CHAPTER II

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An Overview of the Broiler Industry in India:

Historical Review:

Before the era of five year plans, poultry keeping in India was largely a backyard venture. Not much attention was paid to breeding, feeding, disease control and management of birds for commercial production. The poultry population was confined to desi birds which resulted in low productivity. Some exotic birds of proven value and productivity were introduced in India by Missionary Organisations to help farmers supplement their income through poultry raising. They bred exotic breeds and distributed improved chicks to local farmers. Three major centres were developed around Etah in Uttar Pradesh, Katpadi in Tamil Nadu and Surat in Gujarat. One of the earliest pioneers in this field was Spencer Hatch, who in the year 1930 initiated scientific poultry farming in the rural area around Marthandam in Kanyakumari District of Tamil Nadu.

The first major step towards scientific poultry management was taken in 1939 with the establishment of a division of poultry research at the Indian Veterinary
Research Institute (IVRI) at Izatnagar in Uttar Pradesh. A team of scientists led by the late Dr. S.G. Iyer achieved a major break through in the year 1940 with the development of a vaccine against the dreaded Ranikhet (New Castle) disease. It gave a life long immunity to the bird and facilitated commercial poultry keeping.

**Poultry Production**

The gross value of output of poultry and its products mainly eggs and poultry meat at current prices, crossed Rs.10,000 million—over sixteen fold increase in the past 25 years.

**TABLE 2.1**

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<tbody>
<tr>
<td>Value</td>
<td>650</td>
<td>1500</td>
<td>1775</td>
<td>3400</td>
<td>6630</td>
<td>8700</td>
<td>10,000</td>
</tr>
</tbody>
</table>


According to the 13th All India Live Stock census carried out in 1982, the poultry population was estimated at over 200 million. According to the industry data in 1985
The boundary and region names shown on this map are as per the 1971 Act on North Eastern Region (Amendment) Act. The territorial waters of India extend into the sea as per the boundaries shown on this map. This map is not to scale.
there were 52 million hybrid layers, 10 million cross
breed layers and 20 million desi hens. The number of
broilers in 1985 was estimated at 75 million. With
shortage of day-old chicks, the cockerel rearing as-
sumed significance. The cockerels numbered 50 million,
the largest in any one year. In addition, other avian
species estimated at about 20 million include ducks,
quails, guinea fowl and geese.

Broiler:

During the decade of the 'seventies' the broiler
production was raised from 4 million in 1971 to reach
a level of 30 million birds, by 1980. The production
has touched the mark of 75 million birds in 1985. In
the coming five years, it would double to 150 million
birds. The popularity of poultry meat is mainly due
to the increasing cost and decreasing availability of
other meats especially chevon and mutton.

**TABLE 2.2.**

Broiler Production, 1971-90 (Birds in million)

<table>
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<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>Broiler</td>
<td>4</td>
<td>10</td>
<td>17</td>
<td>30</td>
<td>50</td>
<td>75</td>
<td>95</td>
<td>150</td>
</tr>
</tbody>
</table>

Source: Poultry Industry Year Book 1986, Page 78.
BROILER PRODUCTION IN INDIA

1960 - 2000 A.D.

(IN MILLION)
The expanded broiler production was largely confined to urban and semi-urban areas. A number of new hatcheries, most of them exclusively devoted to broiler stock, have come up in different parts of the country. In North India, one new trend was advent of self-consuming and broiler hatcheries, set up by integrated farmers. Throughout the year, there was shortage of day-old broiler chicks, and consequently a rise in their prices. The number of day-old broiler chicks placed was 83 million, compared to 68 million day-old sexed layer chicks. Today the annual broiler placement has overtaken the layer population.

**TABLE 2.3**

Per Capita availability of Poultry meat 1985-90.

