CHAPTER IV
CHAPTER IV.

**Broiler Infrastructure and RUHSA's Role in K.V. Kuppam Block.**

This Chapter is concerned with the discussion on the application side of the broiler industry and brings to light the infrastructural facilities actually available in the area of study i.e., K.V. Kuppam Block, in the first part. The Second Part of the Chapter is devoted to the discussion on the structural and functional aspects of RUHSA under the heading "RUHSA's Role".

**Procurement of Chicks:**

Usually, the growers get the chicks from those hatcheries located in Madras, Chittoor and Bangalore.

VENCOB is the main variety of chicks received by the growers through RUHSA.

The price per chick is around Rs. 4.50.

The main reasons for purchasing the VENCOB variety only are:

a. This particular variety only is available.

b. The price of the chicks are comparatively low.
c. The hatchery supplying chicks has a long customer relationship.

d. The growth on the particular variety is comparatively quicker.

A majority of the growers purchase chicks once in a quarter.

Some of the growers are willing to reduce the period of purchase i.e. once in a month or once in two months etc., but they cannot do so. The reason is:-

a. Lack of Shed facilities.
b. Lack of chick availability.
c. Troubles in marketing.
d. Lack of financial facilities.

They bring the chicks from RUHSA to their sheds by cycles. RUHSA receives the chicks by train upto Katpadi and from Katpadi by auto-rickshaw.

**Feeds:**

Usually feed produced and supplied by RUHSA is used by the growers.

Usually the growers purchase feed on credit basis
for each and every batch. As per the tripartite agreement RUHSA undertakes to sell the reared broiler and thus deducts the amount due to it for feed supply through the bank operation.

Sometimes they prefer to purchase other than RUHSA feed from other dealers; but they cannot do so. The reasons are:

a. No credit facilities.
b. Transport problem and charges.
c. Distance.
d. No other local dealers.

They may purchase in bulk or in full packages. Usually, they purchase two types of feed.

a. Starter.
b. Finisher.

Due to the following difficulties the growers are unable to prepare feed by themselves.

a. They do not know the formula.
b. It is not economical.
Equipments:

The following are the various equipments used by the grower generally.

Feeder, Waterer, Iron net, Brooder, Brooder guards, Electric bulbs etc.

Regarding brand, there is no brand name or trade mark for the equipments.

They used to purchase the required equipments from local market or from Chittoor and bring them by bus.

Some of the growers, other than RUHSA members used bamboo feeders, small pots and plastic basins as waterers.

Housing:

A majority of the sheds are thatched and are constructed with those materials available locally.

Most of the sheds are constructed with the loan amount, received through Tapco. Now they are not receiving any loan for the shed construction.

Flooring is made up of cement and
Paddy husk is used as the litter material.

**Veterinary coverage:**

There are different ways of getting Veterinary services. The following are the common methods adopted.

They seek the services from RUHSA.

Some growers depend on self-service.

For veterinary coverage, they (growers) used to pay Rs. 120/- per batch to RUHSA. The RUHSA supplies the following drugs.

The types of treatment are:

a. Vaccination.
b. Medicines.
c. Post-mortem.
d. Suggestions and consultation.

They have insurance facilities.

They receive news regarding veterinary services from Radio, Magazines etc.

**Finance:**

The needed Capital is raised through Nationalised Banks. The nature of loan is short-term. The loans are
secured by offering securities such as land documents. They receive loans either in kind or in cash. The following criteria is adopted for sanctioning loans.

1. Nature of the shed.
2. Number of chicks etc.

Sales:

The growers usually sell live-birds in bulk. The sale price is fixed. The sales are effected through RUHSA. No regulated markets are in existence for sales purpose. The mode of transport is the Van owned by RUHSA. It is observed that there is loss of weight during transit.

Drinking water:

The broiler growers fetch water required for birds on their heads. The sources of water are - Tap, Bore and Well. The growers don't have knowledge as to the quality or standard of water.

