CHAPTER - II

REVIEW OF LITERATURE

The present chapter attempts to review some of the past studies concerned with the present study. This chapter is presented into three sections. The first section presents the past studies relating to entrepreneurship in general. The poultry entrepreneurship studies are reviewed in the second section. The final section reviews the studies on economies of poultry.

2.1. ENTREPRENEURSHIP

“Change in India is Visible not only in a high - Visibility Sector like it - enabled services. Entrepreneurship, employment and self employment are also growing in India’s rural and semi-urban economics. I am told that under this programme “Youth entrepreneurship & Employment”, over 1.5 lakh Small-Scale production units have been set up by rural entrepreneurs. They are partly financed by banks and partly through the governments budgetary support”. ¹

Agricultural Finance Corporation Bureau states that without entrepreneurship and growing number of entrepreneurs, an economy is certain dynamism forms the cornerstone of a progressive society as it is a purposeful activity that attempts to create value through recognition of business opportunity, management of risk appropriate to opportunity and through communicative and management skills to mobilize human, financial and material resources necessary to bring a project to fruition.

Bheemappa.A., (2003) revealed that entrepreneurship is the creative and innovative response to the environment, which can take place in variety of fields of social endeavour - business, industry, agriculture, education, social work and the like and it is the potent limiting factor in economic development.  

Chandawarkar.M.R., Kulkarni, P.K. (2006) found that SSIs play an important role in the industrialization of our country. Because they provide immediate large scale employment, need shorter gestation period, need lower investments and facilitate an effective mobilization of resources of capital an skill. Which may be otherwise unutilized. They encourage entrepreneurship and are considered

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harbingers of economic growth and development. They manufacture wide range of around 7500 products. India being a developing economy can ill effort to ignore this most significant labour intensive and capital sparing sector.  

The Community Entrepreneurs programme (CEP) is an entrepreneurship training and education programme designed to help low-income women start their own businesses. This case analysis is an attempt to determine the initial outcomes of the community entrepreneurship programme. Evaluation results indicate that training provided to low-income women has indeed accomplished its goals - to help participants launch their own businesses, to empower them to achieve self sufficiency through entrepreneurship and to advances the economic health of Boston’s inner city neighborhoods through micro enterprise and sub creation. The evaluation findings suggest several implications for future practice and research on micro enterprise training and education programme.  

Joan Nix, (1992) pointed out that some scholars believe that the traditional meaning of entrepreneurship, confined to economic spheres alone, is too restrictive. There may be situations where creative

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individuals find it more satisfying to allocate their talents to non-pecuniary activities, depending on the reward structure in a society. Whatever the validity of this suggestion, promoting wealth-creating entrepreneurship still remains a prime desideratum for economic development. Starting from this assumption, the research paper “wealth-creating entrepreneurship, innovating entrepreneurs, and new ventures” pleads for minimizing, through policy interventions, the threats to the returns the entrepreneur expects for himself from an innovative venture.6

John. E Young (2003) in his article attempt to uncover the processes that generate the necessary motivation to learn. It categories learning motives and also identifies the basic external and internal learning activities which are practiced by entrepreneurs. The benefits that can accrue to those who become familiar with and utilized these findings are also discussed at length. The article finally suggests an agenda for future research on entrepreneurial learning.7

Kamalakannan, K., et al.» (2005) said that the economic development of a country to a large extent depends on human resources. Women constitute almost half of the population of India

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and the contribution of this population in the socio economic development of the country has been vital. It is necessary to develop entrepreneurship among women and encourage them to take up independent income generating activities. So that the significant workforce of the country may be utilized more efficiently in order to generate more income, reduce unemployment, minimize incidence of poverty, reduce regional imbalance and promote export trade.8

