## List of Abbreviations

<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>APEDA</td>
<td>Agricultural and Processed Food Products Export Development Authority</td>
</tr>
<tr>
<td>BCC</td>
<td>Broiler’s Co-ordination Committee</td>
</tr>
<tr>
<td>CARI</td>
<td>Central Avian Research Institute</td>
</tr>
<tr>
<td>CIM</td>
<td>Chicken-in-Minutes</td>
</tr>
<tr>
<td>CPTI</td>
<td>Central Poultry Training Institute</td>
</tr>
<tr>
<td>CUSAT</td>
<td>Cochin University of Science and Technology</td>
</tr>
<tr>
<td>CVD</td>
<td>Counter Veiling Duty</td>
</tr>
<tr>
<td>DAHD</td>
<td>Department of Animal Husbandry and Dairying</td>
</tr>
<tr>
<td>DOC</td>
<td>Day Old Chicks</td>
</tr>
<tr>
<td>FAO</td>
<td>Food and Agriculture Organisation</td>
</tr>
<tr>
<td>FCR</td>
<td>Feed Convertibility Ratio</td>
</tr>
<tr>
<td>FMD</td>
<td>Foot and Mouth Disease</td>
</tr>
<tr>
<td>GATT</td>
<td>General Agreement on Trade and Tariff</td>
</tr>
<tr>
<td>gms</td>
<td>Grams</td>
</tr>
<tr>
<td>HACCP</td>
<td>Hazard Analysis and Critical Control Point</td>
</tr>
<tr>
<td>IBH</td>
<td>Indian Book House</td>
</tr>
<tr>
<td>IPD</td>
<td>Intensive Poultry Development Block</td>
</tr>
<tr>
<td>IPDP</td>
<td>Intensive Poultry Development Project</td>
</tr>
<tr>
<td>IVRI</td>
<td>Indian Veterinary Research Institute</td>
</tr>
<tr>
<td>KCMMF</td>
<td>Kerala Co-operative Milk Marketing Federation</td>
</tr>
<tr>
<td>Kgs</td>
<td>Kilograms</td>
</tr>
<tr>
<td>KSPDC</td>
<td>Kerala State Poultry Development Corporation</td>
</tr>
<tr>
<td>LSF</td>
<td>Large Scale Farm</td>
</tr>
<tr>
<td>M.Phil</td>
<td>Master of Philosophy</td>
</tr>
<tr>
<td>MLDP</td>
<td>Massive Livestock Development Programme</td>
</tr>
<tr>
<td>MOA</td>
<td>Ministry of Agriculture</td>
</tr>
<tr>
<td>Acronym</td>
<td>Full Form</td>
</tr>
<tr>
<td>---------</td>
<td>-----------</td>
</tr>
<tr>
<td>MPI</td>
<td>Meat Products of India</td>
</tr>
<tr>
<td>MSc</td>
<td>Master of Science</td>
</tr>
<tr>
<td>MSF</td>
<td>Medium Scale Farm</td>
</tr>
<tr>
<td>MVSc</td>
<td>Master of Veterinary Science</td>
</tr>
<tr>
<td>NABARD</td>
<td>National Bank for Agricultural and Rural Development</td>
</tr>
<tr>
<td>NCDC</td>
<td>National Co-operative Development Corporation</td>
</tr>
<tr>
<td>NECC</td>
<td>National Egg Co-ordination Committee</td>
</tr>
<tr>
<td>Nos.</td>
<td>Numbers</td>
</tr>
<tr>
<td>P/V</td>
<td>Profit Volume</td>
</tr>
<tr>
<td>PhD</td>
<td>Doctor of Philosophy</td>
</tr>
<tr>
<td>QSR</td>
<td>Quick Service Restaurant</td>
</tr>
<tr>
<td>ROI</td>
<td>Return on Investment</td>
</tr>
<tr>
<td>SSF</td>
<td>Small Scale Farm</td>
</tr>
<tr>
<td>TAPCO</td>
<td>Tamil Nadu Poultry Development Corporation</td>
</tr>
<tr>
<td>TIDCO</td>
<td>Tamil Nadu Industrial Development Corporation</td>
</tr>
<tr>
<td>UNICEF</td>
<td>United Nations International Children’s Emergency Fund</td>
</tr>
<tr>
<td>USA</td>
<td>United States of America</td>
</tr>
<tr>
<td>Uts</td>
<td>Union Territories</td>
</tr>
<tr>
<td>VCAS</td>
<td>Veterinary College of Animal Science</td>
</tr>
<tr>
<td>WHO</td>
<td>World Health Organisation</td>
</tr>
</tbody>
</table>
## List of Tables