Packaging, grading and standardising:

RUHSA, the sponsors of the broiler scheme in K.V. Kuppam Block undertakes the dual responsibilities of
supplying chicks to the growers and selling the reared birds. There appears to be no need for the growers to think in terms of grading and standardisation. Even the parent institution (RUHSA) does not maintain modern facilities of grading and standardisation.

Training and Educational Schemes:

The broiler growers in K.V. Kuppam Block are imparted with one month's training by the RUHSA. The training keeps them in good stead to understand the basic requirements as to maintenance of infrastructure required for the broiler investment. The education also makes them to understand the benefits derived from the industry.

General Problems:

The growers, in general, face the problem of irregular supply of chicks. For constructing new sheds and to expand the existing sheds to accommodate additional batches of chicks, the growers need extra financial assistance. The growers feel that the "Tamil Nadu Electricity Board" charges them at Commercial rates for the consumption of electricity for the broiler scheme, which works out to be one of the major heads of expenditure. They also feel that the electricity consumption rate can be brought down to keep parity with the neighbouring states, where the rates are comparatively lower.
RUHSA's Role:

Rural Unit for Health and Social Affairs (RUHSA) is one of the departments of the Christian Medical College and Hospital, Vellore, N.A.District. RUHSA is established in Kavanooor, K.V.Kuppam Block, N.A.District to implement various socio-economic programmes for the development of the Block. The aims of RUHSA's socio-economic development programmes is the improvement of community welfare through an organisation that will:-

a. Implement an integrated multi-disciplinary moral health and socio-economic development programme for a defined area and population with the resource available.

b. Use this programme as an extension of Christian Medical College and Hospital (CMCH) service in the Community and in the training of its students for the needs of India.

RUHSA's various socio-economic programmes are experiments where the Government, Banks and other agencies are working together for a meaningful social change
in the K.V.Kuppam Block, N.A.District. RUHSA focusses the family as a Unit of society and helps them to build their society or community. RUHSA's ultimate role is to help the people to help themselves for the improvement and development of their society and community. RUHSA helps the people in the block to become aware of their rights and problems in their day-to-day life and to solve these problems. Experiences gained in RUHSA are of great use to the country and it is hoped that the pattern of staffing coverage services could be considered as a good model for reproduction elsewhere in India.

**Basic principles on which RUHSA has been founded:**

To cover a defined area and population with programmes for the general socio-economic development of the people.

The various socio-economic programmes are being implemented with the informal collaboration and consultation of the Government of India, Govt. of Tamil Nadu and other local bodies. In all the socio-economic programmes, the services of the local people are being included.
CMCH is also extending its services and involvement in the implementation of various socio-economic programmes. The various socio-economic programmes are being implemented to provide health, education, vocational training in various fields and intensive agricultural schemes.

**Coverage:**

The various socio-economic programmes of RUHSA cover the following population:

1. Women and children of the Block.
2. Educated unemployed youth.
3. People who are economically and socially weak.

**Community Broiler Scheme:**

Among the various programme/schemes being implemented by RUHSA, the community Broiler Scheme is the most attractive and most beneficial. Under this scheme, generally RUHSA helps the broiler growers in all aspects so that the broiler growers can get regular income to support their life.
In this scheme the RUHSA's role can be of the following classification:-

1. In the beneficiaries point of view.
2. Bankers point of view.
3. Personnel point of view.
4. Various infrastructures.

1. In the beneficiaries point of view:
Usually RUHSA is playing the following roles:-

   a. Identification of beneficiaries, educating them and providing training to them:

   Before launching the broiler scheme, by conducting evening classes, RUHSA explains about the scheme to the public in the various villages with the help of the village leaders. These kind of classes are also conducted for the village advisory committee, youth clubs, farmers association and Mahila Mandals. Generally these classes are conducted by the representatives of TAPCO, Bank Field Officers, RCOs, Village Veterinary guides and other experts of animal husbandry department of RUHSA.

