CHAPTER I
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Introduction

The Broiler industry is most suited for all people including landless agriculturists and farmers, who possess only a meagre quantity of lands, with a low investment in land, shed, equipments etc., the broiler industry can be started. Even the landless labourer can start the broiler industry in the backyard of his house. Also the amount of working capital required for purchasing day-old chicks, feed, medicine, etc. is very small compared to other schemes or industry. This is very clear from the following quotation:

"Among the many livestock vocations to choose from, broiler perhaps attracted more attention because of its minimal demands in terms of investment, land, skills and resources. At the same time, it ensures quick returns. No wonder poultry-keeping has been picturesquely described as the 'bearer cheque' for the poor".¹

So, poultry farming, particularly the broiler industry, can be started by the poor like landless agriculturists and farmers.

¹ Poultry Industry Year Book 1986, Page XIII.
tural labourers and marginal farmers to support their agricultural income.

1. "A broiler, also known as fryer is a young chicken, which grows very fast, and can be marketed when it is between 8 and 12 weeks old. By this time, it attains about 1.5 kgs. of live weight. It may be of either sex, tender meated with a soft, pliable, smooth textured skin, and flexible breast bone cartilage".1

2. Broilers are "chicks which are having tender and soft meat; weigh about 1.5 kgs. at 8 weeks of age".2

Poultry meat is an ideal protein-rich food in some form or other specially as meat, soup and essence, for all including infants, growing children, old people, sick and convalescing patients. Poultry meat is a rich source of animal protein to make up the deficiency in the diet consisting mostly of cereals and vegetables.

The moisture content ranges between 60-70% and

2. "Nutritive value of Broiler meat" by Ramappa and Gowda.
the meat is low in calories, ranging from 150-200 calories per 100 gm. Its protein content is about 25%. Poultry meat is classified as 'Lean meat', since very little fat is found in the tissues. For example, the breast muscles contain only about one per cent fat. Most of the fat is deposited under the skin and not in tissues. Even this small quantity of fat contains more of unsaturated fatty acids which are considered safe even for patients suffering from increased cholesterol content in blood and high blood pressure. Poultry meat and soup can, therefore, be safely included even in a heart patient's diet.

Chicken flesh contains important vitamins such as Niacin, Riboflavin, Thiamin, and Ascorbic Acid. In fact, the liver of Chicken, when fresh, contains as much 32.5 mg. of Vitamin A., 0.2 mg. of Thiamin, 2.45 mg. of Riboflavin, 21.8 mg. of Niacin and 20.0 of Ascorbic acid. The meat also contains many useful minerals such as sodium, potassium, magnesium, calcium, iron, phosphorus, sulphur, choline and iodine.
Special Characteristics of Broiler Industry.

1. The Broiler Industry requires little space with modern confinement rearing. Poultry may be produced in the backyards of cities and small towns, or on small farms.

2. The investment in Broiler Industry is relatively small, when compared to many other types of agriculture and farm industry.

3. One gets a profit much sooner from poultry than from any other farm products.

4. There is considerable underemployment and unemployment in India. During periods when no work is available, it could prove profitable to consider a poultry farming operation, since it readily adapts itself to a full-time or part-time occupation, particularly for women, children or elderly people. On most farms and acreages, broiler production is a part-time activity. On specialised farms, it might require all of the time of one or more persons. A sizable supplemental income may be obtained from broiler production, even though the individual producer may have other employment.
5. India is short of food, specially proteins. Broiler is India's most efficient converter of low fibre feedstuff (not used for human consumption) into highly nutritious, protective animal protein food. One and a half Kilogram broiler can be produced on 3.25 to 3.63 kgs. of feed.

6. India possesses large quantities of industrial wastes, such as penicillin mycelia and feed by-products that are not used efficiently. They could be diverted into poultry feed channels.

7. Some of the best breeding stock available anywhere in the world is now being multiplied in India. Leading strains of White Leghons, strain crosses of other breeds, have been imported and are well adapted to the climate. Excellent White Rocks and White Cornish broiler meat strains are also now being produced.

8. Poultry may be considered a soil-building enterprise. Poultry manure is higher in nitrogen and phosphorus than manure from other livestock. By practicing confinement rearing, poultry manure can be saved and applied to the soil.

