CHAPTER II

REVIEW OF LITERATURE

A review of literature is a body of text that aims to review the critical point of current knowledge including substantive findings as well as theoretical and methodological contributions to a particular topic. Reviews of literature are secondary sources and as such, do not report any new or original experimental work. Simai Haji Mati quoted saying that literature review should be referred to as reviewing and analyzing the work of literature in relation to the specified topic in research.

A well-structured literature review is characterized by a logical flow of ideas; current and relevant references with consistent, appropriate referencing style; proper use of terminology and an unbiased and comprehensive view of the previous research on the topic. This chapter discusses the review of related literatures collected from various sources like journals, articles and books which are organized as follows.

Senthilkumar R and Nitakhandekar (2009)\textsuperscript{11}, The study was carried out in Namakkal District of Tamil Nadu with an objective to ascertain the constraints perceived by the poultry entrepreneurs. For this, purposive sampling was adopted to select two taluks having more poultry population and the same criterion was used to select two blocks each from two taluks. By stratified random sampling with proportionate allocation a total of 200 respondents were selected from the four blocks. The study revealed that financial constraint was a major constraint followed by raw materials, marketing, electricity and labour constraints.

Nakano. T, Ikawa NI and Ozimek.L (2003)\textsuperscript{12} This study was undertaken to determine the occurrence of uronic acid in chicken eggshell membranes and to compare chemical compositions among the inner and outer eggshell membranes and the organic matter of eggshell. We report here for the first time the occurrence of uronic acid in chicken

\textsuperscript{11} Senthilkumar R and Nitakhandekar (2009), Constraints Perceived by the Commercial Poultry Farmers of Namakkal District in Tamil Nadu, Indian Journal of Poultry Science, 44 (1) P.P. 109-111.

eggshell membranes. Uronic acid concentrations were similar (P >0.05) between the inner shell membrane and the outer shell membrane but approximately fivefold higher (P < 0.05) in the organic matter of eggshell. Sialic acid concentrations were the highest (P < 0.05) in the organic matter of eggshell and higher (P < 0.05) in the inner than in the outer shell membrane. Nitrogen concentrations were the lowest (P < 0.05) in the organic matter of eggshell but relatively constant between the two shell membranes. Amino acid analysis showed that the contents of glycine and alanine were higher (P < 0.05) and those of proline and hydroxyproline were lower (P < 0.05) in the organic matter of eggshell compared to shell membranes.

**Holt P.S. and Davies R.H (2011)**, A move from conventional cages to either an enriched cage or a -noncage system may affect the safety or quality, or both, of the eggs laid by hens raised in this new environment. The safety of the eggs may be altered either microbiologically through contamination of internal contents with *Salmonella enterica* serovar Enteritidis (*Salmonella Enteritidis*) or other pathogens, or both, or chemically due to contamination of internal contents with dioxins, pesticides, or heavy metals. Quality may be affected through changes in the integrity of the shell, yolk, or albumen along with changes in function, composition, or nutrition. Season, hen breed, flock age, and flock disease-vaccination status also interact to affect egg safety and quality and must be taken into account. An understanding of these different effects is prudent before any large-scale move to an alternative housing system is undertaken.

**Islam. M.A (2003)** A study has been discussed on the existing Poultry products processing and marketing system, its problems and its potential solutions in Bangladesh. Traditionally chickens have been sold alive till today, because of lacking trust on slaughtering method (Halal or not), fear of disease or dead birds

Slaughtered, lack of processing and preserving technology and skill man power, egg grading and packing have not yet been developed. Marketing system of it is traditional.

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As a result producers are not getting remunerative price that is why middlemen are being gainers. Therefore modern Poultry processing plant, preserving technology and proper marketing channels are suggested to establish.

