CHAPTER I

INTRODUCTION AND METHODOLOGY

Introduction

Rural development is a strategy designed to improve the economic and social life of the rural poor. The overall goal of rural development is "to liberate the energies of rural people, especially the poor, so that they can realise their full potential and thus improve their capacity as well as commitment to develop, organise and govern themselves towards the attainment of a higher quality of life for the individual and for the entire community. Rural development also aims at integrating the low income segments with the rest of the rural community by ensuring them a better participation in the production process, and a more equitable share in the benefits of development. To achieve the overall objective, there is a need for integrating objectives namely more production, more employment and more equitable distribution of income."¹

The operational objectives of rural development are to raise productivity in the rural sector, ensure equitable distribution of income and provide sufficient employment, promote all kinds of infrastructure and to institutionalise political and administrative capacity of people by participation in decision-making process. By doing this, more efficient provision of basic social and economic services and even development with far greater equity and the
India's economy is predominantly rural, where 74.3 per cent live in rural areas. Agriculture is the primary occupation for majority of the people and also main source of employment and income in rural areas. Since Independence, Government of India through Five Year Plans, initiated a number of specific anti-poverty programmes for creation of additional wage employment and eradication of poverty in rural areas. According to rural development statistics compiled by Dr. K. Hanumantha Rao, NIRD, "the employment status in rural areas in 1991 as principal status, it is 538 persons per 1000 among males and 224 persons per 1000 among females," indicating large portion of the population as unemployed and underemployed. This calls for alternative production and employment opportunities for rural people.

Chadha G.K. and Alokh N. Sharma opined that, after Independence, significant developments took place in rural India. And, Green Revolution was the first major intervention. It made its impact on employment and poverty in rural areas. Secondly, diversification within agricultural sector, a switch over from low value crops (coarse cereals) to higher value crops (oil seeds) on the one hand and expanding network of allied activities such as fruits and
vegetables cultivation, dairy, poultry, and horticulture etc.

Livestock is playing an important role in rural areas as the major source of employment and income providing sector. In India, livestock rearing is mainly a rural occupation and majority of the people engaged in this vocation belong to the weaker sections of rural community. Nearly, 70 per cent of the households possess a mere 22 per cent of land holdings. But on positive side, they own as much as 65 per cent of the cattle population.

Within livestock sector, poultry farming has been considered as an important source for providing income and employment and nutritious food. According to Richard Masillamony, Vice-Chancellor, Tamilnadu Veterinary and Animal Sciences University, 'a poultry breeder has to employ atleast 4 persons if he has a plan to produce 1000 broilers every 15 days.' Benerjee, G.C., (1992) opined that, poultry farming offers opportunities for full-time or part-time employment particularly for women, children, or elderly people on the farm operation. Apart from direct employment to the farmer, persons away from the producing centres are also employed for transportation and distribution among the consumers. Factories for producing liquid egg, egg powder, dried yolk
etc., may again help for further increase in employment opportunities.7

Poultry farming is also important from the nutritional point of view. It provides eggs and meat which are very rich in protein, fat, minerals and vitamins. According to B.V. Rao (1990), poultry is the most efficient converter of feed into animal protein. For instance, 10 kgs of feed is converted into 225 gms of animal protein in case of sheep and 240 gms of animal protein through cow milk, as against 450 gms in case of broiler and 378 gms through eggs indicating an efficient conversion in poultry farming.8

In another area, the National Institute of Nutrition has recommended that a balanced diet should contain 30 gms of eggs and 30 gms of meat per head, per day. Which means, an annual per capita consumption of 180 eggs and 10.8 kgs of meat. According to B.V. Rao (1988), India's per capita consumption of eggs and broiler meat is among the lowest. Against the world average per capita consumption of 124 eggs, the average of the developed countries is 306 eggs and that of developing nations is 60 eggs. Whereas India's national average is only 19 eggs. In broilers, the world average is 5.9 kg, that of the developed countries 15.6 kg and the developing countries 2.5 kg; whereas India's average is hardly 250 gms.9 According to statistics of Indian poultry
industry year book 1994, the per capita availability of eggs during 1992 is 26 Nos. and per capita availability of poultry meat is 493 gms in India.10

Another peculiar feature of poultry farming in India is that, 25 per cent of population are living in urban and semi-urban areas consuming 75 per cent of the poultry products i.e., eggs and poultry meat. And also poultry products cost more in rural areas as they have to be transported from urban areas. Hence, there is an enormous potential for increase in consumption of eggs and chicken meat in rural areas in India.