1.1. District-wise Poultry Population in Kerala as per the Livestock Census, 1996 (in Number of Birds) ...............................................15

1.2. District-wise Poultry Population in Tamil Nadu as per the Inter-Census Estimate, 1998 (in Number of Birds) ..........................18

1.3. Size-wise Classification of the Sample Poultry units ......................22

1.4. Type-wise Classification of the Sample Poultry Units .....................23

3.1. World Production of Eggs (Million Nos.) and Broiler Meat (in 1000 Metric Tonnes) ..............................................................................64

3.2. Composition of Poultry Population of India as per Various Livestock Census (in Million Nos.) ..............................................................65


3.4. Production of Eggs (in Million Nos.) and Poultry Meat (in 1000 Metric Tonnes) in India ........................................................................68

3.5. Value of Poultry Items Produced in India (Rs. in Crores at Current Prices) ..................................................................................69

3.6. State-Wise Production of Eggs in India (in Million Nos.) ...............71

3.7. Annual Per Capita Consumption of Eggs and Poultry Meat in India ...............................................................................................73

3.8. Country-wise Classification of Exporters of Eggs (in Million Nos.) and Broiler Meat (in 1000 Metric Tonnes) in the World Market ....75

3.9. Value of Export of Poultry Items from India (Value in $1000) ..........77

3.10. Country-wise Classification of Import of Eggs (in Million Nos.) and Broiler Meat (in 1000 Metric Tonnes) in the World Market ....79

3.11. Poultry Population of Kerala as per Various Livestock Census (Number of Birds in Lakhs) .................................................................99
3.12. District-wise Poultry Population of Kerala as per the Livestock Census 1987 and 1996 (in Number of Birds) ..........................101
3.13. Production of Eggs (in Million Nos.) and Poultry Meat (in Tonnes) in Kerala .................................................................102
3.14. Deficiency in Requirement and Production of Eggs in Kerala (Million Nos.) .................................................................103
3.15. Deficiency in Requirement and Production of Poultry Meat in Kerala (in Tonnes) ..............................................................104
3.16. Annual Per Capita Availability of Eggs and Poultry Meat in Kerala ..................................................................................105
3.17. Poultry Population in Tamil Nadu as per Various Livestock Census (Number of Birds in Lakhs) .................................................116
3.18. District-wise Poultry Population of Tamil Nadu as per the Livestock Census 1998 (in Number of Birds) ..............................117
3.19. Total Egg Production and Per Capita Availability of Eggs per Year in Tamil Nadu ..............................................................118
3.20. District-wise Production of Eggs in Tamil Nadu (2000-01) .................................................................................................120
4.1. Classification of the Sample Poultry Farmers Showing the Sex Ratio ..................................................................................134
4.2. Classification of the Sample Poultry Farmers Showing the Age Group (in Years) .................................................................135
4.3. Classification of the Sample farmers showing the Religion ...............................................................................................136
4.4. Classification of the Sample Poultry Farmers Showing the Marital Status ............................................................................137
4.5. Classification of the Sample Poultry Farmers Showing the Profile of Household Size ..........................................................138
4.6. Classification of the Sample Poultry Farmers Showing the Occupation ..............................................................................139
4.7. Classification of the Sample Poultry Farmers Showing Experience (in Number of Years) ......................................................140
4.8. Classification of Sample Poultry Farmers Showing the Participation in Poultry Farming Training ........................................ 141

4.9. Classification of Sample Farmers Showing the Duration of the Training Course .................................................. 143

