CHAPTER VII

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INTRODUCTION

Poultry industry being a developing industry has commercial viability and become an agent for improving the standard of living of people in India. If the consumption increases, the health of the consumer will increase and simultaneously the standard of living of the farmers may increase. Egg is a product associated with health care, if the consumption increases certainly it with influence its production. If the productivity is standardized with a continued and steady demand, the farm owners could attain commercial viability by choosing appropriate channel of distribution. The farmers, who have been agriculturists, could derive a reasonable return of the investment. With the transformation in the occupational structure, the standard of living might be enhanced comparable to other business occupants.

The impact of poultry industry on the socio economic factors of the farmers and their families are analysed with various socio economic parameters for acceptable standards. Various research studies have been conducted earlier in poultry industry but most of them are related to scientific aspect such as selection of breed, diseases and improvement of quality of
eggs. The present study has clearly analyzed the stage wise cost efficiency in various sizes of farms and price fluctuations which are commercial in nature.

1. It is hereby known that more than 50% of the poultry farms are partnership farm.

2. There are three types of farms existing in poultry marketing in Namakkal. They are large, medium and small.

3. The mean age of the sample respondents is around 53.1 percent and we infer that young people are involved in poultry farming business.

4. Out of 450 respondents, 314 respondents are married and contribute 69.8 percent to the total population.

5. There are 159 respondents who (35.3%) are looking after this business from 3 years to 6 years.

6. The educational qualification of persons engaged in various size of farm differ significantly with reference to the size of the farms. The ratio of graduates (22.7 percent) and post graduates (42.0 percent) are more involved in poultry business.

7. The primary occupation of the farmers are business and poultry. Besides, 194 respondents (43.1%) are carrying out of poultry business alone.

8. The farmers mostly live near the farms that is, within 3 kilometer radius. i.e. 64.0 percent of farm owners reside in nearby village.
9. Majority of farmers have been introduced to poultry business by friends, relatives and neighbours. 28.9 percent of farmers are introduced to poultry by relatives, 21.6 percent of farmers by friends and 18.7 percent of farmers by advertisements.

10. Most of the poultry farms are located in villages 88.7 percent and 7.6 percent of farms are in semi urban areas, similarly 3.8 percent of farms are in urban areas. It is found that the majority of farms are situated more in village side.

11. Nearly 49.1 percent of farmers have borrowed from financial institutions like commercial banks and the remaining farmers have borrowed from relatives, friends and money lenders.

12. Various training programmes are conducted by the Namakkal Egg Coordination Committee and Tamil Nadu Poultry Farmers Association. It is seen that among the 180 respondents have attended with a maximum training program for a period of 3-6 days and 20 respondents have not attended any training programme.

13. The monthly income is an important factor in deciding the economic condition of the respondents. It is clear that the increased income of 260 respondents to the extent of their income by Rs.4000-8000.
14. In the breed selection 76.4 percent prefer Babcock, 10.2 percent prefer Keystone, 8.4 percent prefer others and only 4.9 percent prefer Ranishavers. In general 344 respondents are selected Babcock, to give more eggs in the poultry business.

15. Nearly 47.3 percent prefer particular breed for more eggs, 33.6 percent prefer for early marketing, 12.9 percent prefer for low mortality, 8.7 percent give importance to resistance to diseases, 8.2 percentage prefer for price of chicks and only 1.8 percent prefer other breeds. Thus the selection of breed depends on egg aspects in general.

16. There is an overall increase in the economic status of the family of poultry farmers. The savings and investment aspects have increased in 89.1 percent families. Employment generation has increased in 43.3 percent of families and income generation and expenditure aspects have increased in 56.7 percent and 37.1 percent families respectively.

17. It is seen that nearly more than 58.0 percent of respondents in general live in concrete houses, which shows that their life style in housing has significantly changed.

18. It is seen that 367 respondents have this own house in the past. Now it is 397 which means an increase in possession of own homes in 8.82 percent families are after entering the poultry industry.
19. It is found that 56.9 percent farmers have life insurance policies, some also have life insurance for medical treatment and this shows their awareness in social security schemes.

20. Majority of the respondents does not posses the household appliances in the past. In relation to the use of electrical appliance by the family of farmers, 74.9 percent have purchased mixie, 65.1 percent have purchased grinder, 71.6 percent have fan, 11.8 percent have refrigerator machine, 58.0 percent have television and there is an increase in their living style in almost 50 percent of families except in case of washing machine, air cooler, air conditioner and others.

21. It can be seen that there is an overall improvement in the possession of equipment in the families of farmers. Further it is noticed, that except in the case of mixie, grinder, fan, and television, all the house hold appliances possession have increased by more than 50 percent.

22. It is seen that is an increase in the possession of vehicles by the respondents of farmers. An overall improvement in the possession of two wheelers have their before entering the poultry industry and also there is no increase in the possession of four wheelers and heavy vehicles.

23. It is seen that there is an increase in the possession of vehicle after entering the poultry business by the respondents of farms 66.2 percent in car, 57.3
percent in van and 63.6 percent in lorry, as it is used for transportation of eggs.

24. The increase in expenditure for socio-economic aspects like food, education, transport and clothing have increased in more families. Thus, there is an overall increase in the socio economic aspects in relation to social expenses in the life style of respondents after entering poultry industry.

25. The contributions of farmers to social functions and local functions have increased considerably. Similarly their participation in local functions in temples, schools and panchayats have increased generally.

26. There is a general awareness among the farmers about the savings schemes, investment opportunities and communication facilities have increased and there is overall increase in relationship with friends and relatives.

