CHAPTER - V

SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 INTRODUCTION

The study aimed at measuring the successful operation of poultry business and the intensity of the major problems faced by the poultry entrepreneurs in various functional areas of management. For this purpose, 523 sample respondents were selected using stratified random sampling technique from four important poultry clusters of Tamilnadu. Field survey technique was employed to collect the first-hand information from the sample respondents. Interview schedule was the main tool employed to collect the pertinent data. The collected data were arranged in simple tabular forms and appropriate statistical tools were used for data analysis. Based on this, analysis and interpretations were made systematically. In this chapter, an attempt has been made to recapitulate the key findings and conclusion. Based on these findings, a few suggestions have also been made by the researcher.

5.2 FINDINGS

5.2.1 Chi-Square Analysis

- The respondents’ age was studied under three strata viz., young, middle and old aged category. It could be found from the analysis that the
middle (41-50 years) aged respondents have performed the poultry business very successfully than young and old aged respondents. The chi-square test proved that the result is significant at 5 percent level and reveals that there is a close relationship between age of the poultry entrepreneurs and their success in the poultry business.

- Sex-wise analysis revealed that male category of entrepreneurs in the study area is more successful than the female entrepreneurs in poultry business.

- The respondents’ educational level and their successful operation in poultry industry highlights that the respondents having professional education were operating the poultry business very successfully than the school level educated, college level qualified and illiterate entrepreneurs.

- It is noted from the analysis that the poultry entrepreneurs earning above Rs.25000- 50000 per month were more successful than the other groups. The result of chi-square test also proved that there is a close relationship between income generating and success rate of poultry entrepreneurship.

- It is found from the analysis that the respondents having more than 6-10 years of experience were identified as successful poultry entrepreneurs than the other categories. The chi-square test is also proved that there is a close relationship between respondents’ experience in poultry business and their successful operation.

- Marital status of the respondents was studied and it is identified that unmarried respondents have progressed very successfully than the married respondents and the chi square test is also proved that there is a close relationship between marital status of the respondents and their successful operation of the poultry industry.

- Family Size of the respondents was studied and it is concluded from the analysis that the poultry entrepreneurs having 4 members in a family
showed better progress than the respondents having small size and large size family. The result of chi-square test is also proved that there is a close relationship between size of the family and successful operation of poultry industries.

- It is evident from the analysis that the poultry entrepreneurs having Rs.10-20 lakhs wealth position performing well compared to their counterparts having below 10 lakhs, 21-30 lakhs and above 30 lakhs wealth position. The result of chi-square test is also proved that there is a close relationship between wealth position of the respondents and their successful operation of poultry industries.

- It is witnessed from the analysis that more successful operation of poultry industry was among the poultry entrepreneurs running the poultry business in the category of sole proprietors. The chi-square test is also proved that there is a close relationship between type of farm ownership and their successful operation of poultry business.

- It is noted from the analysis the respondents belonging to poultry as a main occupation have achieved the highest success in their business. However, the chi-square test is proved that there is no relationship between type of occupation of poultry farm entrepreneurs and their level of successful operation of poultry business.

- In the study of capacity of birds and successful operation of poultry farm, it reveals that the respondents belonging to 50001-100000 birds in their farm has the highest successful in poultry business. The chi-square test is also proved that there is a close relationship between capacity of birds of poultry farm entrepreneurs and their level of successful operation of poultry business.

- It is concluded that the respondents getting the feed from dealers have achieved the highest success in poultry business. The chi-square test reveals that there is no relationship between source of feed of poultry
farm entrepreneurs and their level of successful operation of poultry business.

- It is inferred from the analysis that the respondents employing entire to family members and Contract labourers have achieved the highest success in poultry business. The result of chi-square test also proved that there is a close relationship between type of labourers engaged of poultry farm and the level of successful operation of poultry business.

- It is noted from the analysis that the respondents who are having the workers up to 5 in their farm have achieved the highest success in poultry business. The chi-square test also proved that there is a close relationship between number of workers in poultry farm of entrepreneurs and their level of successful operation of poultry business.

- It is found from the analysis that the respondents hiring the poultry farm space on lease basis have achieved the highest success in poultry business. The chi-square test is also proved that there is a close relationship between farm space of entrepreneurs and their level of successful operation of poultry business.

- It is inferred from the analysis that the respondents concentrating in high yield of eggs have achieved the highest successful in poultry business. The result of chi-square test also proved that there is a close relationship between egg yield percentage of poultry entrepreneurs and their level of successful operation of poultry business.