Kamalanabhan J.J., et.al., (2006) revealed that the importance of risk-taking in business ventures has been emphasized by many. Attempts to distinguish entrepreneurs on their risk-taking propensity have produced conflicting results. Data on two measures of risk-taking propensity were collected from entrepreneurs, prospective entrepreneurs and non-entrepreneur others. While the groups did not differ significantly on risk-taking propensity as measured by the choice dilemma questionnaire, entrepreneurs and prospective entrepreneurs differed significantly from others on the magnitude of loss questionnaire. Similarly, entrepreneurial aspirants differed significantly from the non-entrepreneur group. Those results highlight the significance of loss, an important aspect in risk-taking, which is often ignored in entrepreneurial and managerial studies. The

risky ness in business venture which has been the main stumbling block for many is not the low probability of success but the high stakes involved in entrepreneurship.⁹

_Nair. K.R.G., et.al, (2006)_ examines the socio-economic and attitudinal characteristics of entrepreneurs on the basis of primary data for the state of Kerala. It reveals that business acumen runs in families nor is there evidence that religion has an impact on entrepreneurship. The economic status of the family, age, technical education / training and work experience in a similar or related field seem to favour entrepreneurship. In comparison to the rest of the population, entrepreneurs tend to be more innovate in their attitude, but do not seem to have greater faith in the internal locus of control.¹⁰

_Nandagopal (2004)_ found that the product quality is the key factor of satisfying the customers. Reasons for chosen the entrepreneurship were own ambition followed by desire for independence and social prestige. High demand for the product, location advantage and family sources of finance were found important facilitative factors for starting the enterprise.¹¹

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A research study explored that the choices made by an entrepreneur at different stages of the development of an enterprise are the key elements of entrepreneurship that contribute to entrepreneurial success. The choice characteristics for entrepreneurial success are context specific. Hence, the process of nurturing the requisite entrepreneurial quality mix involves identification of qualities that contribute to entrepreneurial success in a particular context. Keeping this consideration in view, this article “What Brings entrepreneurial Success in a Developing Region?” Analysis how individual background and choice characteristics of the entrepreneurs operating in the hotel industry of the north-eastern Indian state of Nagaland are associated with entrepreneurial success. 10

The entrepreneurs and entrepreneurship are the real change agents of any economy of the country right from the inception of production through industries. Entrepreneurs do play a predominant role all the time to sustain, survive and to flourish through economic growth. In this context, adequate encouragement to the new entrepreneurs who are ready to take the risk without security are to be safe guarded covering them under adequate risk coverage.

Pramod Shetty, (2004) conducted research in the area of entrepreneurship considering entrepreneurs as the focal point of their research. In most cases these researches were done on the personality traits with very few initiated to understand the attitudinal aspect of an entrepreneurs. The studies that have been done on attitudes of entrepreneurs have not considered the cultural difference that exists among these entrepreneurs hailing from diverse population groups. This research is an attempt in this direction and has tried to adopt the Entrepreneurial Attitude Orientation (EAO) scale. So as to measure the attitudinal characteristics of Indian entrepreneurs. A sample drawn from two hundred executives was studied and the sub-scales identified using the hierarchical cluster analysis. The analysis tells us the existence of eight factors consisting of forty-five items. This is a departure from the existing five sub-scale which had eighty-nine items.14

Pulak Mishra (2003) opinions that entrepreneurship development should be viewed a way of not only solving the problem of unemployment but also of overall economic and social advancement of the nation. Wide-scale development of entrepreneurship can help not only in generating self employment

opportunities and thereby, reducing unrest and social tension amongst
the unemployed youths. But also in introducing small business
dynamism, encouraging innovative activities and facilitating the
process of balanced economic development.15

There is a general consensus that need for achievement is a
significant factor in entrepreneurial success. However, there is no
agreement about how to assess entrepreneurial success. A study of
entrepreneurs in Two Rural Industries in West Bengal have used
financial ratios to construct an entrepreneurial success index scale, and
applied it to determine the relationship between the business success
and achievement motivation of a group of entrepreneurs in one of the
states in India.16