**Ekunwe P.A and Alufohai G.O (2009)** A study examined the profitability of egg marketing as well as the market structure and marketing margin of poultry egg in Benin City, Edo state, Nigeria. Six markets (Uselu, Oliha, Ogida, Oba, Osa and j New Benin markets) in Benin City were purposively selected for the study, after which ten egg sellers were randomly selected from each of the six markets giving a sample size of 60. Primary data were obtained through the use of a well-structured questionnaire and personal Interview. The data obtained were analyzed using descriptive statistics, Gini coefficient and gross margin. The results of the analysis showed that majority (96.7%) of the respondents were females. The mean age of the respondents was 45 years while the household size was 6 persons. A gini coefficient of 0.81296 obtained in the study indicates a high level of inequality in income distribution among the respondents. The profitability analysis showed a gross margin per seller of 12,029.50 Naira ($104.61) and a net return per seller of 10,779.50 Naira ($93.74). Finally, a marketing margin of 60.67 Naira ($0.53) was obtained in the study area.

**Srinivasa Reddy. P and Venu Gopal Y (Jan 2011)** A study of Indian poultry industry has registered a significant growth during the last four decades. India ranks fifth in the world with annual egg production of 1.61 million tonnes. Poultry exports are mostly made to Maldives and Oman. Poultry meat products have good markets in Japan, Malaysia, Indonesia and Singapore. Over all, Andhra Pradesh counts for maximum egg production. Within Andhra Pradesh, Hyderabad is the city with maximum poultry and hatcheries. Besides the state of Andhra Pradesh, Karnataka, Tamil Nadu, Maharastra Gujarat, Madhya Pradesh, Orissa and North Eastern States are the major egg contributors. Poultry egg processing units have come in a very big way in the country. Karnataka's egg production accounts million eggs / day to 7.5 million eggs. In expanded Panjab it has from 5.0 million

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15.0 million eggs per day in two years. Tamil Nadu was producing 8.0 million eggs / day while Maharashtra 6.0m, Rajasthan 1.5m, Gujarat Madhya Pradesh 4.5m and Orissa 1.5m eggs per day. Egg output in the north-eastern states is estimated at 1.5.

**Mathivanan R. Sundaresan K and Mani. K (2000)**17 Twenty commercial White Leghoms layer farms in and around Namakkal area, which were getting drinking water either from bore well or open well were selected for this study. Water samples were collected at two weeks interval for 20 weeks period and analysed. The results revealed that except the sulphate and total dissolved solids, chloride, nitrate, nitrite and total hardness were comparatively higher in open well than in borewell water. Though the open well water had higher level of salts, the salt levels in both the water sources were within the safer level except nitrite. Bore well water given layers recorded better HDEP, HHEP and feed efficiency when compared to layers getting water from open well. It is concluded that in Namakkal poultry pocket layer farms with bore well water performed better than the layer farms with open well water as drinking source.

**Kumar V.P and Mahalati.S (2000)**18 A study in price spread, cost and margin of the egg in different marketing channels was carried out on 50 respondents in south-west M.P. It showed that producer's share of consumer's rupee in egg marketing was higher under producer-consumer direct channel than other channels where in one or more middlemen existed.

**Nair B.C and Ghadoliya M.K (2000)**19 According to a study based on the number of birds, the poultry farms in Goa state during 1997-98 were classified into three size groups, viz: small (upto 5000 birds), medium (5001-20,000 birds) and large (above 20,000 birds). The study revealed that layer poultry farming is economically viable in the State of Goa. The cost benefit ratio was found to be higher (1.25) for the large size group farms and

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lower (1.11) for the small size farms. The net cost of maintenance was found to be more in the small size group farms. The net returns per layer per year was calculated to be Rs. 62.28 for the large farms followed by Rs. 44.94 for the medium size farms and Rs. 30.78 for the small farms.