   After the completion of conducting classes, interested farmers are selected. During the selection, preference will be given to the farmers who are economically backward
and educated unemployed youth. The identification of the potential farmers will be done by a team consisting of the Bank field Officer, Village advisory committee, Veterinary doctors, Regional Co-ordinating Officers and Village Veterinary guides. After the selection, their potentials will be verified. In that verification consideration is given to the following:

a. Whether the party is having sufficient Land to construct the poultry shed;

b. Whether the party is the owner of the land and whether he is in possession of title documents.

c. Whether he is in receipt of any loan from any branch of nationalised banks, cooperative societies, etc.

d. Whether he is having complete knowledge of the training.

Training:

After the identification and selection of beneficiaries the parties are given sufficient training in growing the broiler chicks in the poultry section of
RUHSA. The following are the various types of training provided.

**Initial Training:**

Duration of the training is 1-3 days. In this training, parties are taught how to construct the shed, feed the chicks, veterinary coverage, protection of chicks etc. This type of training is provided by the experts of the poultry department of RUHSA.

**Intensive Training:**

This training is given to parties after the expiry of six months from the completion of initial training. During this training period, they are taught about Vitamin deficiency, viral diseases etc. and also how the chicks can be treated against these diseases.

**Post-mortem training:**

This training is mainly given to the beneficiaries to operate the body of the chicks to decide whether it can be eatable or not.

Educate and help the parties to prepare documents regarding loan, banks etc.
To get the financial assistance from the bankers, beneficiaries have to prepare a number of documents, regarding all the things they have been helped in and educated by the RUHSA. Those documents are as follows:

1. No objection certificate from the neighbouring banks, land-development bank and agricultural credit society.

2. Title deeds and necessary documents for his assets.

3. Encumbrance certificate from the registrar.


5. Particulars of farm equipments.

6. Tahsildar's certificate that whether they are small farmers, marginal farmers, landless labourers etc.

Supply of Day-old-chicks.

A planned and scientific chick rearing is necessary for a better and overall performance of the birds. Chickhood is the most critical stage. RUHSA is getting supply of one-day-old broiler chicks from various hatcheries such as M/s. Southern Farm Fabrication Pvt., Ltd., Madras and
Deejay Hatcherries, Bangalore. Every week 1200 day-old broiler chicks are purchased and supplied to community Broiler Scheme beneficiaries. These chicks are brought upto Katpadi junction by train in the care of hatchery itself. RUHSA collects those chicks from the Katpadi Railway authorities on the same day and transports them to its campus by autorickshaw or bus. Chicks are generally transported from Katpadi to RUHSA campus during the night time or in the early mornings. This is to safeguard the chicks from the severe sunlight. The freight for the autorickshaw and other clearance charges are borne by the beneficiaries on the basis of the number of chicks received by them.

Veterinary Services:

Generally, each beneficiary is supplied 200 day-old chicks, from RUHSA. On the same day itself, the beneficiaries collect some drugs such as Glucose, B.Complex, Vitamin A etc. Beneficiaries are also supplied some vaccines for Ranikhat disease (RDUF), which was purchased, stored and supplied by the Animal Husbandry Unit of RUHSA. Animal Husbandry supervisors frequently used to visit each and every community broiler scheme beneficiary to educate and suggest various ways to overcome their problems and difficulties.
RUHSA also provides a post-mortem service to the community broiler scheme beneficiary. This scheme is more helpful to the beneficiaries to know the reasons for mortality. After the post-mortem, the RUHSA's veterinarian prescribes the necessary antibiotics such as Sulpha drugs, Antigerm, Terramycin Antigerm, coccidostat, Rosalin etc. For all these veterinary facilities, RUHSA used to collect Rs. 120/- per batch from the beneficiaries.

RUHSA also makes the availability of insurance facilities through general insurance company, by collecting Rs. 0.20 per bird. Insurance claim is available to beneficiaries only if the mortality is more than 5% of the batch. Loss of the value will be compensated upto 80% of the loss. To claim compensation from the insurance company veterinary certificates issued by the RUHSA veterinary doctors, are made available.