9. Indian farmers experience crop failures due
to unfavourable weather conditions, but poultry raising is not subject, in the same way, to losses associated with droughts or floods. Practising mixed farming and producing both farm crops and poultry would tend to stabilize farm income.

The Need for the Study.

We say with much pride that we are Indians. The reason is India was the origin of a number of cultures and civilizations. Certainly, we could also take pride in claiming that Poultry farming originated in India. Originally poultry was discovered first in India, during 3600 B.C. From India only chicks were believed to have been exported to other parts of the world.

Though poultry farming originated in India, the rate of poultry consumption is very low when compared with the rate of consumption in other countries. The present availability of eggs in India is only 11 per person per year, while it is 352 in USA; 320 in Netherlands and 305 in UK. The world average rate of egg consumption is 115 per person/per year. Not only is the per Capita egg consumption low, the per capita poultry meat consumption also is very low when compared with other
countries. It is only about 131 gms. per person/per year based on the dressed weight of the different types of poultry available, as compared to 15.0 kgs. in USA; 2.47-5.90 kgs. in European countries.

From the above data it can be noted very easily that there is a vast gap between the poultry production and actual consumption. To fill the gap, poultry in India should be developed in all the fronts so that the per capita consumption of eggs and broiler can be increased.

In the modern world, not only developing and under-developing countries, even developed and social countries are facing unemployment and underemployment problems in different forms and in different degrees. India is not an exception to this situation. The Development of poultry in India, particularly the broiler industry, can smoothen and reduce the problems of unemployment and under-employment in the country. This is very clear from the following statements of the experts of the NECC. ¹

An increase of an egg in the consumption of a person in a year will lead to employment opportunity for 25,000 people in a year. Also the NECC calculated an increase of egg production at 10% and broiler production at 15% per year in the future.

So, poultry i.e. layer and broiler industry is possessing larger quantity of potentiality and opportunity to provide employment opportunities to the people, particularly to educated unemployed youths in the country.

Today broiler farming is a booming business in India. This is because of the following reasons.¹

1. Efficient broiler breeds can convert maximum 2.5 kg. of feed into 1 kg. of chicken meat.

2. As broiler takes hardly two months there is fast turnover of business requiring less capital.

3. Chicken meat is cheaper than mutton; this is because of the vast gap between the supply and demand of mutton.

4. Chicken meat is preferred by meat lovers because of its tenderness, juiciness and taste. Not only meat lovers, housewives too prefer chicken meat to other meats because it lessens the burden of cooking; just like the two minutes noodles, this is 10 minutes broiler.

5. The fat content in chicken meat is very low when compared with other meat. Even this small quantity of fat contains more of unsaturated fatty acids which are more safe for patients. Poultry meat and soup can, therefore, be safely included even in a patient's diet.

To meet the increasing demand for the poultry meat, poultry meat production must be increased in all the fronts and in all the areas of the country. Also, more and more farmers and persons can be encouraged and educated, to adopt the broiler industry, and thereby produce more number of broilers.

Most agriculturists, depend on rain for their cultivation. The rainfall in the K.V. Kuppam block is very low compared to the other areas of the district.
So, to support their meagre and irregular agricultural income and to improve the standard of living in the block, people can be encouraged to adopt poultry industry, specifically the broiler industry.

K.V.Kuppam Block, N.A.Dist. contrary to popular impression, is one of the most backward blocks in the district. This is because of the following reasons:

1. Unfavourable density of population (499/sq.km.)
2. Over dependence on agriculture (83.73% population of the block)
3. No municipal or panchayat towns in the block.
4. The population of scheduled caste/tribe is more (23.35%) of total population.
5. Less work force (32.94%) of total population.
6. Low literacy rate (32.94%) of the total population.
7. The per capita availability of cultivated Land in the block is very small (0.32 of an acre).

Because of the above reasons, the people in the block are getting irregular income and the percentage of

1. AFC-RUHSA Page 91.
families under 'poverty line' is 70.31.1 Hence the need to study Broiler Industry in K.V.Kuppam Block, North Arcot District.

The Importance of the Study.