27. The leisure time or spare time of the farmers have decreased considerably which shows that they are engaged fully in the poultry industry. There was an overall increase in the travel system of framers and their travel has been extended beyond the jurisdiction of local district and state limit due to the influence of poultry. There is an increase in the social status of the female members of the family and also increase awareness of politics.
28. The investment per bird by the small farmers have Rs.352.10, medium farmers Rs.335 and large farmers Rs.358. The assets investment in their farms on the whole, the average capital investment in assets amount to Rs.348 per bird. It can be inferred that while taking into consideration the total investment in assets alone, the medium farms are lower economical than small farms and large farms. Further the initial investment cost is high in the large farm.

29. The cost upto (22 weeks) the point of lay per bird in small farms is Rs.129.03, medium farms is Rs.127.80 and is Rs.129.60 in large farms. The overall average cost per bird is Rs.128.90 up to the point of lay. This shows that the cost up to the point of lay is the lowest in medium farms than small and large farms. It is noted that among the factors up to the point of lay, the cost of feed is the highest and it has certain impact on the cost of production of eggs.

30. The cost during the period of lay per bird is Rs.538 for small farms, Rs.536 in medium farms and Rs.533 in large farms and the overall average cost during the period of lay is Rs.535.60 per bird. It can be inferred that during the period of lay the cost is the highest in the small farms than in medium and large farms. It is to be noted that the cost of feed has impact on the cost of production of eggs.
31. It is seen that, depreciation is Rs.3521 for small farms, Rs.3350 for medium farms and Rs.3580 for large farms per 100 birds. It can be said that the total cost upto the end of period of lay is the highest in small farms than in medium farms and large farms per 100 birds.

32. The income from other sources such as sale of culled birds, manure and gunny bags is Rs.13,68,000 in small farms, Rs.4,78,45,000 in medium farms and Rs.1,04,60,000 in large farms. The overall average income through other sources are Rs.51.30 per bird. It can be said that the income from sale of culled birds, manure and gunny bags is lower in small farms than is medium and large farms.

33. There is significant difference between size of farms and average cost of production, average cost upto point of lay scores, average sale price per 100 egg scores.

4. There is no significant difference between size of farms and average cost during the period of lay scores, average income scores, average marketing cost and production scores.

There is no significant difference between average profit per 100 eggs and period of entry, educational qualification, occupational status, location of poultry, training period, selection of breed
36. There is significant difference between occupation and age of respondents, occupation and marital status, occupation and period of entry, occupation and educational qualification.

37. There is significant difference among the overall economic status and size of farms, period of entry, training period.

38. There is no significant difference among the overall economic status and period of entry, educational qualification, occupation, location of poultry, selection of breed.

39. There is significant difference between ownership of house, wealth status of small, large and medium farms before and after the entry of poultry business.

40. There is no significant difference between overall expenditure cost and ownership, size of farms, selection of breed.
SUGGESTIONS

1. The Government should take necessary steps to export eggs on daily basis.

2. Special Economic Zone for Namakkal may be setup to provide quality eggs to the consumers and to enhance exports of eggs.

3. Necessary steps to be taken to merge the Poultry Association with the Tamil Nadu Poultry Farmers Welfare Association.

4. Scientific advises on poultry, latest technology on reducing diseases and new variety of birds should be informed to the poultry farmers.

5. Inclusion of egg in noon meal in schools can be suggested to other states through Central Government.

6. All India Poultry Conferences can be conducted at frequent intervals to get knowledge about poultry industry.

7. Adequate steps to be taken to preserve 10 crores eggs in freezer.

8. Retail outlets for sale of eggs can be implemented just like Aavin milk products through NECC.

9. Bird flue can be prevented through proper methods by Health Department.

10. Poultry Industry can be divided into different regions in Namakkal District itself for proper control and monitor.
11. Feed cost of poultry should be reduced to increase their income.

12. Poultry farms which provide large employment to rural people may be given with awards and be encouraged.

13. Various projects may be sanctioned to study the demand, supply and distribution aspects of eggs.

14. A Government machinery can be formed to check, supervise and control the egg production.

15. Feed prices may be fixed by the government and may be supplied at a fixed rate to the poultry owners.

16. Quality high breed chicks may be supplied by the government for higher productivity.

17. Free medicines and vaccines may be supplied to poultry farms for protecting the farm from diseases.

18. Income tax concessions under Sec.80 JJ can be continued to poultry industry.

19. Grading of eggs may be made compulsory.

20. Transport facilities at concessional rates may be provided to the poultry farms for minimizing transportation cost.
21. The marketing network may be strengthened so that the price of eggs remains the same all over India during a particular period.

22. Many periodical training programmes may be conducted to unemployed youth and an awareness may be created about the poultry industry.

23. Middlemen in the process of marketing may be eliminated.

24. Common storage godown with centralized freezers may be opened near poultry farms for warehousing eggs for a short period.

25. Export Promotion Councils may be formed in each district to promote export of eggs.
CONCLUSION

In the larger national interest of generating rural employment and combating malnutrition / protein deficiency, the poultry industry has to grow manifold. In fact, India is the only country which has the capacity, technology and facilities to produce all essential inputs required for successful poultry farming and does not need to import any inputs for modernization / up gradation.

The poultry production units will ensure nutritional requirement by ready availability of poultry products at affordable cost. It will also generate additional income and employment opportunities to rural population and ultimately check the migration of rural people to already over populated cities. To promote and strength the rural poultry industry, introducing supplementary feeding along with scavenging and use of appropriate management practices so that it can augment the rural economy by enhanced profitability.