Supply of Feed:

RUHSA is having its own feed production unit. It produces and supplies feed for poultry, cattle, goat, pig etc. All feeds are composed of water, organic matter and mineral matter.
Organic matter is composed of proteins, fats, crude fibre and soluble carbohydrates. RUHSA's feed standards at present followed, have been evolved after extensive research in India and abroad.

The standards are based on energy requirements for maintenance, growth, and production. Feeds are manufactured from selected ingredients and under strict quality control. These feeds are highly nutritive, and palatable and can safely replace conventional feeds. All the raw materials are tested for quality at the RUHSA's well equipped laboratory, before incorporation into production. Likewise, all finished products are also tested for quality standards, before despatch.

Types of poultry feed:

RUHSA is producing two types of poultry feeds. They are 1. Layer feeds and 2. Broiler feeds. Again these two types of feeds are divided into further classifications:-

Special features of RUHSA's poultry feeds:

The above feeds are produced with best quality ingredients. As the feed contains the essential nutrients
and vitamins A, B2, B3 and D3, it is a complete food.
All these feeds are produced hygenically in the RUHSA Production Unit under strict supervision of specialists with rigid quality control.

Broiler feeds:

With minimum feed intake, the broilers gain maximum weight. There are two kinds of feed, meant for Broiler starter and Broiler finisher with high feed conversion ratio.

Ruhsa Poultry feeds specifications:

Table No. 4.1

<table>
<thead>
<tr>
<th>Contents</th>
<th>Broiler Starter</th>
<th>Broiler finisher</th>
</tr>
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<tbody>
<tr>
<td>Moisture (Maximum)</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>Crude Protein</td>
<td>22</td>
<td>19</td>
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<tr>
<td>Total ash (Maximum)</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Acid Insoluble ash (Maximum)</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>Crude fiber (Maximum)</td>
<td>4</td>
<td>4</td>
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<tr>
<td>Calcium (minimum)</td>
<td>6</td>
<td>6</td>
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<tr>
<td>Available phosphorous (minimum)</td>
<td>0.45</td>
<td>0.45</td>
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<tr>
<td>Energy K.Cal/kg.</td>
<td>2,900</td>
<td>3,000</td>
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</table>

SOURCE: 'RUHSA FEEDS', a Booklet.
PACKING:

The above feeds are available in 50 kg. or 75 kg. packs in special quality gunny bags.

Apart from production and supply of these, RUHSA used to instruct the broiler growers on how to feed the birds, when to feed the birds, different methods of feeding, watering etc.

PERSONNEL SERVICES:

 RUHSA arranges various persons to serve the beneficiaries. They are:

a. PSDO - Programme Social Development Officer.
b. PSU - Peripheral Service Unit.
c. RCO - Rural Community Organisation
d. VVG - Village Veterinary Guides.

Marketing Facilities:

On the basis of the tripartite agreement with the bankers and the beneficiaries, RUHSA is having the responsibility to market the reared birds by the community broiler scheme members.
As soon as the 8th week is completed, RUHSA collects the birds from the growers shed and transports them to the campus by its van. Usually the birds are packed in iron cages and transported during the nights. RUHSA used to sell the birds both as live birds and dressed birds.

As Live Birds:

RUHSA used to sell the birds as live in local as well as to wholesalers from Madras, Vellore and other towns. Apart from that, it used to sell the birds to hotels, in Vellore, Katpadi and in other surrounding towns, to hostels, hospitals and also to local people. Sales are done only for cash. While birds are sold, prices are charged on the basis of live weight.

As Dressed Birds:

RUHSA is having its own processing plant. With that it used to process the birds, keep under freezing system and sell them to the customers. RUHSA is having its own sales Counter in CMC Hospital, Vellore. It is supplying dressed birds to the following regularly:-
1. YWCA Canteen.
2. Men's Hostel.
3. Women's hostel.
4. Dietary.
5. Ladies Interns quarters.