Singh.K.P, (1993) says that entrepreneurship as an area of
research has attracted a great deal of scholarly attention in recent
decades, most of the available studies relate to the entrepreneurial
endeavours of men. Consequently, our understanding of the urges and
aspirations of women promoters of business ventures is extremely
limited. This research paper, “Women Entrepreneurs: Their Profile
and Motivation”, based on what the research regards as a pilot study

15 Pulak Mishra, Ramakanta Prusty, “Developing Entrepreneurship in India”, Yojana, Vol.47,
No. 12, December 2003, p.15-18.
16 Sankar.K. Sengupta., Suraj K.Debnath., “Need for Achievement and Entrepreneurial Success: A
Study of Entrepreneurs in Two Rural Industries in West Bengal”, Journal of Entrepreneurship,
centered around a major city in India, concludes that the factors impinging on the entrepreneurial manifestation of women are no different from those affecting men entrepreneurs. This may have important implications for public policies and entrepreneurship development programmes.\textsuperscript{17}

\textbf{Vesa Puhakka (2007)} examined how opportunity discovery strategies of entrepreneurs affect performance of the ventures established. The results illustrate that the performance of new ventures is strongly influenced by opportunity discovery strategies used by entrepreneurs. More specifically, growth of new venture showed significant increase by practice opportunity discovery strategy. In addition, the opportunity discovery strategies of proactive searching, competitive scanning and collective action increased the newness value of the ventures. These results suggest that the strategies entrepreneurs used to discover opportunities have much impact on creating high performance level of new ventures.\textsuperscript{18}

The above past studies reviewed the concept of entrepreneurship in general and the poultry entrepreneurship studies are reviewed in the following section.


2.2. POULTRY ENTREPRENEURSHIP

According to Singh (2002) found that the underground poultry shed, designed and tested for breeding day-old chickens and raising broiler in high altitude. The difficulty in rearing poultry in extremely cold weather and high altitude conditions is to maintain optimum temperature. The farmers set up the shed four feet below ground level where the drop in mercury was not as severe as on the surface.19

Anand. B., (2005) examined that the poultry economics are very critical. Indian farmer is producing excellent results with the layer bird. Still, with increase in productivity of the birds, variation in raw material quality, use of low quality ingredients under price pressure and environmental vagaries at various places and seasons, getting optimum productions from the flocks is a challenge for ever.20

The per capita consumptions are 37 eggs and 1.0 kg of poultry meat in India. The National Institute of Nutrition (an organ of Indian Council of Medical Research) recommends that a balanced diet should contain 30 gram of eggs/day (i.e. 180 eggs per annum) and 30 grams of meat (1kg/-annum). Given the constraints for growth of other farms of meat like beef, pork and mutton, it is assumed that out of this 11 kg at least 9 kg should be met by poultry meat. Thus, the gap between

19 www.theliitidu.com
present per capita and the recommended per capita consumption is 13 eggs and 8.0kg, of chicken meat. As and when this gap is bridged and the industry grows to the desired level of consumption, this industry can provide employment to over 9 million people and contribute about Rs.90,000 crores to Grass Nation Product.21

Poultry farming plays a significant role in reducing unemployment in different sectors of life be it marketing, production, processing, input industry, breeding, feed industry, equipment industry, education and research, export, health care, veterinary pharmaceuticals and poultry insurance.22

Dama S.S., et.al., (1998) found that family educational status, mass media exposure, extension agency contact, economic motivation, risk orientation marketing facility and experience in poultry farming were significantly positively correlated with adoption of poultry production technologies. Regression analysis showed that mass media exposure, extension agency contact and risk orientation taken together contributed to explain 52 percentage variation in adoption.23

The chick placement in the farms, which used to be around 14 lakhs birds every month till November, had fallen to 11 lakhs in January and 10.25 lakh last month. This would further go down to 10 lakh or even below. The average per day egg production from Namakkal estimated at 13 million is believed to be down by some 7 per cent in recent weeks. The production cut planned by the major integrated poultry farms intends to peg it at 10 million eggs per day so as to get remunerative price.  