- It is concluded that the respondents who have received high level of service and support from the egg dealers have achieved the highest success in poultry business. The chi-square test reveals that there is a close relationship between services offered by the egg dealer to poultry farm entrepreneurs and their level of successful operation of poultry business.
5.2.2 Multiple Regression:

The Multiple Regression Analysis reveals that the successful operation of poultry industry is positively associated with their age, experience, family size, farm ownership, main occupation, purchase point of feeds, type of labours, farm space, egg yield percentage, services offered by the egg dealer in the study area.

5.2.3 Factor Analysis:

From the factor analysis, the factors were studied by selecting twelve variables. Out of twelve variables, only five variables showed high level of influence with 61.233 cumulative percentage with 10.173 variance. They are manpower (2.659), season (1.303), heavy initial investment (1.273), source of loan facilities (1.079) and Government support (1.033). These five factors contracted together account for 61.223 percent of the total variance. Hence, it is found that the factor have reduced the number of variables from 12 to 5 underlying factors.

5.2.4 Structural Equation Modeling (SEM)

From the analysis of Structural Equation Modeling, it is concluded that there is a close association between successful operation of Poultry Industries and its relative independent variables namely Personal Image, Leadership Skill, Entrepreneurial Skill, Management Skill, Technological Skill, Family Support, Parents, Adjust to uncertainty, Risk Taking, Scope for Business, Resource Availability, Unemployment and Individuality. Further, it
is noted that all these independent variables shows high level of interdependency and correlate each other.

5.2.5 Percentage Analysis

- The operation of poultry industries was ascertained based on the year of establishment. The analysis reveals that that 35.4% percent of the poultry entrepreneurs were doing their poultry business 16-25 years.
- It is noted from the analysis that majority (74.6%) of the poultry entrepreneurs were looking after the poultry business by heredity.
- It is evident from the analysis that 33.5% of the poultry entrepreneurs were using SKM brand feed.
- It is inferred from the analysis that majority (90.4%) of the poultry entrepreneurs’ farm were modernized.
- It is learnt from the analysis that 43.97% of the respondents’ poultry farms was modernized in water supply system.
- It is implied from the analysis that majority (58.1%) of the poultry entrepreneurs’ farms were insured.
- It is noted from the analysis that 44.9% of the farms under study area remove the poultry litter half yearly.
- It is found from the analysis that 38.0% of the farm respondents states that inputs required for poultry farm is available in all areas.
- The sources of information was studied and it was learnt that majority (84.7%) of the poultry entrepreneurs were getting regular income from their poultry business.
- It is observed from the analysis that 45.4% of the farm respondents get regular income monthly.
• It is implied from the analysis that majority (82.2%) of the poultry entrepreneurs were getting profit within a short period.

• It is concluded from the analysis that 43.0% of the farm respondents got profit in 5-7 years.

• It is found from the analysis that encouragement from big business units is agreed by 37.9 percent respondents.

• It is concluded from the analysis that education to the poultry farmers factor is agreed by 59.7 percent.

• It is inferred from the analysis that 48.8% of the farm respondents purchase 5001-10000 chicks at every purchase.

• It is concluded from the analysis that 37.7% of the poultry entrepreneurs were purchasing Highline brand chicks.

• It is evident from the analysis that 44.9% of the farm respondents purchase chicks once in a quarter.

• It is witnessed from the analysis that 39.6% of the farm respondents got the egg yield by 80-85%.

• It is found from the analysis that 36.9% of the farm respondents were on the opinion that the purchase cost per chick was between Rs 23-24.

• It is concluded from the analysis that 37.3% of the farm respondents were on the opinion that cost of feed per bird per day was between Rs.1.25-1.75.

• It is inferred from the analysis that 41.7% of the farm respondents were on the opinion that cost of labour per bird per month was between Rs.1.20-1.50.

• The cost of medical and other expenses per bird per month was studied and it was found from the analysis that 33.1% of the farm respondents were on the opinion that cost of medical and other expenses per bird per month was between Rs.2.01 – 2.50.
• It is found from the analysis that 41.3% percent of the poultry entrepreneurs were using periodical vaccination method as a precaution to protect the birds from diseases.

• It is learnt from the analysis that majority (91.6%) of the poultry entrepreneurs had awareness of the veterinary services about poultry maintenance.

• It is noted from the analysis that 45.9% of the respondents were getting veterinary information through sources other than Radio, Newspaper and Field workers like traders and agents.

• It is implied from the analysis that 29.1% of the poultry farm respondents were getting the information of egg price changes from Dealers.

