



A STUDY ON CHALLENGES AND OPPORTUNITIES IN POULTRY FARMING WITH REFERENCE TO KARNATAKA STATE

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Abstract:

Poultry farming is one of the rapid growing agriculture sector in India. It maintain protein and nutrition requirement. Karnataka has conducive atmosphere for poultry industry. Objectives of this paper is to analysis challenges in poultry sector in Karnataka, To study opportunities associated with poultry sector in Karnataka, To study the consumption level in broiler and egg poultry sector in Karnataka. The explorative research method is used to study the challenges and opportunities in poultry sector in Karnataka, the secondary data is used in this paper to analyse the result and to interpret the objective of this paper. Following challenges are found from literature review, lower productivity, lack of transportation facilities and storage, lack of quality standards in managing farming of low quality feed, low processing facilities. The poultry sector in Karnataka has huge opportunities, such are increasing of per capita meat and egg consumption creates huge job opportunities to youngsters in India. Policies which are help in supply of corn and soya beans at comparatively low price. Finally the poultry sector has huge opportunities. The per capita consumption available is 40grms and recommended by experts is 181grms.

Keywords: *poultry farming meaning, challenges, opportunities.*

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Introduction:

Poultry farming is one of the rapid growing agriculture sector in India. It maintain protein and nutrition requirement. The production of egg and broiler has been growing 8-10% per annum. The projected the market Rs 4340 billion by 2024.

The per capital egg consumption has been increased from 30 eggs to 69 eggs per annum and poultry meat consumption has gone up to from 400 grams to 2.8 kg per annum. As per human nutritionist recommend

minimum 181 eggs and 10kg chicken per annum for a healthy adult human. So poultry sector has opportunities to grow

Karnataka has conducive atmosphere for poultry industry. Karnataka 5th place in both egg and meat production in India. Transport facility for production and supply of parent birds and fertile eggs has been established. The major district in broiler chicken production are Karnataka are Bangalore rural, Tumkur, Kolar and Chikkaballapur .the major eggs production



districts are Bellary, Chitradurga, Davanagere, Raichur and Koppal

Need for the study:

India is 3rd largest country in egg production, it occupied third place after china and USA which are first and second respectively. India exporting around 5000 metric tons poultry products to European countries. Poultry production has huge gap in per capita consumption available and recommended by experts. So there is need to study to find the causes for this gap And Poultry farming opportunities and challenges.

Scope of the study:

As we know poultry is one of major source of subsidiary income to former, so, this study focus on the poultry sector opportunities and challenges in Karnataka state

Objectives

1. To study opportunities associated with poultry sector in Karnataka
2. To analysis challenges in poultry sector in Karnataka
3. To study the consumption level in broiler and egg poultry sector in Karnataka

Research methodology:

The explorative research method is used to study the challenges and opportunities in poultry sector in Karnataka, the secondary data is used in this paper to analyse the data and interpreted the objective of this paper.

Literature review:

Following literatures reviewed
Uma maheshwari T(1996) conducted a study to analysis the economic performance and status of poultry farms and to find-out the problems faced by poultry farmer in production and marketing of eggs, 89 poultry farmers were selected as sample and classified into 4 groups failure of agriculture was the major reason for choosing poultry feed cost constituted the highest percentage of 75.12% in total variable cost, the poultry units having 9000 and above birds showed relatively the highest efficiency cost of product per birds to be Rs 293, decline

in productivity escalation in feed cost and inadequacy in power supply were the problem were face by the poultry farmers.

Augustine, I. et al(2015) he analysed the opportunities and challenges in poultry more than 50% population age below 25 of Indians are shifting from vegetarianism to non-vegetarianism for the study purpose he collected data from following sources internet, websites, books, journals, reports and publication. India is 3rd rank in production of hen eggs, Tamil Nadu has 1st place in maximum egg production in India, the global egg production growth is increased by 28.4 percentage between 2000-2012.the growing poultry market is growing in fast pace compare to other meat market. the driving forces for increasing meat are increasing the changes in human diet result in increasing the growing of animal products, growing urbanisation income growth and increasing in economic prosperity , a source of protein opportunities are India has good climate, low cost of labour , inland feed ingredients, integrated production , Indians population , he also found that challenges are raising the feed cost and raw-material price increase product costs, emerging and re-emerging of diseases, regional imbalances in poultry production and low-production poor poultry marketing infrastructure, threatening competition with poultry imports , global prospectively strength are poultry requires less land than crop agriculture , good source of income. Poultry comparatively requires small capital of investment then other livestock, chicken fowls are highly vulnerable to increase outbreak. Poor distribution network of input suppliers. Local breeds has productive capacity in terms of egg production and feeding for gaining weight the qualitative feeds available are costly and available in some seasons only. Constrains in access to finance, opportunities are maximising of production to take advantages of economies of scale. Cross-breeding country chicks with exotic breeds can improve productivity with improved productivity there is a