Commercial poultry production in India is barely 30 years old, although poultry rearing dates back to pre-historic times. During the last three decades, annual output of eggs has increased from 2881 million in 1961 to 23660 million in 1991, making poultry as the fastest growing sector of Indian agriculture. The seventies saw a spurt in egg production, the eighties in broiler production from 30 million to 190 million and the nineties promises to be that of poultry processing.11 Broiler farming is the fastest growing segment of poultry industry. During the last decade, the consumption of poultry meat has increased because of its easier availability, acceptability and low-cost.
Anantapur is one of the six districts in India that was identified as drought prone area. The geographical position of the district render it the most driest part of Andhra Pradesh. The average rainfall of the district is 544 mm, and is lowest in the State. The recurrence of droughts has increased considerably during the last three decades. It is estimated that on an average 58 per cent of the total cropped area was damaged to different extents after sowing of the seed in every drought year. It is also estimated that 55 per cent of the small and marginal farmers and agricultural labourers were affected adversely due to prevalence of drought in the district. Most of the crops grown on large areas in Anantapur district are rainfed. But the rainfall is uncertain and uneven in distribution. Sometimes monsoons break too early or considerably delayed upsetting the agricultural operations.12

Considering the drought situation in Anantapur district, there is a need for the alternative employment opportunities like livestock and poultry farming and non-farm income generation activities. Poultry farming is promoted in the district though different programmes during Plan period. Notable among them are applied nutrition programme, special livestock development programme and integrated rural development programme. Special emphasis on the promotion of
modern scientific rearing practices and modern breeds introduced for the creation of employment and income and nutrition to the target people in the district. According to livestock census 1993, the poultry population of Anantapur district is 9,35,579 birds. Of which, 8,79,519 birds are reared in rural areas and 56,060 birds reared in urban areas.

It is in this context poultry farming and its management aspects, input availability, and economics of poultry farming are to be studied in detail. A study of this nature would help in promoting poultry farming in drought prone areas in general and Anantapur district in particular.

Most of the studies conducted on poultry have concentrated on the veterinary and technical aspects of poultry farming are bio-tec in nature. The studies on economic aspects have mostly concentrated on the layer farming and the studies on the economic aspects of broiler farming are limited. Hence, the present study is undertaken. The study intends to analyse the management and economics of broiler farming.
OBJECTIVES OF THE STUDY

Though the present study mainly aims at understanding management and economics of broiler farming units, few specific objectives have been framed and are presented below:

1. To understand the progress of poultry farming in India,

2. To study the socio-economic background of the broiler farmers,

3. To examine the managerial and input procurement practices of the broiler farmers,

4. To assess the cost and returns of broiler farming units,

5. To suggest measures based on the findings of the study.

METHODOLOGY

As already pointed out the problem of the study is to analyse the management aspects and economics of broiler farming. The methodological aspects of the present study are as follows.
Selection of the Area and Sample:

The present study, enquiring into the management aspects and economics of broiler farming, is confined to Anantapur rural mandal of Anantapur district, where the broiler units are concentrated when compared to other mandals in the district.

The census method was adopted, covering all the poultry farms in Anantapur rural mandal, in the present study. The study covers all the 36 broiler farms in the study area.

Tools of the Study

The secondary information was collected from the poultry development institutions and other governmental institutions. A specially prepared schedule was canvassed through personal interview with all the broiler farmers. The schedule enlisted the information on socio-economic background of respondents, management aspects, procurement of inputs and economics of broiler farming.
Scheme of Presentation

The study is presented in five chapters. The first Chapter includes introduction and methodology. The growth of poultry farming in India is presented in the second Chapter. The third Chapter deals with profile of Anantapur district and the study area i.e., Anantapur mandal, profile of the poultry units and profile of the broiler farmers. The fourth Chapter deals with the management aspects and economics of broiler farming. The concluding Chapter includes summary, observations and recommendations of the study.
REFERENCES:


10. Indian Poultry Industry Year Book 1994, Publisher Shakuntala, P. Gupta, A-25, Priyadarshini Vihar, New Delhi, India, p.80.