• It is concluded from the analysis that 66.3% of the poultry entrepreneurs were getting the egg price fixed by the NECC.

• It is found from the analysis that 38.2% percent of the poultry farm respondents know that their farm eggs are sold in Domestic market.

• It is concluded from the analysis that 32.1% of the poultry farm respondents were on the opinion that eggs collected from their farm fortnightly

• It is inferred from the analysis that 35.6% of the poultry entrepreneurs had price as the grievance in eggs selling.

• It is noted from the analysis that 32.7% of the poultry entrepreneurs were satisfied with existing system in poultry egg marketing.

• It is found from the analysis that 36.1% of the poultry farm respondents were on the opinion that eggs were transported from farm to market by hired vehicle.
5.2.6 Henry Garrett Ranking Method

- It is inferred from the analysis that most of the entrepreneurs were opined that “Technical skill” and “Entrepreneurial skill” were the important skills required to start and manage the poultry industry.
- It is concluded from the analysis that “Employment Opportunities” and “Rural development” were the important socio-economic factors which affect the poultry industry.
- It is inferred that maximum of the entrepreneurs were on the opinion that “Climate condition” and “Seasonal Diseases” were the important environmental factors which affect the poultry egg production in the farm.
- It is stated from the analysis that majority of the entrepreneurs were on the opinion that “feed quality” and “medical care” were the important farm management factors which affect the poultry egg production in the farm.
- It is inferred from the analysis that a good number of the entrepreneurs have opined that “Transport problems” and “Lack of storage facilities” were the major problem faced while marketing the eggs.
- It is noted from the analysis that maximum of the entrepreneurs have opined that “Scarcity Chicks and feed” and “High Cost of Production” were the major problem in egg production.
- It is clear from the analysis that maximum of the entrepreneurs have the opinion that “Lack Working Capital” and “Loans not sanctioned in time by Bankers” were the major reasons for the financial problems in poultry farming.
- It is concluded from the analysis that maximum of the entrepreneurs have opined that “Tough Competition” and “Credit Sales” were the major reasons for the marketing problems in poultry business.
It is noted that maximum of the entrepreneurs were opined that “Extreme hot climate” and “Temperature variation” were the important climatic factors which affect the egg production in the poultry farm.

From the analysis, it is inferred that maximum of the entrepreneurs were on the opinion that “Demanding Higher wages” and “High Initial Wages Demanded” were the important factors pertaining to labour problems which affect the poultry farm business.

It was observed during the study that prior to millennium year the entrepreneur belonging to kongu vellalar caste of backward community dominated in poultry egg manufacturing business was smooth during this period. After millennium year the other caste people are also entered in the poultry egg production through lending finance to kongu vellalar community and very easily included in the poultry business and capture the maximum share in all the revenue blocks of Namkkal, Vellore and Pollachi districts.

5.3 SUGGESTIONS

1. The entrepreneurs’ age – wise progress was studied and learnt that middle age respondents running the business very successfully due to high level of motivation and zeal. Whereas the respondents at young aged category and old age category showed comparatively less progress due to their age level and unable to manage forcefully. Hence, it is suggested that the young and old age entrepreneurs should be given proper motivation and their financial needs should be fulfilled on time.

2. After millennium year most of the poultry entrepreneurs wards have focused their attention towards IT and IT enabled industries to gain attractive salary and perks and hence the professionally qualified people
are not showing much interest to take charge of their family business. Hence, it is suggested that the Government should give a special priority to attract the youths during their education. Some concessions may be offered for students studying Agri engineering, poultry science and animal husbandry sciences.

3. It is disheartening to note that most of the poultry entrepreneurs are under the clutches of private financiers. This affect drastically and in order to pay the debts they are selling the poultry accessories one by one and at present they are all doing contract works for the giants in poultry business. Hence, it is suggested that whenever a small and medium poultry entrepreneurs suffering with financial crisis or working capital management, the bank should come forward to settle their financial demands and should provide timely help. Further, it is advised that the small poultry entrepreneurs should create a good corpus fund and this may be utilized at a very meager rate of interest, which should be below the interest rate of the banks.

4. While comparing the success rate with the first generation entrepreneurs and second generation entrepreneurs, the study highlights that the first generation poultry entrepreneurs are very dynamic, sincere and dedicated to achieve the task very successfully than the second generation entrepreneurs. Hence, it is suggested that the second generation entrepreneurs too, be given more priority by forgetting caste discrimination. The kongu vellalar community, who are mostly involved in agriculture and poultry business as second generation entrepreneurs have not performing well, they should realize the power and value of money and treat their poultry business as seriously and earn good income through hard work, dedication and sincere concentration.

