A STUDY ON PRODUCTION AND MARKETING OF POULTRY PRODUCTS IN NAMAKKAL DISTRICT

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APPENDIX – A
SCHEDULE FOR FARMER

1. Name & Address

2. Gender
   a) Male □  b) Female □

3. Age
   a) 25 to 35 years □  b) 35 to 45 years □
   c) 45 to 55 years □  d) Above 55 years □

4. Educational qualification
   a) Below 12th Standard □  b) Graduate □
   c) Post Graduate □  d) Professional degree □

5. Marital Status
   a) Married □  b) Unmarried □

6. Approximate income per year.
   a) Below Rs.2.5 Lakhs □  b) Rs.2.5 Lakhs to Rs.3 Lakhs □
   c) Rs.3 Lakhs to Rs.4.5 Lakhs □  d) Above Rs.4.5 Lakhs □
7. Experience in this business.
   a) Below 5 years  
   b) 5 to 10 years  
   c) 10 to 15 years  
   d) Above 15 years  

8. Nature of your organization.
   a) Proprietary  
   b) Partnership  
   c) Private Company  
   d) Lease/ Rental  

9. Your main occupation
   a) Agriculture  
   b) Employed  
   c) Business  
   d) Poultry  

10. What farming factors influenced you to take to poultry?
    a) Hereditary  
    b) Friends/Relatives  
    c) Any Others (Specify)  
    d) More Profits  

11. Location of the farm.
    a) Village  
    b) Semiurban  
    c) Urban  

12. The distance between home and farm.
    a) Less than 3 Kms  
    b) 3 to 6 Kms  
    c) 6 to 9 Kms  
    d) More than 9 Kms  

13. Training undergone.
    a) Up to 2 days  
    b) 3 to 4 days  
    c) 5 to 6 days  
    d) More than 6 days  

14. What type of breed you are buying?
    a) Babcock  
    b) Booramces  
    c) Loman  
    d) High line
15. What is the reason for selecting particular breed?
   a) More eggs
   b) Resistance to disease
   c) Feed consumption
   d) Price of chicks

16. What is the problem there in the chick supply?
   a) Time lag
   b) High cost
   c) Low quality
   d) Rearing problems

17. Which method do you follow for rearing the chick?
   a) Large system
   b) Deep higher system
   c) Both

18. What is the life of the assets owned by you?
   i) Building
   ii) Equipments

19. Total investment
   i) Building
   ii) Equipments

20. Have you borrowed money to meet your financial requirements? Yes / No

21. If yes, what are the sources of borrowing?
   a) Bank
   b) NBF company
   c) Friends
   d) Relatives

22. State the number of birds in your farm?
   i) Chick
   ii) Grower
   iii) Layer
   Total
23. What is cost of per Chick?
   a) Up to 20  □  
   b) 20 to 21  □
   c) 21 to 22  □ 
   d) More than Rs22 □

24. What is the mortality rate of the chick of the farm?
   a) Less than 5 Per cent □
   b) 5 to 7 Per cent □
   c) 7 to 9 Per cent □
   d) 9 Per cent and above □

25. What is feed cost incurred by you per annum?

<table>
<thead>
<tr>
<th>Quantity Rs.</th>
<th>Amount Rs.</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 – 20 Weeks</td>
<td></td>
</tr>
<tr>
<td>21 – 72 Weeks</td>
<td></td>
</tr>
</tbody>
</table>

26. Furnish the labour details:

   Total number of men labourer
   a) Up to 3 □
   b) 4 to 5 □
   c) 6 to 7 □
   d) More than 7 □

27. Total number of women labourer
   a) Up to 3 □
   b) 4 to 5 □
   c) 6 to 7 □
   d) More than 7 □

28. Total number of labourer:
   a) Up to 6 □
   b) 7 to 10 □
   c) 11 to 13 □
   d) More than 13 □

29. Details of the expenditure on medicine.
   Rs.
   i) Vaccine
   ii) Debeaking
   iii) Dewarming
   iv) Others
30. What is the total electricity expense?

31. Specify the miscellaneous expenses incurred (Rs.)
   
   i) Light
   ii) Water
   i) Litter
   ii) Sanitation
   iii) Other expenses

32. Give details of mortality

   Number of Birds                  Values Rs.

