



# A STUDY ON POULTRY BROILER FARMING IN NAMAKKAL DISTRICT

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## ABSTRACT

Poultry is considered as an agro based industry which provides more employment and earning opportunities to the rural people. Poultry products are treated as ever demand products, vast export potentials and help in the promotion of the allied industries such as veterinary paramedical, feed industries and transport industries. Namakkal is one of the popular places for the poultry products and it is known as the egg city of Tamilnadu. The present study examines the establishment, performance and problems of the poultry industry in Namakkal district, Tamilnadu.

**KEYWORDS:** Poultry, Egg products, Exports, Mode of sale.

## INTRODUCTION

Poultry farms are farms that raise chickens, ducks, turkeys, and other birds for meat or egg production. In the past, poultry farming involved raising chickens in the back yard for daily egg production and family consumption. However, poultry farming today is a huge business that is split into several operations including hatcheries, pullet farms for meat production, or farms for egg production. This paper will focus on poultry farms raising chicken. Chickens originated from Jungle Fowl in South Eastern Asia around 3200 BC (Dr. M. Farran, personal communication, 2009). Chickens were domesticated and spread to China, India, Africa, Pacific Island, and Europe. The main use of chickens has never changed. They were primarily raised for human food. In addition, their feathers were used for making cushions, litter for fertilizers and, in some societies, chickens were used in cock fighting as a source of entertainment.

## STATEMENT OF THE PROBLEM

In case of Agricultural sector, data on fertilizer, pesticides, water and electricity usage over the time period is available. In Tamilnadu, Namakkal is the major poultry manufacturing district. The broiler cost of poultry in Namakkal act as a reference price for others to fix the comprehensive and marketing prices in the neighbouring districts. The producer price then converts the standard for setting manufacturer, general, and retail prices for markets in

the Southern region, including Chennai, whole of Tamil Nadu and Kerala, and to a less significant extent Bangalore.

## OBJECTIVES OF THE STUDY

- To study the social economic profile of respondent.
- To Identify chicken farming in namakkal district.
- To study the investment, cost and profit of the farmers in namakkal district.
- To study the awareness level about on poultry broiler farming among farmers in namakkal district.
- To find out the factors that influenced farmers decision to choose poultry broiler farming.
- To find out the problem faced by the farmers in poultry farming.
- To offer suggestions to increase farmer's level of preference towards poultry broiler farming.

## RESEARCH METHODOLOGY

‘A Research design is simply the frame work or plan for a study is used to guide in collecting and analysing the data. It is a blue print that is followed in completing a study’.

Primary data – It is collected through questionnaire



Secondary Data – collected from journals, magazines and websites.

### TOOLS USED IN THE STUDY

The collected data by the respondents are first classified into two things like in tabular and inference. Further, the following specific tools were used, Simple percentage analysis chi – square analysis

### LIMITATION OF THE STUDY

- The sample size was confined to hundred respondents keeping in view time and cost constraints.
- The survey was conducted only in urban sectors respondents. Thus, it cannot be generalized.
- Due to constraints in depth research work could not be carried out.

### REVIEW OF LITERATURE

**Rao (2020)**<sup>1</sup> has studied the growth structure of the poultry farming industry in India. He noted that the Indian poultry farming industry had gone a significant growth in recent years. The paper examines the performance, potential and economic health of the sector focusing in particular on the national benefits of increased egg and poultry meat production.

**Prabakaran and Selvakumar (2020)**<sup>2</sup> have revealed the instability and uncertainty in egg prices, which make it difficult for producers to allocate their resources. The increase in price of egg could be attributed to various reasons such as increase in demand, growth in population, per capita income, greater awareness, higher standard of living and government policy. Fall in supply due to inclement weather and disease might also contribute for increase in the egg prices in Madras city.

**Sridharan (2017)**<sup>13</sup> has revealed that high electricity tariffs and low growing charges are the major factors affecting the profitability of contract farmers. Contract farmers are not satisfied with the growing charges provided by integrators as they are unable to meet the expenses incurred such as coal, electricity and labour charges with the given growing charges by the integrator. The researcher also

suggested that integrator has to share knowledge with farmers regarding marketing and production techniques.

**Rajendran (2016)**<sup>17</sup> have categorized the cost of production into fixed and variable cost. The fixed cost includes interest on fixed capital, depreciation on building, equipment, overhead tank, motor and cages, cost of day-old chicks, cost of permanent and family labour and cost of electricity. Similarly, the variable cost includes cost of feed, cost of medicine and veterinary charges, cost of litter and miscellaneous costs.

### POULTRY FARM

#### Poultry Feed Manufacturing

A number of Poultry units are functioning in Namakkal District, nearly 150 Poultry / Cattle Feed manufacturing units are also in existence. Mostly every poultry unit has put up their own feed manufacturing unit. A few units supply poultry feed to other units also.

#### Provides self- employment

The main contribution of poultry business in the village is providing self-employment. The poultry business in the rural area is considered as the allied business to agriculture. It provides self-employment opportunities to the people who either literates (or) illiterates (or) male (or) female in the rural economy.