4.10. Classification of the Sample Farmers Showing the Level of Education ........................................................................ 145

4.11. Classification of the Sample Farmers Showing the Nature of Ownership of Land ...................................................... 146

4.12. Classification of the Sample Farmers Showing the Size of Land Holdings of Farmers ...................................................... 147

4.13. Average Area of Land Owned by the Sample Poultry Farmers .................................................................................. 148

4.14. Classification of the Sample Poultry Farmers Showing the Type of Dwelling House Used .............................................. 150

4.15. Classification of the Sample Poultry Farmers Showing the Type of Household Articles Owned ..................................... 152

4.16. Average Annual Income of the Small Scale Sample Farmers (in Rupees)...................................................................... 154

4.17. Average Annual Income of the Medium Scale Sample Farmers (in Rupees)................................................................. 155

4.18. Average Annual Income of the Large Scale Sample Farmers (in Rupees) ................................................................. 156

4.19. Average Annual Expenditure on Various Household Requirements of the Small Scale Sample Farmers (in Rupees) ....... 158

4.20. Average Annual Expenditure on Various Household Requirements of the Medium Scale Sample Farmers (in Rupees) .. 159

4.21. Average Annual Expenditure on Various Household Requirements of the Large Scale Sample Farmers (in Rupees) ....... 160

4.22. Classification of the Sample Poultry Farmers Showing the Saving Habit ........................................................................ 161
4.23. Average Amount of Annual Savings and its Percentage to Average Annual Total Income of the Small Scale Sample Poultry Farmers ............................................................ 162

4.24. Average Amount of Annual Savings and its Percentage to Average Annual Total Income of the Medium Scale Sample Poultry Farmers ............................................................ 163

4.25. Average Amount of Annual Savings and its Percentage to Average Annual Total Income of the Large Scale Sample Poultry Farmers ............................................................ 164

4.26. Classification of the Sample Farmers Showing the Membership in Co-operative Society ............................................................ 166

4.27. Classification of the Sample Farmers Showing the Membership in Farmers’ Association ................................. 167

4.28. Classification of the Sample Farmers Showing the Degree Participation in Farmer’s Association Affairs .......... 168

4.29. Classification of the Sample Farmers Showing the Membership in Social and Cultural Organisation ......................... 169

5.1. Classification of Sample Units Showing the Types of Roofing Used in the Poultry House ............................................................ 174

5.2. Classification of Sample Units Showing the Types of Floor in the Poultry House ............................................................ 175

5.3. Classification of Sample Units Showing the Adoption of Suitable Practices in the Construction of Poultry House .......... 176

5.4. Classification of Sample Units Showing the System of Rearing Birds Followed ............................................................ 178

5.5. Classification of Own Farming Sample Units Showing the Minimum Weeks of Batch Intervals ............................................................ 179

5.6. Classification of Contract Sample Units Showing the Minimum Weeks of Batch Intervals ............................................................ 180
5.7. Classification of Own Farming Sample Units Showing the Adoption of Practices in Floor Area ................................................ 181
5.8. Classification of Contract Farming Sample Units Showing the Adoption of Practices in Floor Area ........................................ 182
5.9. Classification of Sampling Units Showing the Method of Brooding Adopted .............................................................. 183
5.10. Classification of Sampling Units Showing the Adoption of Practices in Brooding and Light Management .......................... 185
5.11. Classification of Sample Units showing the Types of Litter Materials ............................................................................ 186
5.12. Classification of Sampling Units Showing the Adoption of Practices in Litter Management .............................................. 187
5.13. Classification of Sample Units Showing the Source of Feed Used ................................................................................ 189
5.14. Classification of Sample Units Showing the Types of Feeder Used ................................................................................. 190
5.15. Classification of Sample Units Showing the Types of Drinker Used .............................................................................. 191
5.16. Classification of Sample Units Showing the Adoption Practice in Diet Supplements ..................................................... 192
5.17. Classification of Sampling Units Showing the Adoption of Practices in the Feeding and Watering ................................. 193
5.18. Classification of the Sample Units Showing the Adoption of Practice in Vaccination and Preventive Medicine ................. 195
5.19. Classification of the Sample Units Showing the Adoption of Practice in Cleaning and Disinfecting ................................. 196
5.20. Classification of Own Farming Sample Units Showing the Practice of Taking Poultry Insurance policy ........................ 197
5.21. Classification of Own Farming Sample Units Showing the Practice of Keeping Records and Accounts ........................ 198
6.1. Average Cost of Depreciation per Bird and its Percentages on Average Total Fixed Cost and Average Total Cost of the Small Scale Sample Units .................................................. 205