<table>
<thead>
<tr>
<th></th>
<th>1985 (Proj)</th>
<th>1986 (Proj)</th>
<th>1990 (Proj)</th>
</tr>
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<tbody>
<tr>
<td>Population (million)</td>
<td>748</td>
<td>760</td>
<td>850</td>
</tr>
<tr>
<td>Poultry meat output (millions)</td>
<td>180</td>
<td>202</td>
<td>270</td>
</tr>
<tr>
<td>Per Capita availability (gram/year)</td>
<td>240</td>
<td>265</td>
<td>315</td>
</tr>
</tbody>
</table>

Source: Poultry industry Year Book 1986, Page 78.
First Plan: (1951-55)

A modest beginning towards commercial poultry keeping was made in the first plan with the launching of a pilot project in Orissa by Dr. J.N. Panda, now the Director of Animal Husbandry in Orissa.

Second Plan: (1956-60)

Five Regional Poultry breeding farms were set up to acclimatize the genetically superior stock imported in 1956 from America under the Technical Corporation Mission and introduce them to different regions. The Second Plan failed to make the required impact on poultry production because of the following reasons:

1. Absence of balanced poultry feed.
2. Non-availability of quality hybrid chicks, equipments and training facilities.
3. Poor marketing.

Third Plan: (1961-65)

1. The third plan period saw the emergence of poultry farming as a commercially viable enterprise. A new Organization by name Intensive Poultry Development Projects (IPDPs) was set up to extend services to
the poultry farmers. The deep-litter system of poultry-keeping was popularized.

2. Four multiplication farms with foreign collaboration:

Arbor Acres, Hi-bred, Rani Shaver and Unichix were set up in the private sector for the production of exotic chicks capable of laying 240 eggs a year.

3. Under the Freedom From Hunger Campaign (FFHC), about 10,000 pure line chicks were imported from Australia in 1965 for government breeding farms for popularization of high-laying stock.

4. Some 300 units produced balanced feed.

5. Two large scale poultry dressing plants were set up at Poona (capacity 1000 broilers per hour) and Chandigarh (600 broiler per hour) by the State Government to encourage the production of broilers.

Fourth Plan (1969-74)

1. The fourth plan emphasized the breeding of better stocks and extension of help in new areas through IPDPs.
The Indian Council of Agricultural Research (ICAR) developed research projects – One, to develop suitable egg laying strain and the other, for meat.

2. In the private sector, three franchisers, viz. Kegg farms, Poona pearls and Unichix imported in 1970 the pure lines for breeding and multiplication on a commercial scale.

3. A Random Sample Laying Test Unit (RSLT) was established in 1970 at Hessarghatta which lies at the outskirts of Bangalore. Hessarghatta emerged as the biggest and most modern poultry complex in India. The Central Training Institute for Poultry Production and Management (CTIPPM) was set up herewith the assistance of FAO/UN. It is the most prestigious centre in latest knowhow in theory and practice of poultry keeping. Foreign experts participate in these courses. At the IVRI, Izatnagar, UP an advanced study in poultry science was established which provides refresher courses for poultry scientists.

4. The production of poultry equipment was at the top with export orders.
Fifth Plan (1975-79)

1. Facilities were created for the establishment of a new central breeding farm, expansion of 17 breeding farms and 55 IPDPs. Production of broilers was intensified around 17 dressing plants. The annual egg production was planned to increase sharply by about 50%.

2. A national egg marketing grid, based on cooperative structure, was organized to plug the lack of marketing facilities which has prevented the growth of poultry farming.

3. A new Commercial Hybrid was produced at Hessarghatta from the imported pure line stock. It was named as H.H.260 or Mychix. They have consistently topped at all the four Random sample laying Tests (RSLT) at Bangalore held since 1971. Their performance is at par with that of exotic strains in any country with a developed poultry industry.