#### Providing employment throughout the year

Since the demand for poultry products is forever, there is no seasonal fluctuation in this business. Here, the poultry business not only provides self-employment but also provides employment opportunities throughout the year. During off season in the agriculture, workers engage more in poultry business for seeking employment.

### DATA ANALYSIS AND INTERPRETATION

- The analysis and interpretation of the study is based on the information supplied by a sample of 120 respondents.  
Simple percentage analysis of collected data  
Chi – square analysis



**SIMPLE PERCENTAGE ANALYSIS**

**TABLE -1  
AGE OF THE RESPONDENTS**

S.NO	AGE IN YEARS	NO.OF. RESPONDENTS	PERCENTAGE
1	20- 35 years	78	65
2	35- 45 years	21	18
3	46-60 years	8	7
4	Above- 60years	13	11
	Total	120	100

**INTERPRETATION**

The above table shows that 65% of the respondents age is 20-35 years, 18% of the

respondents age is 36-45 years, 7% of the respondents age is 46-60 years and 11% of the respondents age is Above- 60 years.

**TABLE -2  
NUMBER OF BIRDS IN FARM**

S.NO	NO.OF. BIRDS IN FARM	NO.OF. RESPONDENTS	PERCENTAGE
1	Upto to 10,000	38	32
2	10,000 to 50,000	49	41
3	50,000 to 1,00,000	22	18
4	Above – 1,00,000	11	9
	Total	120	100

**INTERPRETATION**

The above table shows that 32% of the respondents having birds Up to 10,000, 41% of the respondents having birds of 10,000 to 50,000, 18% of the respondents having birds of 50,000 to 1,00,000 and 9% of the respondents having birds Above 1,00,000

standard deviation of a population is equal to the specific value. Chi- square is a statistical significance test based on frequency of occurrence, it is applicable both to qualitative and quantitative variables. Among its many uses, the most common are test of hypothesized probabilities or probability distributions, statistical dependence or independent and common population. A chi- square test is any statistical hypothesis test in which the test statistics has a chi- square distribution if the null hypothesis is true.

**CHI – SQUARE ANALYSIS**

A statistical test used to determine the probability of obtaining the observed by chance, under a specific hypothesis. It is used to test if the

**TABLE – 1  
TO FIND THE SIGNIFICANT RELATIONSHIP BETWEEN SALES POULTRY BROILER FARMING BUSINESS AND ITS SATISFACTION LEVEL**

Satisfaction Level / Factor Knowledge	Highly satisfied	satisficed	Neutral	Dissatisfied	Highly Dissatisfied	Total
Direct sale to consumers at their Farm	2	10	0	1	0	13
Direct sale to Hotels	11	41	4	1	0	57
Direct sale to the retailers	2	9	4	1	0	16



Direct sale to the wholesalers	0	10	5	2	1	18
Through commission Agent	0	10	4	2	0	16
<b>Total</b>	15	80	17	7	1	120

**THE TABLE VALUE SHOWING CHI – SQUARE ANALYSIS:**

Calculated Value	Table Value	Degree of freedom	Level of significance	Result
42.25	0.000	16	5%	Rejected

**INTERPRETATION**

The table 4.21 deals with the calculated value of  $\chi^2$  (0.000) is less than table value (58.50) so the hypothesis is rejected. Hence it can be concluded that there is significant relationship between sales poultry broiler farming business and its satisfaction level.

which very much have emotional impact the poultry production.

- Hence, it is proposed that the poultry farm owners may evade the power problems through substitute energy sources like bio-gas with the help of government.

**FINDINGS**

**SIMPLE PERCENTAGE ANALYSIS**

- Majority 76% of the respondents were Under graduate.
- Majority 57% of the respondents invested Above Rs. 10,00,000.
- Majority 60% of the respondents farming place is Own place

**CONCLUSION**

The exploration of poultry farming has been reviewed on the basis of primary data gathered from Namakkal district and also secondary data from the trusted source. It was originated that majority poultry farmers have accepted this business as a principal source of their earnings and drop in the classification of large group. Furthermore, they are commercially comprehensive and few of them required trusting on established and non-institutional cause of recognition due to the restricted credit capability stretched by the economic organizations.

**CHI – SQUARE ANALYSIS**

- There is significant relationship between sales poultry broiler farming business and its satisfaction level.

Cost of nourishing establishes a major difficult to most of the poultry farmers as it accounts for a larger percentage of total cost of production, since poultry birds cannot do without food. Widely held of the poultry egg farmers recognized high cost of production specifically cost of feed components as their major constrain. Consequently, government should enterprise to promote inputs such as feed ingredients and this can be attained through poultry farmer’s contribution in crop production. The proposal implies the following:

**SUGGESTIONS**

- Poultry manufacturers commonly should have admittance to praise amenities particularly soft loans.
- This will assist them to improve their stock size, slaughterhouses, and transportation facilities and feed dispensation.
- At the present time the workers are suffering with poor wages and employed more than 12 hours per day. Therefore, it is recommended that the NECC and suggestion should consist of directly normalizing the wages and working hours of labours.
- The main problem handled by the poultry farm holders is power cut during summer season and unbalanced power supply,