6.2. Average Cost of Depreciation per Bird and its Percentages on Average Total Fixed Cost per Bird and Average Total Cost per Bird of the Medium Scale Sample Units .................. 206

6.3. Average Cost of Depreciation per Bird and its Percentages on Average Total Fixed Cost per Bird and Average Total Cost per Bird of the Large Scale Sample Units ................... 207

6.4. Average Cost of Interest on Capital per Bird and its Percentages on Average Total Fixed Cost per Bird and Average Total Cost per bird of the Small Scale Sample Units...... 209

6.5. Average Cost of Interest on Capital per Bird and its Percentages on Average Total Fixed Cost per Bird and Average Total Cost per bird of the Medium Scale Sample Units.... 210

6.6. Average Cost of Interest on Capital per Bird and its Percentages on Average Total Fixed Cost per Bird and Average Total Cost per bird of the Large Scale Sample Units........ 211

6.7. Average Cost of Sundry Charges per Bird and its Percentages on Average Total Fixed Cost per Bird and Average Total Cost per Bird of the Small Scale Sample Units ...... 214

6.8. Average Cost of Sundry Charges per Bird and its Percentages on Average Total Fixed Cost per Bird and Average Total Cost per Bird of the Medium Scale Sample Units.... 215

6.9. Average Cost of Sundry Charges per Bird and its Percentages on Average Total Fixed Cost per Bird and Average Total Cost per Bird of the Large Scale Sample Units ....... 216

6.10. Average Total Fixed Cost per Bird and its Percentages on Average Total Cost per Bird of the Small Scale Sample Units... 219
6.11. Average Total Fixed Cost per Bird and its Percentages on Average Total Cost per Bird of the Medium Scale Sample Units ...220
6.12. Average Total Fixed Cost per Bird and its Percentages on Average Total Cost per Bird of the Large Scale Sample Units......221
6.13. Average Cost of Chicks per Bird and its Percentages on Average Total Variable Cost per Bird and Average Total Cost per Bird of the Small Scale Sample Units ........................................224
6.14. Average Cost of Chicks per Bird and its Percentages on Average Total Variable Cost per Bird and Average Total Cost per Bird of the Medium Scale Sample Units ........................................225
6.15. Average Cost of Chicks per Bird and its Percentages on Average Total Variable Cost per Bird and Average Total Cost per Bird of the Large Scale Sample Units ........................................226
6.16. Average Cost of Poultry Feed per Bird and its Percentages on Average Total Variable Cost per Bird and Average Total Cost per Bird of the Small Scale Sample Units ........................................228
6.17. Average Cost of Poultry Feed per Bird and its Percentages on Average Total Variable Cost per Bird and Average Total Cost per Bird of the Medium Scale Sample Units ........................................229
6.18. Average Cost of Poultry Feed per Bird and its Percentages on Average Total Variable Cost per Bird and Average Total Cost per Bird of the Large Scale Sample Units..............................230
6.19. Average Cost of Labour per Bird and its Percentages on Average Total Variable Cost per Bird and Average Total Cost per Bird of the Small Scale Sample Units........................................233
6.20. Average Cost of Labour per Bird and its Percentages on Average Total Variable Cost per Bird and Average Total Cost per Bird of the Medium Scale Sample Units........................................234
6.21. Average Cost of Labour per Bird and its Percentages on Average Total Variable Cost per Bird and Average Total Cost per Bird of the Large Scale Sample Units ........................................235