Khandekar N and Sharma R.P (2000) A study data were collected from 100 small poultry farmers from Uttar Pradesh to enumerate the technological gap and technologies practiced. The data reveal that medium level of technological gap existed with regard to management practices. However, there was a low technological gap in feeding and a high technological gap in health practices being followed by the respondents. All the recommended scientific package of practices were also not being followed by the respondents. Therefore, there is a need for extension intervention at the grass-root level. The importance of adoption of scientific poultry rearing for commercial stocks needs to be propagated among the ignorant masses to get better productivity and income.

Pandey N.K (2001) Studies were conducted to develop a highly acceptable egg-based pizza by evaluating 9 egg-crust formulations which consisted of either various albumen: yolk ratios, whole egg, foamed all-albumen or albumen with various texture improving ingredients like refined wheat flour, skim milk solids or refined vegetable oil. All formulations were baked at 180°C for 5 minutes and evaluated for yield, proximate composition, microbiological and sensory properties. Sensory evaluation showed that foamed all-albumen (98 per cent liquid albumen), albumen-flour-oil (80, 13 and 5 per cent) and albumen-skim milk solids-oil (81, 7 and 10 per cent) crust were perceived as best in overall acceptability, although foamed all-albumen crust pizza was marginally rated highest among the three formulations. All-albumen and albumen-flour formulations were lower in lipid content, while no differences were found in protein content and per cent yield among formulation groups. Aerobic plate counts ranged from log 2.93 to 3.26/g with

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small but significant differences among treatments. Thiobarbituric acid test, microbiological and sensory analysis of foamed all-albumen crust pizza indicated a refrigerated (5±1°C) shelf-life of 6 days in vacuum and 4 days in aerobic packaging without any adverse effect on quality attributes.

Gopal Ram, Sachdev A.K and Singh Ranir (2001)\textsuperscript{22} A total of 1237, randomly selected poultry industry establishments were contacted to gather information on their technical requirements as well as expectations from the researchers. Time frame distribution of poultry industry indicated fastest rate (35.29%) of growth during the decade of seventies. Industry persons emphasized for the need of stabilized marketing system, better availability of veterinary services, easy and effective analytical/veterinary diagnostic facilities. Their suggestions revolved around strengthening of infrastructural aids, education to the customers and diversified means of poultry development. Expectations of poultry industry from researchers were based on the necessity to develop more suitable strains for Indian environments, cost effective poultry rations, better avenues for vaccination of the germ-plasm, efficiency cheap materials for poultry housing management and the regular transfer of scientific information to the users. Based on these observations, it is concluded that Indian poultry industry requires a faster mode of information system to consolidate and highlight their problems for the ready reference of planters, research managers and executive bodies.

Sivakumar K and Muralidharan M.R (2002)\textsuperscript{23} A study was carried out to find out the changes in the microclimatic elements of commercial layer houses under different roofing and rearing system and its impact on production performance of White Leghorn layer. Roof type had highly significant (P<0.01) effect on microclimatic elements. Asbestos roofed houses had higher maximum temperature, air velocity and lower minimum temperature and relative humidity than the tile roofed house. Rearing system


had little influence on microclimatic elements except for maximum temperature. Cage house recorded higher maximum temperature than deep litter house. Maximum and minimum temperatures have highly significant negative correlation with hen day egg production. Roof type had little influence on production performance except for layer house mortality. Cage house accounted for better performance than deep litter house. Asbestos roofed cage house exerted significantly lower mortality and better feed efficiency than other houses.

Selvam.S. (2004) A study was conducted in 5 villages of Namakkal district to find out the economic potentials of freerange desi poultry rearing by rural women. The farms were post-stratified into small (41 farms), medium (40 farms) and large (14 farms). The flock sizes were 5, 12, and 26 and egg production in respect of them were 44, 49 and 52. The average annual farm income from sale of eggs and birds were Rs.2667.90, Rs.6971.04 and Rs.15273.44 for small, medium and large farms respectively. For brooding, birds were used. The sale price of eggs and birds on free range rearing were much higher than that of commercial eggs and broilers. No periodic vaccination and no proper shelter were provided to the birds.

