CHAPTER VI  

SUMMARY AND SUGGESTIONS.

The marketing infrastructure of Broiler development in K.V.Kuppam of the North Arcot District was based on the data collected from the growers of Broilers in that area. The author visited 30 units in and around K.V.Kuppam area. All the growers are villagers and except 10% of the growers the rest have more than a year's experience in this profession. The reason stated by them for taking to broiler growing in preference to laying chicks were uniform. They were

1. No proper feed is available at cheaper rates.
2. Lack of veterinary care
3. Lack of supply in the layer stock.
4. Lack of marketing facilities of the laid eggs.

The chicks are bought at a standard rate of Rs.4.50 per chick from RUHSA, bought by it from hatcheries in either Madras, Bangalore or Chittoor. The price of the chick has been at this stable rate for the past one year. The favourite chick variety seems to be Wencob supplied to them by the RUHSA. The growth of this variety of the chick is comparatively quicker than the others. The chicks are
bought once in a quarter by 80% of the growers and once in
two months by the rest 20%. The lack of shed facility,
chick supply, feed supply and marketing facility seem to be
the reasons for not purchasing the chicks more often than
once a quarter. As the chicks are supplied by the RUHSA,
the growers find their own mode of transport from RUHSA
centre to their sheds and more often it is by cycle.

The feed is being produced and marketed by the RUHSA.
Mostly the feed is bought on credit and the credit is
cleared at the time of the sales of the grown broiler. The
feed are supplied in a package of 50 kg per bag and the
growers have no option to go in for other feeds as the feed
supplied by RUHSA is not only good but also packed well and
supplied well. The feed is transported from the RUHSA centre
either by cycle or by bullock carts. The starters take
about 250 kg to 300 kg per a batch of 200 birds while the
finisher take about 400 kg to 500 kg per a batch of 200
birds. As for the supply of feed from the RUHSA, the
consumers (growers) felt no problem in either obtaining
them or transporting them.

The equipments used for growing are iron nets,
litter materials, bulbs, shed material, feeder, waterer,
gunny bags and brooder which are available in markets at
Gudiyatham and Chittoor. These are locally made and made available in the markets and have to be purchased individually. The RUHSA does not take the responsibility of supplying these equipments.

All the sheds are of the thatched variety and the litter material used is usually paddy husk. The flooring is usually done in cement. The feeder used is both plastic and iron. While buying the equipments no due importance is given to quality and dimension and the only criterion they adopt is the price.

Regarding the veterinary coverage, the RUHSA doctors take the responsibility to visit these centres on payment of ₹.120/- per a batch of 200 chicks. Initially they are given a week's training at RUHSA in giving first aid to sick chicks; Veterinary service ranges from diagnosis and treatment. Vaccines are initially given to the chicks. In addition in the case of epidemics, postmortems are done and veterinary advice is imparted accordingly. They all seem to possess insurance coverage for the birds they acquire and it is ₹.40/- per a batch of 200 birds. Extra veterinary information is obtained through Radios, news papers and periodicals.

The birds are always purchased on borrowed capital. They are in the form of short-terms loan from the bank.
branches available in the neighbourhood. The nature of security is usually land documents and the loan is always given in kind relating to the supply of chicks, equipments, feeds and medicines. The mode of repayment is from the sale proceeds of each batch and no subsidy is granted on these loans either by the banks or by RUHSA or by the TAPCO.

The reared birds are sold as live stock and wholesale to the RUHSA who in turn market them at a fixed price. The birds are packed in Iron cages of the RUHSA and there are no gradings and standardising of the birds. The birds are transported from the grower's centres to the RUHSA in a RUHSA van itself. The only problem is that they lose weight during the transportation and this results in reduced profit as the birds are acquired and sold according to their weight.

The drinking water for the birds is procured either from Panchayat taps or from bore wells. The water must be salt free and usually transported to the centre from the source by head loads. In general there are no storage facilities regarding equipments, feed, water and processed birds and they are available freely and the necessity does not arise.
The growers have an unregistered organisation and they are given a training of 1 week at the RUHSA in management and in giving of first aids to birds.

SUGGESTIONS.

I. Chicks.

There is immediate need to arrange for regular supply of day-old chicks in required quantities as demanded by the broiler growers in K.V. Kuppam block. Adequate supply can be ensured by the Sponsoring Agency (RUHSA), either by arranging supply of day-old chicks from a number of hatcheries including TAPCO or by establishing a Hatchery as a Co-operative undertaking. In addition RUHSA can examine the possibility of allowing some potential broiler growers to fetch the day-old chicks at their own risk.

II Housing:

A majority of the existing broiler sheds were constructed a few years back with TAPCO assistance for Layer Scheme. The sheds are not suitable as per the specifications laid down for broiler sheds, since the moving space for the grown chicks is limited and the chicks are subjected to stress and strain. Hence the RUHSA has to come forward to arrange
for the required finance for the modernisation or modification of the existing sheds to suit the modern specifications of convenient broiler growth.

The Broiler growers may think in terms of converting the locally available groundnut and sugarcane husk as litter material in the sheds, instead of getting paddy husk from RUHSA by paying for it.

There is need to grow trees around the sheds in order to protect the tender chicks from excessive sun light and heat.

III. Equipment:

A majority of the growers are found to have been using locally made and sub-standard equipments. There is need for such growers to shift to the modern and standard equipments and thus minimise the wastages, maintain hygiene and save labour. There is also need to impart proper education to the growers about the cleaning and maintenance of the equipment used for efficient production.

IV. Veterinary Service:

The doctors from RUHSA extend their services only, but the required Vaccines for the prevention of diseases
of Chicks have to be procured by the Growers from the IVPM, Ranipet. It causes much inconvenience, as it consumes time and money, besides formalities to be observed. Hence, it is suggested that the RUHSA can take initiative to procure the Vaccines required and keep them in its vault for ready use by its doctors.

V. Marketing:

It is noticed that the quality of broiler reared at K.V. Kuppam Block and supplied by RUHSA is good and the citizens of Vellore and other towns desire to consume the meat, but marketing can be done through opening additional sales channels and by regulating the supply to various channels thus opened.

There is need to revise the price of broiler at least once in six months to bring parity with the prices dictated by other broiler centres, for the benefit of the broiler grower of the block.

There is need to examine the possibility of introducing grading system for segregating the healthy, well grown chicks from other chicks and thereby introduce two standards namely Grade A & B, as is being followed in some
advanced broiler centres. Another suggestion for consideration is to examine the possibility of introducing cut-apart system and facilitate the consumers to go for the parts of their liking.

VI. General:

The Researcher makes the following General Suggestions in addition to the specific suggestions already given for the development of broiler in K.V. Kuppam Block.

i) Since the RUHSA has reached the optimum point in extending its services as the sponsoring agency of the community Broiler Scheme in K.V. Kuppam Block, the TAPCO can enter the Block and bring into the broiler net such of those agriculturists, who are at present out of the purview of the Community Broiler Scheme.

ii) The existing human resource machinery of RUHSA can bring in better liaison between the Block Development Officer, Bank Staff and other Officers connected with the implementation of NABARD and other schemes.

iii) The Government of Tamil Nadu has to examine
electricity rates applicable for the Poultry Industry in the neighbouring States and convert the present commercial rates charged from the broiler growers into Agricultural rates.

iv) The unregistered association of broiler Growers of K.V. Kuppam Block can examine the possibility of getting itself registered first, and then initiate steps to form a Co-operative Society of its own to reap the benefits of various government schemes and Research Institutes.