6.22. Average Cost of Health Care per Bird and its Percentages on Average Total Variable Cost per Bird and Average Total Cost per Bird of the Small Scale Sample Units ......................237

6.23. Average Cost of Health Care per Bird and its Percentages on Average Total Variable Cost per Bird and Average Total Cost per Bird of the Medium Scale Sample Units .....................238

6.24. Average Cost of Health Care per Bird and its Percentages on Average Total Variable Cost per Bird and Average Total Cost per Bird of the Large Scale Sample Units ............................239

6.25. Average Cost of Electricity and Fuel Charges Per Bird and its Percentages on Average Total Variable Cost per Bird and Average Total Cost per Bird of the Small Scale Sample Units ......241

6.26. Average Cost of Electricity and Fuel Charges Per Bird and its Percentages on Average Total Variable Cost per Bird and Average Total Cost per Bird of the Medium Scale Sample Units ...242

6.27. Average Cost of Electricity and Fuel Charges per Bird and its Percentages on Average Total Variable Cost per Bird and Average Total Cost per Bird of the Large Scale Sample Units ......243

6.28. Average Cost of Litter Materials per Bird and its Percentages on Average Total Variable Cost per Bird and Average Total Cost per Bird of the Small Scale Sample Units ............................246

6.29. Average Cost of Litter Materials per Bird and its Percentages on Average Total Variable Cost per Bird and Average Total Cost per Bird of the Medium Scale Sample Units ............................247