33. What type of containers do you use to keep eggs?

   Life         Rate
   i) Paper tray
   ii) Plastic tray
   iii) Both
   iv) Other

34. What is your income from sale of gunny bag?
   
   a) Up to Rs 40,000
   b) Rs 40,000 to Rs 80,000
   c) Rs 80,000 to Rs 1,20,000
   d) Rs 1,20,000 and above

34. What is your income from sale of culled birds?
   
   a) Up to Rs 50,000
   b) Rs 50,000 to Rs 1,00,000
   c) Rs 1,00,000 to Rs 1,50,000
   d) Rs 1,50,000 and above

36. What is the income from sale of egg?
   
   a) Up to Rs 2 Lakhs
   b) Rs 2 to 3 Lakhs
   c) Rs 3 to 4 Lakhs
   d) Rs 4 Lakhs and above

37. What is the income from sale of manure?
   
   a) Up to Rs 30,000
   b) Rs 30,000 to Rs 60,000
   c) Rs 60,000 to Rs 90,000
   d) Rs 90,000 and above
38. At which rate do you sell the eggs?
   a) NECC Rate
   b) NEDA Rate
   c) Poultry farmers association
   d) others

39. What is basis of sales?
   a) Cash
   b) Credit
   c) Cash and credit
   d) others

40. If, credit do you experience any difficulty in collecting the cash?

41. Whom do you prefer to sell the eggs?
   a) Private Traders
   b) Commission agent
   c) Own
   d) Export agent

42. Reason for selecting particular channel for sell the egg.
   a) Private Traders
   b) Cheap
   c) Low risk
   d) Others

43. Specify the reasons?

44. What is the cost of medicine incurred? (Per bird)
   a) Up to Rs 15
   b) Rs 15 to Rs 18
   c) Rs 18 to Rs 20
   d) Rs 20 and above

45. What is the electricity expense of the farm? (Per bird)
   a) Up to Rs 1.5
   b) Rs 1.5 to Rs 2.5
   c) Rs 2.5 to Rs 3.5
   d) Above Rs 3.5

46. Specify the other expenditure? (Per bird)
   a) Up to Rs 10
   b) Rs 10 to Rs 20
   c) Rs 20 to Rs 30
   d) Rs 30 and above
47. What is the feed cost incurred first 20 weeks?
   a) Up to Rs 60,000  
   b) Rs 60,000 to Rs 65,000
   c) Rs 65,000 to Rs 70,000  
   d) More than Rs 70,000

48. What is the feed cost incurred first 21 week to 72 Week?
   a) Up to Rs 6,00,000  
   b) Rs 6,00,000 to Rs 6,50,000
   c) Rs 6,50,000 to Rs 7,00,000  
   d) More than Rs 7,00,000

49. Do you give any commission to agent? Yes / No

50. If yes, how much percentage do you give?

51. Do you have unsold stocks?

52. If yes, how do you meet such situation?

53. Do you have any storage facility? Yes / No

54. Do you have any transport problem? Yes / No

55. If yes, what is the problem?

56. Have you insured your birds? Yes / No

57. What is your suggestion to improve the marketing of egg?
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APPENDIX – B
SCHEDULE FOR WHOLESALERS

1. Name & Address

2. Gender
   a) Male □   b) Female □

3. Age
   a) 25 to 35 years □   b) 35 to 45 years □
   c) 45 to 55 years □   d) Above 55 years □

4. Educational qualification
   a) Below +2 □   b) Graduate □
   c) Post graduates □

5. Approximate income per year.
   a) Below Rs.2,00,000 □   b) Rs.2,00,000 to 3,00,000 □
   c) Rs.3,00,000 to 4,00,000 □   d) Above Rs.4,00,000 □

6. Experience in this business?
   a) Below 5 years □   b) 5 to 10 years □
   c) 10 to 15 years □   d) Above 15 years □
7. Nature of your organization.
   a) Sole traders  
   b) Others

8. Who are your major customers?
   a) Retailer  
   b) Exporters
   c) Hotels  
   d) Hostels

9. What is your total collection of eggs?

10. How do you collect your eggs?
    a) Own labour  
    b) Agent
    c) Door collection  
    d) Others

11. Do you purchase eggs at
    a) NECC rate  
    b) NEDA rate
    c) Poultry farmers association  
    d) Others

12. How much of expenditure spend to package?
    a) Up to Rs 1,000  
    b) Rs 1,000 to Rs 2,000
    c) Rs 2,000 to Rs 3,000  
    d) Rs 3,000 and above

13. What is the frequency of selling eggs in different markets?

<table>
<thead>
<tr>
<th>Markets</th>
<th>Daily</th>
<th>Alternative Day</th>
<th>Twice a Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>i) Local</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ii) Tamil Nadu</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>iii) Out of the Tamil Nadu</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

14. How you experience any selling problem?

15. Do you have any transport problem?
16. What type of container do you use to keep eggs?

<table>
<thead>
<tr>
<th>Rate</th>
<th>Life</th>
</tr>
</thead>
<tbody>
<tr>
<td>i) Paper tray</td>
<td></td>
</tr>
<tr>
<td>ii) Plastic tray</td>
<td></td>
</tr>
<tr>
<td>iv) Both</td>
<td></td>
</tr>
<tr>
<td>v) Other</td>
<td></td>
</tr>
</tbody>
</table>