Pricing:

RUHSA used to purchase from members of the community broiler scheme and fix the price, i.e. 14 Rs. per kg. as live birds. Whenever the sales are completed, the sale proceeds are sent to the bankers in the name of each member. After deducting the loan amount, the banker will credit the remaining amount to the members' savings Account. By these, RUHSA facilities to receive loan from the bankers for feeds, medicines, day-old chicks etc., and also help the bankers to recover the loan from the sale proceeds itself. The main aim of this arrangement is to restrict the growers from using the loan amount for other than the broiler scheme.

Packing up dressed birds:

After the processing, RUHSA used to pack the dressed birds in Polythene bags and keep the bags under freezer. At the time of sales, prices are collected on the basis of the weight of packages.
Beneficiaries are organised into an association and help them to run their association.

RUHSA helps the beneficiaries to form their association called "Community Broiler Growers Associations, K.V.Kuppam", and extends its help in all the ways to run the association successfully.

Bankers point of view:

Apart from helping the broiler growers, RUHSA helps the bankers also in the following ways:

Helps the bankers in choosing and extending loan facilities to the beneficiaries by conducting classes, interviews etc.

RUHSA is doing follow-up action to see that the loan amount is used for the broiler scheme only and helps the bankers to recover the amount from the parties by undertaking marketing activities.

Periodical meets are conducted by including bank officers and beneficiaries, RUHSA representatives etc. These meetings are conducted monthly once, or once in three months, to exchange views.
Infrastructure:

The various infrastructures provided by RUHSA regarding the broiler scheme are as follows:

a. Village adaption scheme.
b. Social economic education by social economic development department.
c. Veterinary services.

by RUHSA Veterinary doctors, VVG, Animal Husbandry Units.
d. Follow up activities by RUHSA Officials.

The table explains the help of RUHSA under Community broiler scheme from 1983 to June 1986. (Table No.2.4.)
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<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>1. No. of Units</td>
<td>9</td>
<td>58</td>
<td>118</td>
<td>72</td>
<td>257</td>
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<td>2. Total Birds supplied</td>
<td>1,800</td>
<td>11,600</td>
<td>26,000</td>
<td>15,600</td>
<td>55,000</td>
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<tr>
<td>3. Total Birds lifted</td>
<td>1,575</td>
<td>10,963</td>
<td>23,943</td>
<td>14,022</td>
<td>50,503</td>
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<td>4. Mortality rate</td>
<td>12.5</td>
<td>5.5</td>
<td>7.9</td>
<td>10.1</td>
<td>9.0</td>
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<tr>
<td>5. Total value of Feed supplied</td>
<td>16,560</td>
<td>1,08,460</td>
<td>2,28,793</td>
<td>1,69,792</td>
<td>5,23,605</td>
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<tr>
<td>6. Average weight per bird</td>
<td>1,450</td>
<td>1,510</td>
<td>1,460</td>
<td>1,420</td>
<td>1,460</td>
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<tr>
<td>7. Average profit per Bird</td>
<td>2.8</td>
<td>3.80</td>
<td>3.28</td>
<td>2.48</td>
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<tr>
<td>8. Value of Birds supplied</td>
<td>7,290</td>
<td>51,620</td>
<td>1,15,700</td>
<td>78,000</td>
<td>2,52,610</td>
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<tr>
<td>9. Value of Birds lifted</td>
<td>29,689</td>
<td>2,11,064</td>
<td>4,45,699</td>
<td>2,55,052</td>
<td>9,41,504</td>
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<tr>
<td>10. Total surplus to the</td>
<td>4,399</td>
<td>41,704</td>
<td>78,492</td>
<td>34,775</td>
<td>1,59,370</td>
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<tr>
<td>Beneficiaries.</td>
<td></td>
<td></td>
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SOURCE: Primary Data.