FIVE YEAR PLAN OUTLAYS IN POULTRY DEVELOPMENT (IN MILLION RUPEES) Table 2.4

<table>
<thead>
<tr>
<th>PLAN</th>
<th>OUTLAYS</th>
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<tbody>
<tr>
<td>Second</td>
<td>28</td>
</tr>
<tr>
<td>Third</td>
<td>45.88</td>
</tr>
<tr>
<td>Fourth</td>
<td>115</td>
</tr>
<tr>
<td>Fifth</td>
<td>355</td>
</tr>
<tr>
<td>Sixth</td>
<td>426</td>
</tr>
<tr>
<td>Seventh</td>
<td>602</td>
</tr>
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</table>
(Source: Annual Report of the Ministry of Agriculture Department of Agriculture and Co-operative, Government of India and planning commission documents).

Poultry in Tamil Nadu.

Tamil Nadu is the third ranking poultry producing State in India. According to the 1972 provisional census the number of birds in Tamil Nadu is 13.33, million. Although Tamil Nadu is a large State, poultry has been somewhat retarded in development.

At present in Tamil Nadu, poultry industry is run in the following places.

Layer Scheme:

Namakkal, Salem, Rasipuram, Tiruchengode, Sangagiry, Erode, Perundurai, Dharmavaram, Madras, Chingleput, Arcot, Coimbatore, Palladam, Tirupur, Nagercoil, Kanyakumari, Raja- jalayam and Dharmapuri.

Broiler Scheme:

Madras, Coimbatore & Chingleput are the main poultry pockets for broiler Industry in Tamil Nadu.

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Modern Aspects of Poultry Keeping by R. Gnanamani, Page 457.
In Tamil Nadu, the Tamil Nadu Poultry Development Corporation Limited (TAPCO) was established on 12-7-1973 as a fully owned Government Company with an authorised Capital of Rs. 100.00 lakhs for the implementation of various developmental and Commercial activities relating to poultry in Tamil Nadu. TAPCO has its Head Office at Madras and has branches in all the District Headquarters.

Tamil Nadu is having 14 private hatcheries, 8 Government hatcheries for hatching chicks and to supply day-old chicks. In 1985, the poultry stock was: Layer parents 1,05,000 and Broiler parents 55,000 birds.

**Indian Poultry towards 2000 AD:**

It is expected that an annual production of 62,000 million eggs and 800 million broilers will be achieved by 2000 AD. The desired level of production of 1,80,000 million eggs and 6,000 million broilers can be achieved by 2015, provided proper atmosphere for growth is created.

Assuming a human population of 1,000 million, the per capita availability per year would be 62 eggs and 1 kg. broiler per person. By 2015, it would reach a
level of 180 eggs and 6 chickens weight.

The increase in egg production will not be at the cost of broilers; nor will the growth of broilers be at the cost of eggs. In fact, they will be complementary to each other. Both sectors will grow hand in hand.

The industry's future depends on our ability to maintain and improve the quality of our genetic stock. A continuous programme of research will have to be undertaken towards this goal. Considerable progress has already been made in this direction. In fact the quality of the genetic stock breed in India is second to none; indeed better than what we used to import. The dependence on importation of grand parents is already dwindling and long before the turn of the century, it will end once for all.

Raising the per capita availability of eggs and broilers is in fact the biggest challenge that the industry has to face. We are at a very low level of per capita availability. At present we are producing and consuming only 18 eggs per capita. Compared to advanced
countries where the egg consumption rate is 250-300 eggs per capita and the average consumption of the developing nations of 30 eggs per capita, this is too low. The reasons are many. But the most important reason is the lack of awareness of the nutrition value of eggs and chicken meat, and the realisation of the fact that these are the cheapest sources of protein.

Nowadays very forceful promotion Campaigns are being arranged throughout the country. The industry and farmers organizations like NECC, as well as the Government should join hands in carrying out these campaigns successfully. Attempts are being made to coordinate with all the agencies concerned and investors in the welfare of the poultry sector for carrying out these campaigns successfully.

Poultry has already started proving its capacity to uplift the rural population. In the years to come, it is expected that more and more people will consume eggs and chicken meat. It is hoped, by the turn of the century, poultry will come to be recognised as one of the most significant tools of eradication of poverty and malnutrition.