Dr.Khare S.P (2005) A random sample of 103 egg customers was selected from the Institute Marketing Centre and was analyzed for post-purchase satisfaction of egg customers. The analysis of the data revealed that customers tended to be satisfied in respect of store location, product availability, product features and product packaging. Customers were highly/more than satisfied in respect of product quality, price certainty, price reliability and price fairness. Customers also indicated to be satisfied in respect of attitude, behavior, reliability, working skill, knowledge of front line employees and their over all experience of visit was pleasant with high probability of using the services of this store in future also. Nevertheless, attributes those that call for immediate improvement were design, space availability in store, ambient conditions and culture of store, availability and packaging of product, training and supervision of front line employees.

Joshi D.K (2005)\(^{26}\) The present investigation was undertaken to study various part production records for predicting the annual egg production of different strains. The phenotypic linear and non-linear correlations between the different part production and annual production showed that those estimates were statistically significant in all the strains except at 30 days of part production. So it may be concluded that part period egg production records may be used for genetic improvement of birds for annual egg production.

Khare S.P (2005)\(^{27}\) A study of Consumer preference analysis is an essential input for improving efficiency of retailing. A random sample of 103 egg consumers was selected and consumers' preferences in respect of eggs (the product) and purchasing of egg (purchasing process) were analyzed. Inventory building in respect of chicken eggs, sorting of eggs with respect to fresh/stored, Desi/Farm, colour (Brown/White), size (Large/Medium) stretching of retailing hours transactions in cash and both by count and by weight could be some of retailing strategies based on consumer preferences. Further, producers own retail stores and automatic vending machines might enhance consumer satisfaction. However, cost considerations may be given the highest priority while arranging additional services for customers in view of customers' reluctance to pay for each additional service.

Khare S.P (2005)\(^{28}\) A study on cross section of 32 households from rural area and 85 households from urban area of Bareilly District (UP) selected by adopting multistage stratified random sampling procedure were analyzed for their functional relationship between consumption/expenditure of eggs and total expenditure (proxy to income). It was observed that independent variable (income) explained more of the variation in either cases (quantity versus total expenditure and value versus total expenditure) in urban area than in rural area. Various elasticity estimates for egg suggested that egg is an item of luxury in rural area and conventional necessity in urban area. The difference in consumption / expenditure pattern for eggs for different sectors recommended the launching of education.

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and income generation programmes to boost the egg consumption and augment the size of egg market.

**Gupta J.J, Doley .S and Yadav B.P.S (2006)** A study on diagnostic survey was conducted to study rural poultry production in Meghalaya state under hill and mountainous eco-system. Fourteen (14) villages were selected from all 7 districts of Meghalaya and 25 farmers from each indentified village were the target groups for studies. The information collected revealed that on an average 15.85±1.60 desi birds per family were reared and majority (94.57±4.47) of farmers were not satisfied with their present stock of birds. The average egg production was recorded 47.41±4.28 numbers/hen/annum. Most of the poultry farmers offered self produced cereal grains and kitchen waste in addition to day time scavenging of 6-8 hours daily. However, few farmers also kept broiler chicken under scientific management practices. The average mortality of 22.35±2.73 percent was reported and major diseases recorded were coccidiosis, salmonellosis, RD, CRD, MD and fowl pox. There was scarcity of organized market for eggs and poultry birds. The farmers sold their products in open weekly market in near by areas. The poultry farmers were very much interested to keep improved rural poultry breeds suitable to their local agroclimatic conditions.

**Mahapatra C.M Padhi M.K and Sahoo S.K (2006)** A study status of poultry production in different parts of Orissa during the last decade has been analyzed. There is an increase in poultry population in each part during the period. However, in South and North zones the increase is more pronounced. Egg production is highest in South zone followed by East, West and North zones respectively. Per capita availability of eggs in the state increased from 13 egg in 1989-90 to 24 eggs in 1998-99. However, in South zone, the per capita availability of egg is 44 which is possible due to introduction of commercial poultry farming in addition to backyard poultry. Strategies for further increase in poultry production are discussed.