The chicken meat production in the country rose from 4.8 lakh metric tones to 5.5 lakh metric tones (about 15 per cent) while chicken slaughtering from 53 crore to 61 crore and egg production from 15 lakh metric tones to 17 lakh metric tones. However per capita consumption of egg is 35 and poultry meat is 1kg per annum as compared to 300 eggs and 15 kg poultry meat in developed countries.

Maize and Soya are the basic raw material for poultry sector, the government showed to promote their cultivation. There is a ready made market for maize in this area, as the farmers in Punjab have recently realized. In addition, the centre should offer tax benefits and

subsidized loans to the poultry farmers on the pattern of agricultural sector. Presently India is exporting poultry products like table eggs, egg powder, SPF eggs, hatching eggs, breeding stock and vaccines to the tune of Rs.400 crore annually. The world chicken market are estimated to be $18 billion. In future, India would play an important role in chicken exports.

Narmatha.N.R. (et, al), (1999) carried out a study in Namakkal block of Salem District in Tamil Nadu with a sample size of 100 women engaged in poultry farming with the help of a well structured and pre tested interview schedule. Majority of the respondents were youth, lived in nuclear families, educated up to secondary level, maintaining medium flock size with medium farming experience in poultry farming and having poultry as their subsidiary occupation. Most of them had medium level of mass media exposure and extension agency contact possessed medium level of materials and land. Almost two - third of the respondents had medium level of annual income, economic motivation and progressivism. The involvement of women in decision making was higher in operational decisions than the investment decisions. The reason being back of knowledge, domination of men and lack of time. High level of involvement was noticed in poultry farming activities like egg

collection, feeding, watering, cleaning etc., Least involvement in commercial oriented activities like purchase and sale of chick and feeds.27

   Panda.B., (2001) suggested that the expansion and modernization of processing sector with emphasis on development of processing machineries / equipments and newer technologies for production of a variety of convenience products and their packaging, cold-chain and efficient marketing system for accelerating the pace of growth of poultry industry.28

   Pandey.R.K., et.al. (2002) found that the poultry sector has witnessed significant growth in the country and is becoming much popular in many States. It is becoming a vital component of the farm economy as it provides additional income and job opportunities to weaker sections of the society. The cost estimates revealed that feed at reasonable prices owned provides an incentive to the producers to produce more poultry and poultry products. Proper marketing facilities and price for products would go a long way in expanding the production base.29

Paramasivan (2007) opines that marketing of poultry product does not face any major problems. But due to, bird flu and other environmental conditions, the eggs may not be exported to various countries and to other part of our country. Namakkal region poultry farms are highly sanitation and it prevents all the problems periodically. Hence there is no doubt regarding to quality of the product in Namakkal region. But at the same time same of agents and exporters are exploiting the small poultry farms creating bolt from bird flu.\(^{30}\)

Indian consumer is not fully aware of egg and meat quality and he is neither demanding for quality nor willing to pay premium for superior quality products. It is one of the reasons for low margins in poultry farming.\(^{31}\)

Shamugasundaram.S. (2000) revealed that the annual contribution of the poultry section to GNP is around 7810 crores. Around one lakh persons direct and six lakh persons indirectly got employment from this sector. Poultry has come to stay as the main source of meat protein since mutton and other red meat is costlier and scare.\(^{32}\)


Singh.C.B., (2004) opines that poultry business is a game of set rules. Optimum performance is achieved when these rules are understood and implemented in the right manner. The players, of this game, the chickens, perform well only when they are healthy. And to keep them healthy, timely records and evaluation reports play a pivotal role. Profitability in poultry just does not happen. It is a result of well planned business layout with proper reporting at different levels.33

Stir jit Singh Sagri, (2006) states that “we do not foresee any substantial increase in chicken big broiler breeders have large stocks”. Since the prices of poultry feed are raising because of shortage of maize, poultry farmers are trying to market small - size birds so as to reduce the cost of their production. A dressed chicken, which is being sold for Rs.38 a kg in the retail market, is canting a breeder Rs.32 to Rs.35 per kg.34