5. The Government has introduced a few schemes to support the poultry entrepreneurs. Majority of the poultry entrepreneurs are not aware all these schemes thoroughly. Hence, it is suggested that the Government
should appoint a few information officers to spread the schemes and messages at poultry entrepreneurs level. Further, it is suggested that different media like press, radio and television may be used by the Government to reach this messages.

6. The poultry entrepreneurs establish the industry through loans and most of the entrepreneurs were unable to refund because of the poor return on investment. Hence, it is suggested that the poultry entrepreneurs should concentrate more on optimal productivity with high quality poultry products.

7. While analyzing the proper legitimate registration of the poultry farm it is disheartening to note that majority of the poultry entrepreneurs were not registered their poultry farm as per the norms which prevent them to avail the benefits from the Government. Hence, it is suggested that even if the poultry entrepreneurs are running a tiny and small farms they should register as per the Government norms, which enable them to avail all the schemes and benefits available from the Government.

8. A good majority of the poultry entrepreneurs are unable to utilize the poultry farms at optimum level due to irregular power supply and non availability of good quality of feed and other medical facilities. Hence, it is suggested that the poultry entrepreneurs should take special care to find an alternative source of power supply and try to manufacture the feeds by themselves and utilize the farm at optimum capacity.

9. Though the poultry entrepreneurs are producing good quality eggs but poor in marketing their products. They are totally dependent on marketing agents rather than direct selling. Hence, it is suggested that the poultry association may be established a data mine consist of various domains revealing different kinds of buyers in domestic market and international market.
10. Maximum sales in poultry business are on credit basis but the local poultry entrepreneurs never collect any interest for these sales. This habit makes them to become big debtor. Hence, it is advised that bank interest rate may be collected by the poultry entrepreneurs. Because they are also paying interest for purchase of feed and medicines especially, in credit purchase.

11. While analyzing the most burning issue of production of poultry eggs, it is noted that the production cost goes very high because of purchasing the feed at high rate and paying interest for credit purchase. Hence it is suggested that, the government should come forward to manufacture the feeds as produced in Aavin for cattle feeds, tapioca should produce poultry feeds and offer it affordable cost. Further, the credit purchase should be avoided to avoid bankruptcy.

12. The entrepreneurs still adopting the old farm system and fails to adopt latest technology. Hence, it is suggested that innovative techniques should be employed with high tech infrastructure facilities in the poultry industries.

13. It is inferred from the analysis that lack of availability of working capital is a major financial problem and continuous business loss demolished poultry entrepreneurs. Hence, it is suggested that timely financial help should be offered by the bank as well as private financiers to safeguard the poultry business.

14. After globalization, the poultry entrepreneurs faced a cut-throat competition and they are unable to compete the global players and large scale poultry farms in China, Thailand etc., Hence, it is suggested that a quality eggs should be produced and they should be capable to face the stiff competition in the global level.

15. Fluctuations of demand and price were the most crucial issues among the competitive problems. Hence, it is suggested that prevailing demand
should be properly ascertained and accordingly the sales may be concentrated at domestic as well as in the international market. Further, it is suggested that the Government should intervene to fix the minimum standard price for the egg instead of the prevailing fluctuating price within a day.

16. Transporting the eggs from one place to another is a challenging task especially, in egg export. These issues should be solved with proper discussions with the fleet operators / owners to convey the eggs safely and quickly to avoid damage in physical condition and quality.

17. While analysing the labour issues, the labourers demands higher wages and this may be regulated through labour welfare department, Government of Tamilnadu. Further, it is suggested that the poultry entrepreneurs should give proper counseling to their employees who were frequently absent from works. The workers in the poultry industry should co-operate to the farm entrepreneurs for producing good quality of eggs. For this purpose they all should have positive attitude and well paid.

5.4 CONCLUSION

The poultry industry occupies an important role in the economy of India because of its contribution to the industrial output as well as the generation of the employment. As many restrictions are removed, the poultry entrepreneurs should concentrate on modern technologies, innovative ideas and improved quality to compete with the global competition and to run the industry with higher profitability. The state Government also has to take meticulous care and should analyze the problems of poultry industry and create awareness among the poultry entrepreneurs to manage efficiently by analyzing new trends in the study area.
In course of time, due to lack of attention and innovation towards the poultry industry, the study area will reach the level of under development. Healthy competitions have not yet been made and the concerned poultry entrepreneurs have been suffering without new technologies owing to the lack of financial assistance. The Government has to take immediate steps and quench the thirst of the poultry entrepreneurs.