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Ravichandran.S and Kumar V (2007) The influence of hardness (as calcium carbonate) of drinking water on egg production and egg shell thickness was studied with four groups of layers fed drinking water supplemented with calcium carbonate at the rate of 750 (T1), 1500 (T2), 3000 (T3) ppm in three groups and the fourth group (T4) served as control (available drinking water). A total of 408 day old chicks were reared up to 25 weeks. Body weight gain was significantly (P< 0.05) more in groups T2 and T3 than in others. The age at first egg, age at 30 per cent egg production, age at 50 per cent egg production, total egg production at 25 weeks of age and feed efficiency did not differ significantly between treatments. Though the hardness of water failed to influence the mean egg weight, the mean egg shell thickness was found significantly influenced by the treatment. T1, T2, and T3 group had produced eggs with thick shells than the control group.

Mare V.S, Dhariya S.K and Bhosale S.S (2007) A study was conducted to know the constraint of poultry farmers and suggested ways in North Konkan region of Maharashtra. Four tahsils were randomly selected, then six villages from each tahsil were selected randomly. Two to three poultry keepers from each village were selected randomly. In all 60 poultry farms were included in the study of which 90 percent were engaged in broiler production and 10 percent were undertaken in egg production. Data were collected through schedule specially designed for the purpose and pertains to the year 1998-99. The study revealed that poultry farming was adopted as a subsidiary occupation to agriculture in the region. The main problems encountered by the poultry farmers were high cost of chicks, high cost of feeds, unstable market rates for broiler and difficulties in obtaining loans. The major suggestions were that remunerative price should be given for birds and eggs, poultry feed should be available in time and at cheaper rates, organization of poultry units on co-operative basis and collection, transportation of eggs and broiler through co-operative societies. Thus suggested ways to poultry keepers mean to give boost to poultry industry in North konkan region.

Prasad Shiv and Singh D.P (2007) The growth rate of egg production in poultry does not remain constant over time. Nine different - functions are derived by solving the differential equations obtained from relative growth rate in egg ’ production. The performance of these models is compared by using average 28-day egg production during first year of five flocks of hens. On the basis of different measures of goodness-of-fit, the model \( N_t = a \exp (-bt + ct^2)t^d \) is found most suitable among the nine models to describe average 28-day egg production during first year production of hens.

Thirunavukkarasu .P, Moorthy M and Viswanathan .K (2008 ) A study was carried out to find out the effect of induced moulting of commercial SCWL laying hens at 60, 65 and 70 weeks of age group. A control group was kept without moulting at their respective ages. The layers were reared in cages for the entire experimental period adopting standard managemental and moulting practices. The birds, which were force moulted at the age group of 60, 65 and 70 weeks, had numerically higher egg production, lesser broken and shell less eggs after induced moulting, as compared to their respective control groups. Moulting improved the egg quality characteristics viz. albumen index and Haugh unit. As per experimental results observed, it is concluded that moulting can be induced in layers at the age of 70 weeks for improved egg quality characteristics.

Singh Beena and Kondaiah (2008) This study analyzed factors influencing the consumption of meat and eggs among a sample of 388 consumers in Northern India. Analysis of data revealed significant difference between religion, education, background, family size and income for total meat consumed per person per year and religion, education, family size and income for eggs consumed per person per year. Total meat and eggs consumed per year were found to be positively correlated with education and income, while negatively correlated with family size. Also positive correlation was observed between meat and eggs consumption. The related implications for Indian poultry sector are discussed.