The agreement would enable the farmers to obtain easy loans for creation of assets, guaranteed supply of chickens and quality feed, regular veterinary guidance and supervision and protective shield from

marketing problems. It would generate about Rs.200 crore businesses in seven stages - Tamil Nadu, Andhra Pradesh, Maharastra, Punjab, Orissa, and Gujarat. The farmer’s annual income would also increase by 100 per cent by 2010.35

23, ECONOMICS OF POULTRY

A few past studies relating to economics of poultry industry are reviewed in this section.

A study on economic aspects of poultry production was undertaken by Thakre.R.P., (1984) in Maharastra State during 1982. For this purpose data was obtained from a random Sample consisting of 34 layers and 26 broiler farms in Pune District. From each selected farms, information on capital investment, purchase value of day a old chicks, feed requirement and its price, labour requirement and its wages, expenditure on medicines and other items, egg/live weight produced and number of birds raised were collected from the farm records. The results were as follows: In all cases feed alone consisted of 43 per cent to 68 per cent of total cost of production.

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Cost of production of eggs was also studied by the authors of the present paper through a sample survey in Ambala district of Haryana. In all 159 such villages in the district were completely enumerated and 60 poultry farms / households having more than 5 laying birds were taken up for detailed enquiry. For the purpose of analysis, the farms having 500 birds were classified as small farms, whereas farms with 1000 birds were grouped as medium and farms having more than 1000 birds at any stage of study were grouped as large farms. This analysis indicated that the Ambala district, the cost of production was marginally higher in winter and same on three categories of farms and there is hardly any economy of scale visible in the production process.36

According to Anand K.G., (2005), the per capita egg consumption in the country is still very low. When compared with consumption of developing countries. On recommendations of National Institute of Nutrition of 180 eggs and 11kg of poultry meat considering the potential for growth for eggs and poultry meat and human population of 1.1 billion, India is considered to be a threshold

stage for growth even for the coming decades while the per capita egg consumption in the country is about 43, it is over 65 in the State with all India per capita consumption of poultry meat is 1.5 kg, it is about 2.5 kg in Andhra Pradesh.

Amresh Kumar., et.al., (2003-2004), found that the total egg production in the country has increased from 2340 million eggs in the year 1961 to about 37000 million eggs in the year 2000. The commercial broiler production, which was initiated in India during 1971, attained newer heights. It increased from four million broilers in 1971 to about 900 million by the year 2000. Inspite of spectacular growth, economic status of farmers and over all availability of poultry products to rural masses have not improved to a desirable extent. The per capita availability of eggs in rural and urban areas 3 and 170 eggs respectively. It we want to improve the nutritional status of rural masses, this wide gap needs to be bridged. At present, the national average per capita availability is 35 eggs and 750 gms poultry meat, which should be raised to recommended levels of 180 eggs and 10 kg

Anand. K.G., (2005) said that the poultry sector through continuous adoptability research has made commendable genetic improvements. It has achieved complete self sufficiency in all related sectors for poultry such as veterinary health poultry feed, poultry equipment and poultry processing, thereby providing total support to poultry farming.39

Anuradha Desai, (2001) suggested that the Indian poultry industry generates employment for 2 million people and an increase in per capita consumption of just one egg will increase employment opportunities for 26,000 people. An increase in 50gms consumption of poultry meat will do the same’.40

According to Carmen.R. Prakhurst, et.al., (1997) poultry manure consists of both the feces and the secretion of the kidneys which contain the nitrogen in the form of solid uric acid. Much of the fertilizing value of the nitrogen in poultry waste is lost. When putrefaction occurs and the uric acid changes to ammonium carbonate 41

