



**CHAPTER V**

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**SUMMARY AND CONCLUSION**

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- 5.1 OPERATIONAL ASPECTS.
- 5.2 PERFORMANCE EVALUATION.
- 5.3 SUGGESTIONS.

The Mayur Kukkut was established with the main objective of giving a secondary occupation to small and marginal farmers and agricultural labour so that their socio-economic position is improved. The Karkhana took the lead in the matter, collected share capital from people and the Mayur Kukkut was registered as a co-operative society on 20th February, 1964. The main business of the Mayur Kukkut was collection and sale of eggs. In 1972 the Mayur Kukkut started feedmill on its own. During this phase of its operations, i.e., from 1978-79 the Mayur Kukkut has helped the member farmers to established their own poultry farms.

### 5.1 OPERATIONAL ASPECTS

#### 5.1.1 COLLECTION OF EGGS:

Eggs in the own farms of the Mayur Kukkut are collected daily and from the members' farms once in a week on a fixed day in its own truck. In slack season also, i.e., in the months of May, June, July and August, the Mayur Kukkut collects the eggs from the members' farms.

The eggs collection has increased from about 17.70 lakh eggs in 1966-67 to 91.64 lakh eggs in 1977-78. After the Mayur Kukkut added members' poultry farm in its business line in 1978-79, the collection of eggs increased from 109.36 lakh eggs in 1978-79 to 462.94 lakh eggs in 1987-88.

5.1.2 Collection and sale of eggs is the main business of the Mayur Kukkut. The eggs so collected are sold through the eggs sale centres opened by the Mayur Kukkut at Rethare BK., Islampur &

Bombay. The sale of eggs, over a period of 24 years of this study, has increased about 70 times with sale figures for 1966-67 and 1987-88 being Rs.3.61 lakh and Rs.257.86 lakh respectively.

### 5.1.3 REGULAR PAYMENTS:

The Mayur Kukkut pays the bills of eggs supplied by the members after an interval of maximum one month regularly. So the poultry farmer is protected from malpractices of trading like irregular payments. There is no chance for bad debts.

5.1.4 The Mayur Kukkut tries to reduce the long chain of middleman and traders by selling eggs through its own eggs-sale centres.

## 5.2 PERFORMANCE EVALUATION:

Performance of the Mayur Kukkut is evaluated by using the following parameters, and utilising the available data for 24 years.

### 5.2.1 LEVEL OF OPERATION:

Operating level in respect of the own farm business of the Mayur Kukkut shows wide variations throughout the period of 24 years under study. In the year 1965-66 the Mayur Kukkut had 22,000 birds in its own farm. Birds and number of eggs sold stood at 70,000 and 70.71 lakh respectively at the end of 1973-74 which further increased to 74,000 and 91.64 lakh respectively at the end of 1977-78. It stood at 30,000 and 67.91 lakh respectively at the end of 1987-88.

There are no such wide variations in respect of the Mayur Kukkut's business of members' farming. In the year 1978-79 the

members had 12,000 birds and the number of eggs from their farms was 10.18 lakh. Birds and the number of eggs sold stood at 61,000 and 93.66 lakh respectively at the end of 1982-83 which further increased to 91,000 and 395.03 lakh respectively at the end of 1987-88.

#### **5.2.2 SALES GROWTH:**

Sale of eggs shows an increasing trend from the beginning except in the years 1971-72, 1974-75, 1976-77 and 1987-88. The Mayur Mukkut sales were Rs.3.61 lakh in the year 1966-67. The sales shot up to Rs.30.18 lakh by the end of 1977-78, which further increased to Rs.257.86 lakh at the end of the year 1987-88.

#### **5.2.3 OPERATIONAL RESULTS:**

There are wide variations in the operating results of the Mayur Kukkut. The Mayur Kukkut earned highest profit of Rs.34.64 lakh in the year 1987-88. They also suffered highest loss of Rs.22.18 lakh in the year 1985-86.

#### **5.2.4 HELP TO THE MEMBERS:**

The Mayur Kukkut helps its members in respect of production (eg., supply of birds, providing them with feed and medical help etc.) as well as marketing (e.g., sale of eggs). The Mayur Kukkut supplied to the members feed and medicines on credit and giving them support in the form of guarantee for bank loan. With the help of the Mayur Kukkut 27 members started their own poultry farms in 1978-79. The number of member farms increased to 210 in 1986-87. It stood at 198 at the end of 1987-88.

#### **5.2.5 GROWTH IN OWN CAPITAL:**

During the period of 1983-84 to 1987-88 the own capital (including share suspense) of the Mayur Kukkut increased from Rs.7.19 lakhs to Rs.7.48 lakhs.

In 1983-84, Rs.14.26 lakh was set aside as reserves and other funds. The total of all type of reserves was Rs.24.55 lakh at the end of the year 1987-88.

#### **5.2.6 OVERALL ASSESSMENT:**

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.

#### **5.3 SUGGESTIONS:-**

Following suggestions are made for improvement in the working of the Mayur Kukkut.

##### **5.3.1 INSURANCE:**

The Mayur Kukkut had not taken any insurance policy against the loss on account of an epidemic, and 55% of the sample poultry farmers had not taken any insurance. Insurance cover must be taken by the society as also by the members doing poultry farming.

##### **5.3.2 WEARHOUSING FACILITIES:**

Storage of eggs has its own importance. If eggs are stored in a cold storage, there nutritional value can be easily preservd. The Mayur Kukkut should think of having such a facility of its own.

5.3.3 The Mayur Kukkut should think of having broiler chickens.

5.3.4 The Mayur Kukkut must analyse the causes of the wide fluctuations in the operating results (i.e., profit or loss) objectively and take corrective measures so as to have stable and growing profits in years to come.

5.3.5 The Mayur Kukkut should make an attempt to improve veterinary services and extension services.

5.3.6 Price of eggs should be paid to the member as early as possible, but not later than two weeks.

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