6.30. Average Cost of Litter Materials per Bird and its Percentages on Average Total Variable Cost per Bird and Average Total Cost per Bird of the Large Scale Sample Units ............................248
6.31. Average Cost of Selling and Distribution Expenses per Bird and its Percentages on Average Total Variable Cost per Bird and Average Total Cost per Bird of the Small Scale Sample Units ......................................................... 251
6.32. Average Cost of Selling and Distribution Expenses Per Bird and its Percentages on Average Total Variable Cost per Bird and Average Total Cost per Bird of the Medium Scale Sample Units ................................................................. 252
6.33. Average Cost of Selling and Distribution Expenses per Bird and its Percentages on Average Total Variable Cost per Bird and Average Total Cost per Bird of the Large Scale Sample Units ......................................................... 253
6.34. Average Total Variable Cost per Bird and its Percentages on Average Total Cost per Bird of the Small Scale Sample Units ........................... 254
6.35. Average Total Variable Cost per Bird and its Percentages on Average Total Cost per Bird of the Medium Scale Sample Units ................................................................. 255
6.36. Average Total Variable Cost per Bird and its Percentages on Average Total Cost per Bird of the Large Scale Sample Units ........................... 255
6.37. Size-wise Classification of Sample Units Showing the Average Total Cost of Production per Bird (in Rupees) ........................................... 259
6.38. Average Operating Profit Ratio per Bird of the Sample units (in Percentages) ................................................................. 263
6.39. Average Net Profit Ratio per Bird of the Sample Units (in Percentages) ................................................................. 264
6.40. Average Profit/Volume Ratio per Bird of the Sample Units (in Percentages) ................................................................. 266
6.41. Average Return on Investment Ratio per Bird of the Sample Units (in Percentages) ................................................................. 268
6.42. Average Operating Cost Ratio per Bird of the Sample Units (in Percentages) ......................................................... 270
6.43. Average Fixed Cost Ratio per Bird of the Sample Units (in Percentages) .......................................................... 271
6.44. Average Variable Cost Ratio per Bird of the Sample Units (in Percentages) ......................................................... 274
6.45. Average Depreciation on Assets Ratio per Bird of the Sample Units (in Percentages) .............................................. 275
6.46. Average Interest on Capital Ratio per Bird of the Sample Units (in Percentages) .................................................. 277
6.47. Average Sundry Charges Ratio per Bird of the Sample Units (in Percentages) ......................................................... 278
6.48. Average Chick's Cost Ratio per Bird of the Sample Units (in Percentages) ............................................................. 279
6.49. Average Feed Cost Ratio per Bird of the Sample Units (in Percentages) ................................................................. 281
6.50. Average Labour Cost Ratio per Bird of the Sample Units (in Percentages) ............................................................... 282
6.51. Average Cost of Health Care Ratio per Bird of the Sample Units (in Percentages) ................................................. 283
6.52. Average Cost of Electricity and Fuel Ratio per Bird of the Sample Units (in Percentages) ........................................ 285
6.53. Average Cost of Litter Material Ratio per Bird of the Sample Units (in Percentages) .................................................. 286
6.54. Average Selling & Distribution Expense Ratio per Bird of the Sample Units (in Percentages) .................................. 288
6.55. Total Cost of Production Ratio per Bird of the Sample Units ................................................................................. 289
7.1. Average Current Ratio of the Sample Units ................................................................................................................. 296
7.2. Average Quick Ratio of the Sample Units .................................................................................................................... 297
7.3. Average Defensive-Interval Ratio of the Sample Units (in Days) ............................................................................... 299
7.4. Average Working Capital Turnover Ratio of the Sample Units ..........300
7.5. Average Debt-Equity Ratio of the Sample Units..........................303
7.6. Average Ratio of Debt to Total Capital of the Sample Units ..........304
7.7. Average Fixed Assets Ratio of the Sample Units..........................306
7.8. Average Proprietary Ratio of the Sample Units ............................308
7.9. Classifications of Sample Units Showing the Difficulty
     Experienced in Getting Financial Assistance..............................312
7.10. Weighted Score Ranking of the Problems Experienced
     in Getting Financial Assistance by the Sample Units of
     Kerala and Tamil Nadu........................................313
7.11. Classification of the Sample Units Showing the Time
     Lag between Application for and Receipt of Financial
     Assistance........................................................................314
7.12. Classification of Sample Units Showing the Nature of
     Repayment of Loans and Borrowings ...................................316
7.13. Weighted Score Ranking of the Reasons for the Default in
     Repayment of Loans and Borrowings by the Sample Units............317
7.14. Classification of Own Sample Units Showing Ability to
     Meet Working Capital Requirements in Time................................318
7.15. Weighted Score Ranking of the Reasons for Inability to Meet
     the Working capital Requirement in Time by the Own
     Sample Units....................................................................319
8.1 Average Percentage of Capacity Utilised of the Own
     Sample Units ......................................................................323
8.2 Average Percentage of Capacity Utilised of the
     Contract Sample Units .......................................................324
8.3 Average Percentage of Normal Mortality of Birds of the
     Own Sample Units............................................................326
8.4 Average Percentage of Normal Mortality of Birds
     of the Contract Sample Units..................................................327
8.5 Average Feed Convertibility Ratio per Bird of the Own Sample Units...

8.6 Average Feed Convertibility Ratio per Bird of the Contract Sample Units...

8.7 Average Body Weight per Bird of the Own Sample Units (in Kilograms)

8.8 Average Body Weight per Bird of the Contract Sample Units (in Kilograms)

8.9 Average Cost of Material Productivity per Kilograms of Body Weight of Birds of the Own Sample Units (in Rupees)

8.10 Average Cost of Material Productivity per Kilograms of Body Weight of Birds of the Contract Sample Units (in Rupees)