41 www.google.co.in, 2006
Rural development through poultry farming - dimensional activities, which provide income generation, employment opportunities and export potentials etc. and promote more and more rural industries leads to the solution for the social and economical problems of the particular area and it will be helpful to remove the regional imbalance between developed and non developed area. Poultry farming contributed more in the field of rural development in the Namakkal district.42

Indian farmer is producing excellent results with the layer bird. Still, with increase in productivity of the birds, variation in raw material quality, use of low quality ingredients under price pressure and environmental vagaries at various places and seasons, getting optimum productions from the flocks is a challenge for ever.43

Gurumurthy G. (2004) states that export of eggs and egg powder from Tamil Nadu too has helped the layer segment get a satisfactory price at this point. Besides, a daily requirement of 10 lakh eggs for the Erode - based egg powder plant, the egg export consignments, which take away some 10-11 lakh pieces daily from

the state, and daily procurement of another 75 lakh eggs for the noon meal scheme have all gone to firm down the availability of egg supplied to the local market.\textsuperscript{44}

Another study revealed that the current wholesale layer egg price (fixed for the suspended week) at Rs.1.47 a piece is some 20 per cent higher compared to the rate that prevailed for the same period during 2002 calendar and it is 12 per cent higher compared to last month’s price of Rs.1.29. This is indicative of the demand trend for layer eggs. Market indications are that the price is likely to go up further amidst good consumption factors anticipated across the country during the coming winter weeks. The States egg price stands up in comparison with the firming egg rates across major production / consumption markets such as Chennai (Rs.1.55 per egg), Hyderabad (Rs.1.43), Nellore (Rs.1.9), Mysore (Rs.1.47), Bangolore (Rs.1.48), Delhi (Rs. 1.68), Kolkata (Rs. 1.65) and Mumbai (Rs. 1.60).\textsuperscript{45}

Gurunatha Naidu N., (2004) examined that poultry meat is the fastest growing animal protein in India. India has a large and growing population. It has second largest base of 1.02 billion people in the World, which is growing at 1.5 per cent per annum and is expected to


reach 1.29 billion by 2020. The per capita consumption of poultry meat has grown from 480 gms in 1990 to about 1.55 kg (excluding vegetarians who are about 20 per cent of the population) in 2003. The trend is towards more consumption by non-vegetarians.46

In his specification of economic mode, Sidhu.D.S. (1974) included cost of mash feeds, green feeds, labour, capital investment (all in rupees) age of layer in months, temperature in centigrade and relative humidity under independent variables with number of eggs produced as dependent variable. Those variables were selected to work out the annual, seasonal and monthly production functions. Production function analysis indicated that the feeding of the layers was being operated under decreasing phase of marginal cost of production. Only during summer session, the feeding of layers was found in the phase of increasing marginal cost of production.47

The eggs and chicken meat were among the cheapest sources of protein and could be of immense help in fighting protein malnutrition in India. The per capita consumption of eggs in the country is only 43 eggs and poultry meat 922 gm against a recommended consumption of 180 eggs and 10.8 kg poultry meat per person per annum.48

The thesis of **Moorthy.M.**, (1995) studied the main objectives on (i) To study the quality of different types of poultry feed viz., farm mixed feed and proprietary feed in Namakkal Block, (ii) To study the effect of different types of feed on the egg production performance of commercial white leghorn layers, (iii) To work out the economics of using two types of feed. He concluded that in Namakkal poultry pocket the proprietary feed can be used added advantage for commercial white leghorn layers irrespective of system of management to accomplish a high production performance and consequent better economics in terms of income over feed cost per bird.49

Poultry is the least cost alternative only next to fish. In terms of conversional of feed to animal protein high biological value for a given amount of feed, a chicken broiler ranks first followed by chicken egg as compared to mutton, pork, beef and milk. The white meat of poultry is the health conscious alternative for the urban consumers. Poultry meat is a fresh option both for rural and urban areas because of its short generation interval, low capital investment, flexible unit size of broilers farming and wide acceptability of poultry meat by consumers irrespective of caste, creed and religion. Amongst

the edible meat broiler is the lowest in fat content and best in protein content. Poultry egg is probably only protein source beyond the scope of adulteration and can combat protein malnutrition effectively.\textsuperscript{50}