17. Who introduced you to this business?

a) Heredity  

b) Relatives  

c) Friends  

d) Own self

18. How do you distribute eggs?

a) Own vehicle  

b) Rented vehicle  


c) All the above

19. How much do you spend on transport?

a) Up to Rs 1,000  

b) Rs 1,000 to Rs 2,000


c) Rs 2,000 to Rs 3,000  

d) Rs 3,000 and above

20. How much amount spent to labour?

a) Up to Rs 1,000  

b) Rs 1,000 to Rs 2,000


c) Rs 2,000 to Rs 3,000  

d) Rs 3,000 and above

21. What is the amount spent for rent?

a) Up to Rs 2,000  

b) Rs 2,000 to Rs 4,000


c) Rs 4,000 to Rs 6,000  

d) Rs 6,000 and above

22. What is the amount spent for advertisement?

a) Up to Rs 1,000  

b) Rs 1,000 to Rs 2,000


c) Rs 2,000 to Rs 3,000
23. What is the breakage amount in egg collection?
   a) Up to Rs 1,000  
   b) Rs 1,000 to Rs 2,000  
   c) Rs 2,000 to Rs 3,000  
   d) Rs 3,000 and above  

24. How much of the amount is spent for other items?
   a) Up to Rs 1,000  
   b) Rs 1,000 to Rs 2,000  
   c) Rs 2,000 to Rs 3,000  
   d) Rs 3,000 and above  

25. Specify the amount invested.
   a) Up to Rs 1.5 Lakhs  
   b) Rs 1.5 to 2.5 Lakhs  
   c) Rs 2.5 to 3.5 Lakhs  
   d) Rs 3.5 Lakhs  

26. How much have you got as loan?
   a) Up to Rs 1.1 Lakh  
   b) Rs 1 to 2 Lakhs  
   c) Rs 2 to 3 Lakhs  
   d) Above Rs 3 Lakhs  

27. Do you stock eggs? Yes / No

28. If Yes, Do you any cold storage facilities or any other procedure?

29. Do you have any storage problem?

30. State the amount of
   a) Own fund
   b) Borrowed fund

31. If borrowed mean, specify the rate of interest and sources.
   Rate of Interest
   i) Bank
   ii) NBF company
   iii) Friends / Relatives
   iv) Others
32. How do you fix rate of egg for different markets?

33. Is the rate of eggs fixed according to size / weight?
   i) Size
   ii) Weight

34. If Sizes, how do you fix?

35. If Weight, how do you fix?

36. Do you face any risk in doing this business?
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APPENDIX – C

SCHEDULE FOR RETAILER

1. Name & Address
2. Gender
   a) Male  □  b) Female  □
3. Age
   a) Below 23 years  □  b) 35 to 45 years  □
   c) 45 to 55 years  □  d) Above 55 years  □
4. Educational qualification
   a) Below 12th Standard  □  b) Graduate  □
   c) Post Graduates  □
5. Approximate income per year.
   a) Below Rs.1,00,000  □  b) Rs.1,00,000 to Rs.2,00,000  □
   c) Rs.2,00,000 to Rs.3,00,000  □  d) Above Rs.3,00,000  □
6. Experience in this business?
   a) Below 5 years  □  b) 5 to 10 years  □
   c) 10 to 15 years  □  d) Above 15 years  □
7. How did you purchasing the eggs?
   a) Market purchase □ b) Wholesale supply □
   c) Former supply □ d) Others □

8. How do you collect eggs?
   a) At your door □ b) At supplier door □

9. Do you come across any problem in the collection of eggs? Yes / No

10. If Yes, specify the problem?

11. Do you purchases eggs at.
    a) NECC rate □ b) NEDA rate □
    c) Poultry farmers association rate □ d) Others □

12. How do you sell your eggs?
    i) On cash basis
    ii) On credit basis
    iii) Both

13. Who is the major customer?
    i) Individuals
    ii) Shop
    iii) Hotel
    iv) Other

14. What type of container do you use?
    a) Paper tray □ b) Plastic tray □
    c) Both □ b) Others □

15. How much of the amount spent for storages eggs?
    a) Up to 10 Paise □ b) 10 to 15 Paise □
    c) 15 to 20 paise □ d) More than 20 paise □
16. What is the margin per egg?
   a) Up to 10 Paisa  □  b) 10 to 15 Paisa  □
   c) 15 to 20 Paisa  □  d) More than 20 Paisa  □

17. How much of the amount invested?
   a) Up to Rs 0.5 Lakh  □  b) Rs 0.5 to Rs 1 Lakh  □
   c) Rs 1.0 to Rs 1.5 Lakhs  □  d) Above Rs 1.5 Lakhs  □

18. Who introduced you to this business?
   a) Heredity  □  b) Relatives  □
   c) Friends  □  d) Own self  □

19. Have you experienced any problem in the sale of eggs?

20. What is the total expenditure incurred by you per month?
   i) Shop rent  Rs.
   ii) Labour and other cost  Rs.
   iii) Breakage and spoilage  Rs.
   iv) Other expenses  Rs.

21. Do you have any difficulty in storing eggs? Yes / No

22. If yes, specify the difficulty and how do you face it?

23. Please specify any other problem faced by you in your business?