market research and development. Such type of sales efforts lead to increase in egg export.

Apart from above factors, Government should encourage exporters by providing cash assistance on transport charges, provide subsidies etc.

Warehousing facilities: Egg is a perishable product. It requires cold storage. To supply the eggs constantly according to demand is very necessary for stabilising the prices. For this, cold storage is necessary. But cold storage requires large capital investment and higher revenue expenses. Because of this reason poultry farmers do not invest their money in building cold storage. So to maintain warehouses, Government's assistance is necessary. Government should

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build the cold store rooms at different areas where the number of poultry farms are more like Warananagar. So that ordinary poultry farmer can able to get benefit from this. Because of this poultry farmer will be protected from fluctuations in egg prices and slack seasons.

3) Education and training centres: For development of poultry industry, poultry education is very necessary. Government should start the different institutions and training centres in rural areas like engineering colleges, so that many people can able to take advantage of poultry education and they will attract towards this industry. They know the nutritional value of egg so egg consumption will increase. So there will be development of poultry industry i.e. increase in egg production. This will help in developing egg markets.

4) Restriction on Inter-State Trade: Government should impose the restriction on inter-state trade of eggs. So that price falls are avoided. e.g. if there is good price for eggs in Bombay, the supplier of other state must be restricted from supplying eggs from their State by charging taxes. So that increase in supply and decrease in price, this situation is avoided. Because of this, price stabilisation is possible and Government gets income in the form of taxes.

5) Policy of Government to purchase eggs: In slack season, there is great problem before poultry farmer that how to sell the eggs because trader denied to

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purchase the eggs. And if they purchase, they charge more commission when prices of eggs are very low. So in this situation, the need of government institution arises. Government must purchase the eggs like other agricultural goods i.e. onion, cotton etc. Government should establish the institution like N. A. F. E. D. or scheme like Akadhikar Kapus Kharedi Yojana to purchase the eggs at reasonable price. The Government can able to maintain the cold storages. So poultry farmers will be protected from the malpractices of trader and losses in slack season.

Size of the Poultry Farm: In Warananagar all the private poultry farmers are below 2000 birds capacity (Table No.4.2). So the poultry farmers face so many difficulties like financial crisis, especially in slack season and when mortality rate increases and production decreases in certain diseases. To face such type of difficulties the size of the poultry farm should be optimum i.e. every poultry farmer should have more than 5000 birds. So that there will be smooth running of the poultry farms.

Use of Modern Appliances and Scientific Methods: As I have already mentioned the other losses like cracked and lost eggs, mortality rate etc. are more and production percentage is low in our poultry farms as compared to poultry farms in developed nations. The reason behind this, use of old type of cages, building, vaccination

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methods and management. To avoid this, poultry farmer must use new and modern cages which reduces crack and loss of eggs and scientific building, scientific vaccination and modern management which reduces mortality rate and increases production.

Poultry Education in rural area: To develop the poultry ~~fx~~ industry, poultry education in rural area is must. As I have already mentioned that the education is necessary to develop strong and enlightened poultry farmers so that they can able to manage poultry industry successfully. In India poultry education and training facilities are available in only big cities and Agricultural Universities. But Government institutions, universities must start the courses on poultry industry in rural areas so that ordinary person can able to know the different aspect i.e. scientific methods and instruments, knowledge regarding the medicines and vaccination, scientific management of poultry farms and importance of development of poultry farms in India. Because of poultry education in a rural area, poultry development is possible because major Indian population is in rural area and their main occupation is agriculture. The poultry industry aids to agriculture i.e. poultry sheet is useful for agriculture. 40 birds give 1 ton sheet per year which can be used as good fertilizer. The another advantage is agricultural productivity increases and cost

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is reduction is possible.

Participation of Educational persons without hate:

In India poultry industry is treated as low dignity industry. Educated persons are not doing this business. Their tendency is, this industry is for uneducated persons only and uneducated persons must do this business. So they want to eat eggs. The educated persons must change this tendency and they must participate in development of poultry industry because of this labour problem will be solved and unemployment problem will be reduced.

Improved Transport Facilities: One author said that "transport turns" used into fruit and ore into metal". This statement implies the importance of transport in every field.

Egg transportation is made by ordinary trucks, tempos, richaws etc. Because of this loss in transit i.e. percentage of crack eggs increases. Another defect is that more time is required. Eggs must reach to the customers when they are fresh. For this refrigerated trucks which have special rack system is necessary. Because of this, crack and loss percentage will be reduced and freshness of egg is maintained. Government must provide this facility.

Change in outlook of financial institutions towards Poultry Farms:

In poultry industry the risks are more and the

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gestation period is more. Because of this the financial institutions and banks are reluctant to finance the poultry industry. But such type of industry requires strong financial backing. Then only development of this industry is possible.

Bank and financial institutions should prepare the policy which give encouragement to the poultry farmer and other people should attract towards this industry. Banks and financial institutions should provide the long term loans at cheaper interest rate. Another point that subsidies should be given like cottage industries to the poultry industry. Because of this poultry farmer try to optmise his farm and development of this industry is possible.

Development of Hatcheries: In Japan the yielding is more than 90% . Japanease hen produces 100% eggs per year i.e. 365 eggs a year. But an average Indian hen produces maximum 70% eggs per year. So we must import the technical know-how and get into collaboration agreement with countries like Japan, U. S. A. etc. to increase the productivity and reduce the mortality rate.

Insurance: As I have already mentioned that not a single poultry farmer has insured his poultry unit. Insurance companies must protect poultry farmers from many untoward events which arise. Insurance companies should prepare such policy which will be favourable

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to the poultry farmers. So that poultry farmers will get attracted and get insure their unit. Because of this, the poultry farmers' confidence will increase.