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Swain B.K and Kumar J (2009) A study was conducted to know the various constraints of poultry farmers and ways and means were suggested to minimize these constraints. One hundred poultry farmers were selected in two districts of Goa i.e. North and South Goa. Out of 100 farms 90 per cent were engaged in broiler production and remaining 10 per cent were layer farmers. Data were collected through specially prepared questionnaire. Analysis was done by calculating the rank based quotients (RBQ). The study revealed that main problems encountered by the farmers, in making their poultry a successful enterprise was high feed cost followed by competition with outside farmers, high labour cost, trading, high cost of electricity, high cost of chicks and non-availability of health services. The major suggestions were provision of subsidized feed, electricity and water and establishment of feed mill with subsided equipments, remunerative price for broiler and eggs through co-operative marketings.

Khan A.A and Ganai N.A (2009) A study on disease profile of a flock of Kashmiri poultry reared under intensive system of management following the standard vaccination and deworming schedule was documented over the period of study spanning over one year. Visceral and articular gout was the single major cause for mortality that could be attributed to nutritional and managemental causes. There was a very less mortality on account of infectious disease, thereby indicating that under intensive system of management where vaccination schedule is properly adhered to local poultry suffers from very few disease problems.

Mohanasundarraj. G.B and Tripathihema (2009) The present investigation was carried out in four villages of Tamil Nadu to assess the effectiveness of special livestock protection scheme to review and reorient the existing activities and services to make it more clientele oriented and responsive to local requirements and needs. The focus was on knowledge of the beneficiaries about the backyard poultry production practices,

socio economic conditions of the beneficiaries and their level of satisfaction about the scheme separately in the plain and hilly areas. The study revealed that majority of poultry farmers in plain areas had medium knowledge level in brooding, diseases and its control, deworming and supplementary feeding whereas in hilly areas, knowledge was found at low level except for brooding practice. Mean scores in brooding, diseases and its control, deworming and supplementary feeding showed significant differences between the knowledge of both the farmers hailing from plain and hilly areas. Twenty per cent of poultry farmers found the services under the scheme as highly effective, whereas 55.00 and 25.00 per cent of considered it medium and less effective respectively. They however perceived that services of the scheme helped in improving poultry health, production and socio economic conditions irrespective of their locale. Knowledge level, education, extension contact, information seeking behavior of poultry farmers had positive and significant relationship with overall effectiveness of scheme. Respondents were satisfied with health and production services, but were dissatisfied with the extension activities. Based on the findings it is recommended to continue the scheme with improvement of extension activities.

Gueye E.F (March 2009) Family poultry (FP), which makes up around 80 per cent of poultry stocks in many developing countries of Africa and Asia is still important. However, FP farmers are facing many constraints, including high mortality, mainly due to Newcastle disease and currently also to the highly pathogenic avian influenza in many countries since its occurrence in Asia in late 2003. Significant improvements in FP production systems can be achieved through well-designed and implemented information dissemination programmes that endow FP farmers with necessary knowledge and skills. The setting-up of poultry networks that enable FP farmers to acquire and share knowledge, views, experiences as well as research and development results in FP keeping in developing countries is discussed. Ways to improve the efficiency of information dissemination through poultry networks by taking into account the socio-cultural and economic environments of targeted FP farmers are also explored.

Ranganathan, P. and Somayajula’s (2002)\(^{40}\) The paper entitled “Impact of WTO on poultry Sector-Redefined role of Financial Institution” aims to study the status of the poultry industry, opportunity for poultry exports, threats from imports. They have stated the role of NABARD and financial institutions in financing poultry industry. They have stated that in the WTO era, banks have focus their in line with global standards, reduce the cost of production and improve production efficiency. Some areas requiring specific attention of the credit institutions are technology up-gradation, infrastructure, quality adherence, value addition, contract framing and extension servive.

Rajesh Mehta (2002)\(^{41}\) The paper entitled WTO, liberalization and poultry sector has dealt with the characteristics of poultry industry. He has listed out the instruments adopted by members to protect their national interest such as tariff quota, Non-tariff measures, special safeguard protection, production subsidies and export subsidies. Finally, he has given the policy options available for India.