The Dissertation is an indepth study of the various aspects of marketing infrastructure of Broiler Development in K.V.Kuppam Block, N.A.District, Tamil Nadu.

The Central and State Government through their departmental publications are providing information and modern know-how to the poultry growers. Apart from that, magazines and periodicals, viz. poultry guide, poultry punch, poultry advisor, world poultry, DEEJAY Bulletin, Kozhi Koovoothu (in Tamil) published monthly and fortnightly, issued by various institutions and persons, also give useful information to the poultry growers.

All these departmental Publications of Central and State Government and other Magazines and periodicals are making available the information suitable for poultry industry in general.

1. AFC-RUHSA. Page 91.
In view of this, the present study is conducted to help the Broiler growers in K.V. Kuppam Block, N.A. Dist. to assess infrastructure required for the broiler industry, availability of various infrastructure in the Block to study their problems, and to suggest how they can be helped to overcome their problems.

In short, this study will be of help in acquiring and utilising the knowledge about various infrastructure in the Block. Also the various personnel in the Block, like Block Development Officers (BDO), Government Veterinary Doctors, Village Veterinary guides (VVG), Regional Community Officers (RCO), Socio Economic Development Officer (SEDO) and Institutions like RUHSA, branches of Nationalised Banks, TAPCO, etc. can understand the areas—when and where their service are needed, and render their valuable assistance and services. This study will contribute for the development in the broiler scheme in the Block and the Block can add its production capacity for the overall development at the National level.

The objectives of the study.

1. To study the infrastructure needed for the development of broiler.
2. To identify the infrastructural facilities in existence at K.V. Kuppam Block.

3. To examine the role of RUHSA to develop Marketing infrastructure for broiler industry at K.V. Kuppam Block.

4. To make a reference study of TAPCO to find out the similarities and differences between the roles of RUHSA and TAPCO.

5. To make suitable suggestions for the further development of the broiler industry at K.V. Kuppam Block, N.A. District.

The Scope and Limitations of the Study.

The study covers the infrastructure required for the development of Broiler Industries with special emphasis on marketing infrastructure. Due to the constraints of time and distance the study was confined to K.V. Kuppam Block only. The Block chosen for study and the area which came under the jurisdiction of RUHSA also, incidentally happened to be the same.

A majority of the growers of broilers did not maintain proper records. The information was furnished in some cases, out of memory.
**Methodology.**

For the study, the Universe included:-

1. The beneficiaries of Broiler Industry (growers)
2. The RUHSA and
3. The TAPCO

The study was conducted based on primary as well as secondary data. The primary data was collected from the beneficiaries, through a well constructed schedule.

There were 32 beneficiaries in all. Census method was adopted to collect data. Two beneficiaries did not furnish full details hence two schedules were discarded and the remaining 30 schedules were analysed.

The secondary data was collected from the records of RUHSA, TAPCO and other organisations. Besides, reference material was also drawn from the noted works in poultry and broiler and from seminar papers.

The Researcher also had informal discussions with the people associated with various bodies concerned with the Broiler industry at K.V. Kuppam Block.
The Statistical Tools:

Since the study was mostly in the nature of comparisons of different variables and different elements in the variables, advanced statistical tools application was not needed for the study. Hence, Charts, Maps, Diagrams, Percentages and Ratios were used wherever needed.

Chapter Scheme:

I. The Statement of the problem, the needed and importance of study, the scope and limitations of the study, methodology and statistical tools constituted the first Chapter.

II. A birds eyeview of the Broiler Industry in India, touching the important facets of the industry were explained in the Chapter Two and christended the Chapter as 'An Overview of Broiler Industry in India'.

III. The Third Chapter deals with the different infrastructure required for broiler industry such as Chicks, equipment, waterers, Housing, feed, Veterinary services, and so on.

IV. In the Fourth Chapter the infrastructure adopted in actual practice in K.V.Kuppam Block were explained. In addition, the RUHSA's role was also explained.

V. The role of TAPCO as a reference study with RUHSA was discussed, examining the various points of comparison and contrast between them.

VI. In the concluding Chapter the discussions and the results were summarised and the suggestions for further development of marketing infrastructure were offered.