\textbf{Natesan}, in his study, on economics of egg production in Rasipuram Block of Salem District analysed the production as the biological transformation of inputs like feed, labour and medicine into outputs like eggs, meat and manure. In the present study, the transformation of inputs like feed, medicine, labour, other inputs and services into outputs like egg, meat, and manure was taken as production.\textsuperscript{51}

\textbf{Prabhakaran.R.}, suggested that with the expansion of Indian commercial poultry production, there has been a continuous growth of Indian poultry industry. India now ranks \textbf{6\textsuperscript{th}} in annual egg production in the world. The production of chicks in India is comparable to that of any developed country in the world. Among agricultural enterprises, poultry enterprise gives the highest return per unit of land. Moreover, it is not much dependent on the monsoon or irrigation and can successfully followed in dry lands. Feeding and watering of birds, collection of eggs and there are some key management practices


\textsuperscript{51} V.Natesan, “Economics of Egg Production in Rasipuram Block, Salem District” (un published) M.Sc. (Ag) Thesis, Department of Agricultural Economics, Tamil Nadu Agricultural University, Coimbatore, 1983, p.15.
carried out by them. Development of new markets through rural-urban linkages and maintenance of hygiene in poultry farms are the mandates to get high returns and which in turn adds to the family income of the farmer.52

Protsmouth.J (1964), revealed that egg production cost consists of the cost of point of lay pullets, food, electricity, labour, depreciation, interest on capital and mortality. For the purpose of the present study, cost of feed, labour cost, medicine and veterinary charges miscellaneous costs depreciation of buildings, equipments, flock depreciation and interest on fixed capital were included for working out the cost of production of eggs.53

Rajmonohar G. (2000) suggested that the commercial broilers may be reared at 10 or 16 birds /M² under deep litter or cage system of management for better production performance and profit margin. Broilers reared in cages had better body weight and higher feed consumption with similar feed efficiency when compared with deep litter reared broilers. The production cost and net profit per bird was inversely proportional to the stocking density irrespective of the

system of management. The production cost was higher in cage reared broilers while the net profit per bird and live weight was higher in deep litter reared broilers.

Poultry farming has certain special features which favour its large scale adoption by small and marginal farmers and agricultural labourers. Land required for poultry farming is very little, the capital investment for starting a poultry units is not very large and poultry farming can be started on a small scale and can be expanded gradually.55

A study of Rajendran. K. suggested that the net return was higher in farms with batch system of management, the following all-in-all-out system of management. As the farm size increased, there was reduction in capital investment, cost of production (both per broilers and per kg of body weight) increased liability, benefit, cost ratio and net profit. The farms used own mixed feed had the advantages of lowered cost of production and increased profit margin.56

Somayazulu et.al., (1983) took up another study in the State of Andhra Pradesh. The sampling design adopted was stratified two stage random sampling with taluka and strata and villages as the primary stage units and poultry keeping households as second units. In all 350 households were covered over 20 fortnightly rounds. Average rearing cost of young birds up to 24 weeks of age was Rs.5.55 for male bird and 5.45 for female bird. The average total cost of maintenance of an adult female bird for one year was Rs.28.76. The average egg production was 168 in a year per layer bird. On the basis of maintenance cost of a layer bird the cost per egg was worked out to be around 0.18 for table egg and 0.22 for hatching egg.57

The view of Samarendu Mohanty., et.al., (2003) was that the total consumption would increase from 34 billion in 2000 to 106 billion in 2020 and total poultry meat consumption to increase from 687 million kilograms to 1674 million kilograms during the same period.58

Based on the past studies reviewed in this chapter, the present study on the poultry entrepreneurship in Tamil Nadu state has been analysed in the forthcoming chapters.