ABSTRACT

Poultry Production in India has made a spectacular progress over the years. Tamil Nadu ranks second among the states in egg production and Namakkal Taluk of Tamil Nadu has emerged as the "Poultry City" within the last one decade. The progress in this industry is attributed to the continued supportive services offered by its private sector. This industry has thousands of farms operating in rural areas with varying levels of success and failures.

The major objectives of this study are: (1) To study the growth and development of this industry with special reference to the layers in Namakkal; (2) To analyse the cost, revenue and production of eggs; (3) To assess the operational efficiency of poultry farms; (4) To probe the existing marketing channel and marketing of eggs; (5) To identify the constraints and problems faced by poultry farmers and (6) To offer suggestions for improving the performance of poultry farms. The hypotheses regarding the Average cost of production per egg and size of the farms, the Average production of egg per bird and size of the farms and the average cost of total production of eggs have been tested. The area of the study is Namakkal Taluk, and the reference period is one cycle of egg production.

This study is based on (1) Primary data collected from sample poultry farmers by Interview Schedule and (2) Secondary data from published sources. The study has covered 360 poultry farmers, in five blocks, namely Namakkal, Mohanur Emmatti, Puduchatram and Sendamangalam which cover 101 villages in Namakkal Taluk. The collected data were analysed percentages, averages and ratios.

The thesis contains seven chapters. The first chapter gives an introduction; the second chapter contains the review of earlier works; the third chapter focus on the objectives and methodology of this study; the fourth chapter includes the general profile of the study area; the fifth chapter shows the production of eggs and the
operational efficiency of the poultry farms; the sixth chapter deals with the marketing of eggs and the gains and constraints of poultry farms and the seventh chapter presents the summary of findings and conclusions and drawn from these findings and suggestions for policies which are likely to improve tlm poultry farms in the study area.

The study is limited to Namakkal Taluk and this limits the nature of findings. Nevertheless these findings are valuable. The major foldings of the study highlight the production, cost, revenue, marketing of eggs, gains and constraints of poultry farming. The reasons and remedies for the present plight of the poultry farms are discussed in detail and suitable micro-and macro-policy measures have h-^ii outlined for the overall upiifteent of this sector.