8.11 Average Ratio of Feed Wastage of the Own Sample Units (in Percentage)

8.12 Average Ratio of Feed Wastage of the Contract Sample Units (in Percentage)

8.13 Average Daily Labour Hours Generated by the Own Sample Units

8.14 Average Daily Labour Hours Generated by the Contract Sample Units

8.15 Average Output per Man-Hours of the Own Sample Units (in Kilograms)

8.16 Average Output per Man-Hours of the Contract Sample Units (in Kilograms)

8.17 Weighted Score Ranking of the Problems of the Own Sample Units in the Area of Production

8.18 Weighted Score Ranking of the Problems of the Contract Sample Units in the Area of Production

9.1 Average Proportion of Marketing Channels Adopted by the Small Scale Sample Units (in Percentage)
List of Figures

1.1. Map of Kerala State .................................................................................16
1.2. Map of Tamil Nadu State .................................................................19
3.1. Channels of Distribution in the Marketing of Eggs
    in Kerala.......................................................................................................107
3.2. Channels of Distribution in the Marketing of Broilers
    in Kerala.......................................................................................................108
3.3. Channels of Distribution in the Internal Marketing of
    Eggs in Tamil Nadu......................................................................................122
3.4. Channels of Distribution in the Internal Marketing of
    Broilers in Tamil Nadu..................................................................................123
4.1. Average Area of Land Owned by the Sample Poultry
    Farmers ........................................................................................................149
4.2. Average Annual Income of the Sample Poultry Farmers...............157
4.3. Average Annual Amount of Savings of the Sample
    Poultry Farmers..........................................................................................165
6.1. Average Cost of Depreciation per Bird of the Sample Units.......208
6.2. Percentage of Average Cost of Depreciation per Bird
    to Average Total Fixed Cost per Bird of the Sample Units................208
6.3. Percentage of Average Cost of Depreciation per Bird
    to Average Total Cost per Bird of the Sample Units............................208
6.4. Average Cost of Interest on Capital per Bird of the
    Sample Units................................................................................................213
6.5. Percentage of Average Cost of Interest on Capital per
    Bird to Average Total Fixed Cost per Bird of the Sample Units..213
6.6. Percentage of Average Cost of Interest on Capital
    per Bird to Average Total Cost per Bird of the Sample Units.............213
6.7. Average Cost of Sundry Charges per Bird of the
    Sample Units................................................................................................218
6.8. Percentage of Average Cost of Sundry Charges per Bird to Average Total Fixed Cost per Bird of the Sample Units.......218
6.9. Percentage of Average Cost of Sundry Charges per Bird to Average Total Cost per Bird of the Sample Units...............218
6.10. Average Total Fixed Cost per Bird of the Sample Units........222
6.11. Percentage of Average Total Fixed Cost per Bird to Average Total Cost per Bird of the Sample Units...............222
6.12. Average Cost of Chicks per Bird of the Sample Units........227
6.13. Percentage of Average Cost of Chicks per Bird to Average Total Variable Cost per Bird of the Sample Units........227
6.14. Percentage of Average Cost of Chicks per Bird to Average Total Cost per Bird of the Sample Units...............227
6.15. Average Cost of Poultry Feed per Bird of the Sample Units.....232
6.16. Average Cost of Labour per Bird of the Sample Units..........236
6.17. Percentage of Average Cost of Labour per Bird to Average Total Variable Cost per Bird of the Sample Units........236
6.18. Percentage of Average Cost of Labour per Bird to Average Total Cost per Bird of the Sample Units...............236
6.19. Average Cost of Health care per Bird of the Sample Units........240
6.20. Percentage of Average Cost of Health care per Bird to Average Total Variable Cost per Bird of the Sample Units........240
6.21. Percentage of Average Cost of Health care per Bird to Average Total Cost per Bird of the Sample Units...............240
6.22. Average Cost of Electricity and Fuel Charges per Bird of the Sample Units..............................................245
6.23. Percentage of Average Cost of Electricity and Fuel Charges per Bird to Average Total Variable Cost per Bird of the Sample Units............................................................................245
6.24. Percentage of Average Cost of Electricity and Fuel Charges per Bird to Average Total Cost per Bird of the Sample Units..................................................................................................................245
6.25. Average Cost of litter materials per Bird of the Sample Units.....250
6.26. Average Total Variable Cost per Bird of the Sample Units...........257
6.27. Percentage of Average Total Variable Cost per Bird to Average Total Cost per Bird of the Sample Units.................................................................257
6.28. Average Total Cost of production per Bird of the Sample Units....260
6.29. Average Annual Operating Profit Ratio per Bird of the Sample Units ..........................................................................................................................265
6.30. Average Annual Net Profit Ratio per Bird of the Sample Units.....265
6.31. Average Profit/Volume Ratio per Bird of the Sample Units.........269
6.32. Average Return on Investment Ratio per Bird of the Sample Units..........................................................................................................................269
6.33. Average Operating Cost Ratio per Bird of the Sample Units.......273
6.34. Average Fixed Cost Ratio per Bird of the Sample Units.............273
6.35. Average Variable Cost Ratio per Bird of the Sample Units...........276
6.36. Average Depreciation on Assets Ratio per Bird of the Sample Units..........................................................................................................................276
6.37. Average Interest on Capital Ratio per Bird of the Sample Units...280
6.38. Average Sundry Charges Ratio per Bird of the Sample Units......280
6.39. Average Feed Cost Ratio per Bird of the Sample Units ...............284
6.40. Average Labour Cost Ratio per Bird of the Sample Units ..........284
6.41. Average Health Care Cost Ratio per Bird of the Sample Units.....287
6.42. Average Electricity and Fuel Cost Ratio per Bird of the Sample Units..........................................................................................................................287
6.43. Average Total Cost of Production Ratio per Bird of the Sample Units..........................................................................................................................291
7.1. Average Current Ratio of the Sample Units.................................298
7.2. Average Quick Ratio of the Sample Units......................................298
7.3. Average Defensive-Interval Ratio of the Sample Units (in Days)...