Mani. Subramanian and Shanmugasundaram(2002)\(^{42}\) In their research paper entitled Forcasting of egg production and wholesale egg price in Salem district of TamilNadu have made time-series analysis of egg production and wholesale egg price pertaining to Salem, one of the districts in Tamil Nadu. In this paper, the production of future movements in a variable has been done not by relating it to a set of other variables in a casual framework but solely on the past behavior of the variable in a casual framework but solely on the past behavior of the variable and the variable alone. The data on egg production have been collected from the annual report on “Integrated sample survey scheme for estimation of animal products”. Published by Animal husbandry Department, Government of Tamil Nadu for the period 1977 – 1978 to 1988 – 1989. Times – series models applied in this study are broadly classified into four categories, viz., simple extrapolation models, smoothing models, decomposition method and stochastic time-series models.


They have conduced the various time–series models used to forecast egg price, the ratio- to –moving average, decomposition method that are found to be appropriate since it possesses the minimum mean square error.

**Natarajan (1986)** He studied marketing of poultry products in Rajapalayam taluk with the objectives of (a) analyzing the cost of producing eggs and rearing broilers,(b) examining the present marketing practices undertaken by poultry farmers and margin for poultry products and (c) ascertaining marketing cost and margin of poultry products and (d) finding out the problems of marketing and solutions for them. He concludes that production of poultry products need great care as they have the greatest bearing on their marketability.

**Selvaraj’s (1985)** A Study entitled Production and marketing of eggs with reference to Namakkal taluk”, has the objective of finding out the production and marketing problems and the practices followed in egg marketing with reference to Namakkal taluk. It has also examined the price trend from the point of view poultry owners. It also studies the organized activities of Tamilnadu Poultry Development Corporation Limited (TAPCO). He concludes that the procurement price is the determinant factor for the success or failure of this industry. He has further counseled that the poultry industry as a whole, the production as well as marketing of eggs, depends on seasonal factors.

**Prof. M. A. Koli (2011)** A Study entitled ‘Poultry’ has influenced human civilization in many ways. Egg and meat of birds have been consumed since pre-historic times. Compared to eggs, there is no other single food of animal origin which is eaten and relished by many people in the world over and none is served in such a variety of ways. Its popularity is justified not only it is so easily available and is used in cookery, but also it is almost an unsurpassed product in nutritive value. Poultry meat is also used extensively as a delicious food, and it is served to please the god and goddesses.

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44 **Selvaraj.C.** “Production and Marketing of Egg with Reference to Namakkal Taluk” (Unpublished M.Phil Thesis), Annamalai University,1985.

Samarendu Mohanty and K.Rajendran (2003) A study was conducted to estimate the demand for egg and poultry meat for India in 2020. Income elasticities were calculated separately for urban and rural areas using National Sample Survey (NSS) data and were used to project demand for each of the five income groups within urban and rural areas. The results revealed a relatively strong growth for egg and poultry meat both in the urban and rural areas in the next two decades. Egg consumption was found to grow at a much faster pace than poultry meat with the rise in income and nearly triples by 2020. Similarly, average per capita poultry meat consumption was found to increase from 0.69 to 1.28 kilograms during the same period. Overall, the study reports that the total egg consumption will increase from 34 billion in 2000 to 106 billion in 2020 and total poultry meat consumption from 687 million kilograms to 1,674 million kilograms during the same time period.

The studies revived in this chapter are all related to the instance analysis which has not so far been done with reference to production and marketing of poultry products in Namakkal District. The present study systematically analyses the Production and Marketing of Poultry Products in Namakkal District by applying modern statistical tools, factor and discriminant analysis. The past researcher never used these kinds of tools for analysis. The study is unique in nature in this aspect and a pioneer in analyzing production and marketing of poultry products.

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