ABSTRACT

The poultry industry provides a good employment opportunity for both males and females along with agricultural activities. The poultry industries were involved with live stock, which is monitored around the clock and the poultry entrepreneurs are very much concentrated in utilizing the farm optimally enriching maximum output through selling the eggs and other allied products like feathers, gunny bags and poultry litters etc. The poultry entrepreneurs have gained a good profit and a particular portion of the profit was correctly paid towards income tax. Hence, the Indian economy gain the momentum through poultry industries. But after the introduction of globalization, many foreign countries launched their business in various areas namely production, marketing, transporting, banking, insurance, IT and IT enabled industries. In order to show much glamour for the industries and offices they had consumed heavy electricity power and make their premises fully air-conditioned for round the clock. The state government has not planned well to distribute the electricity power equally for already existing industries, the newly arrived foreign originated industries and service oriented organization. This affected drastically and the frequent power cuts were vested with the shoulders of poultry farms and feed mills and poultry egg packaging industries. Due to this frequent power cut, the agriculturalist in the dry land finds difficult to produce first quality maize, which is the core raw material for poultry feed. Hence, after liberalization many of the small poultry entrepreneurs were found very difficult to produce the quality eggs in their poultry farms and these eggs finds difficult to compete in the global market.
At present, rural development has occupied fairly an important place in the economic development of the country. The Central and State Government have introduced a number of Entrepreneurial Development Programmes from time to time to uplift the rural small and tiny entrepreneurs. But, most of the programmes have not yet reached the poultry entrepreneurs to improve their standard of life. Poultry industry provides direct and indirect employment opportunity in many ways. Hence, to develop the poultry industry, the Government of Tamilnadu and other financial institutions have been announcing many funding schemes for a long time. But in general the awareness about these schemes is very low among the poultry entrepreneurs.

Owing the interest of the poultry industry, an attempt has been made to study the production and marketing of poultry eggs in Tamilnadu. The following objectives were chosen for the study.

1. To study the production and marketing of poultry eggs in the study.
2. To critically review the current scenario of production and marketing of poultry eggs specifically from different levels of production (small, medium and high level)
3. To ascertain the factors that influenced the successful operation of poultry farms.
4. To analyze the methods of pricing and current marketing channels and key players in the poultry marketing system.
5. To identify the barriers to the efficient operation and possible opportunities associated with marketing and production of poultry eggs.
6. To develop strategies and technological intervention to enhance the production and better marketing chains.

The purpose of the study was to find the factors influencing the successful operation of the poultry industries. To evaluate the successful operation of poultry industries, a sample of 523 poultry entrepreneurs were selected using stratified random sampling technique from the major poultry clusters in Tamilnadu viz., Namakkal, Rasipuram, Pollachi and Vellore which are mainly eggs producing clusters. The data were collected using a well structured interview schedule and the researcher personally interviewed the respondents with the help of various poultry owners association. The collected data were analysed systematically using Percentage, Range, Average, Chi-Square, Multiple Regression Analysis, Factor Analysis, Structural Equation Modeling and Henry Garrett Ranking Technique. The major findings are given below:

It is revealed 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.

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

It is inferred from the analysis that majority of the entrepreneurs were opined 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 majority of the respondents were faced the major financial problems like “Lack of availability of working capital” and “Continuous Business Loss” among listed nine problems in their poultry industry.

It is clear from the analysis that it is clear 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.

Agriculture, the largest backbone of India, has been shrinking day by day due to lack of interest and attention on it. Similarly, allied profession in India (Poultry Industry) is also dwindling day by day. A proper rejuvenating measure should be initiated to safeguard the poultry industry. The State Government has to take meticulous care and should analyse the problems in poultry industry and create awareness among the poultry entrepreneurs to manage the industry efficiently by analyzing new trends in the study area.