7.4. Average Working Capital Turnover Ratio of the Sample Units ...

7.5. Average Debt-Equity Ratio of the Sample Units

7.6. Average Ratio of Debt to Total Capital of the Sample Units

7.7. Average Fixed Assets Ratio of the Sample Units

7.8. Average Proprietary Ratio of the Sample Units

8.1. Average Percentage of Capacity Utilised of the Own
    Sample Units

8.2. Average Percentage of Capacity Utilised of the
    Contract Sample Units

8.3. Average Percentage of Normal Mortality of Birds of
    the Own Sample Units

8.4. Average Percentage of Normal Mortality of Birds
    of the Contract Sample Units

8.5. Average Feed Convertibility Ratio per Bird of the
    Own Sample Units

8.6. Average Feed Convertibility Ratio per Bird of the
    Contract Sample Units

8.7. Average Body Weight per Bird of the Own
    Sample Units (in Kilograms)

8.8. Average Body Weight per Bird of the Contract
    Sample Units (in Kilograms)

8.9. Average Cost of Material Productivity per Kilograms of
    Body Weight of Birds of the Own Sample Units  (in Rupees)

8.10. Average Cost of Material Productivity per Kilograms of
    Body Weight of Birds of the Contract Sample Units (in Rupees)

8.11. Average Ratio of Feed Wastage of the Own
    Sample Units (in Percentage)

8.12. Average Ratio of Feed Wastage of the Contract
    Sample Units (in Percentage)
8.13. Average Daily Labour Hours Generated by the Own Sample Units.......................................................... 344
8.14. Average Daily Labour Hours Generated by the Contract Sample Units..................................................... 344
8.15. Average Output per Man-Hours of the Own Sample Units (in Kilograms)............................................... 347
8.16. Average Output per Man-Hours of the Contract Sample Units (in Kilograms)........................................... 347
9.1. Average Proportion of Marketing Channels Adopted by the Small Scale Sample Units (in Percentage) .......... 360
9.2. Average Proportion of Marketing Channels Adopted by the Medium Scale Sample Units (in Percentage) .......... 360
9.3. Average Proportion of Marketing Channels Adopted by the Large Scale Sample Units (in Percentage) .......... 360
9.4. Average Percentage of Price Received per Kilogram of Broilers Sold by the Sample Units (in Percentage)....... 371
9.5. Average Percentage of Gross Price Spread per Kilogram of Broilers Sold by the Sample Units (in Percentage)...371
9.6. Average Percentage of Total Marketing Cost per Kilogram of Broilers Sold (in Percentage).......................... 374
9.7. Average percentage of Total Marketing Margin per Kilogram of Broilers Sold (in Percentage)......................... 374
List of Appendixes

A Interview Schedule for the Poultry Industrial Units
B The State of Kerala – A Brief Profile
C The State of Tamil Nadu – A Brief Profile