potential of profitability investment in quality and poultry feed manufacturing to avoid the deficiencies presented in the sector, export potential to neighbouring provinces threats are disease outbreaks. Severe drought and climatic hazards, flooding market with imported inputs at cheaper rate. The failure by the authorities in enforcing quality standard in manufacturing feeds. High feed ingredients costs and poultry animal welfare issue. He also suggested strategies to tackle challenges are minimize tariffs on feed ingredients and barriers on international trade, disease prevention through use of vaccination. Environmental conservation strong marketing connection need to be set up for free from middlemen

Gopalasundar, R., (2021) in his study he is going to explain the production and marketing of poultry product. With low investment poultry farming produces employment to rural and semi-urban people, the poultry is witnessed for several problems like higher prices of feeds, low output price. Increasing of risks of mortality and high cost of production, he conducted survey in Namakkad district in Tamil Nadu state, data has been collected through primary and secondary as well. From 160 units from February 2019 to February 2020. He adopted chi-square test, Garrett ranking techniques, correlation. In his study found that majority of respondent felt that there is a problem of availability of veterinary services, majority farmers were faced the problem of delay in repayment, most of the farm keepers were faced the problem of price fluctuation and uneconomic prices in their marketing due to lack of marketing facilities. It revealed that all most all were selling goods on credit to meet competition, majority of farmers were depending upon the banks financial assistance. All respondents felt that fluctuation in price was main problem to them. He also says change in food habit and excess In demand are main reason for price fluctuation, despite all farmers were also facing problem like the feed price has doubled as increasing in row

material in production of feeds.

Chaudhary, B.N et al. the author attempted to find constraint in production and marketing of broiler and layer farming poultry birds in Gorakhpur district. The researcher found that constraints in production and marketing are availability of quality chicks was serious problem, 2. Problem of availability of storage 3. Problem of availability of finance and 4. Problem of availability of technical knowledge. The researcher suggested measures to overcome from constraints of marketing and productions and government should give incentives to encourage entrepreneurs, government should give agriculture status and relief's status to poultry. If government providing eggs to student will increase consumption, creation of broilers marketing board which can overtake supply and marketing of inputs, it should reduce the mortality through avoiding cross breeding which cause for diseases, government should establish compound feed mill at private sources to supply balance feed at reasonable price

Nikitha This study conducted in Udaipur and ajmeer districts in Rajasthan. The researcher identified five marketing channels, the most popular is producer-wholesaler-retailer-consumer for egg and poultry. Those are 1. Producer to consumer, 2. Producer to retailer to consumer. 3. Producer to wholesaler to retailer to consumer, 4. Producer to hotel/restaurant to consumer, 5. Producer to super market to consumer. The researcher has been found 13 constraints in poultry farming majors are higher cost of feed, availability of day old chicks, medicine and veterinary charges, high disease incidence, high fluctuation in selling price, non-availability of any kind government services and subsidies, high mortality rate, higher cost of inputs,

Islam, M.A., (2003). In this article the author highlighted the processing methods and marketing system of poultry meat and egg in Bangladesh. There are some problems highlighted in processing of poultry such are lack of scientific knowledge in processing, lack of use of



modern equipment, no technology to preserve, lack of refrigerator facilities in egg preservation of breakage while transport, storage facilities, selling without packing and grading the marketing of poultry meat and eggs is in some traditional methods which leads to low gain to producers, moreover the middlemen gain more the reasons is the producer will not directly sell to customers they are very far from consumer, they don't have vehicle to get product to consumer but live chicken meat is very popular in Bangladesh due to lack of trust in sloughing method, fear of dead broiler slaughtering, fear of disease broiler slaughtering so people don't like dressed chicken. While fixing prices there is no formal market to fix price. It decide on bargaining in some time seller does not bargain when increase the mortality of broiler, perishability of eggs. There are problems faced by producer while marketing are majority customer prefers desi(indigenous chicken) then broiler, storage facilities, transport facilities price variation, fluctuation high in summer season and lower in winter season

Winter and funk (2014) conducted a study on problem of marketing poultry products which are arising from the seasonable distribution related to the time of consumption, producing with reference to consumption centres, and maintenance of quality in marketing channels and transportation. the authorities acknowledges that in maintaining quality eggs and poultry meat is a big problem to industry since, the production points and consumption centres are has gap, time is needed in transferring poultry products to retail marketing.

Singh, et. al. (2013) analysed the findings that commercial poultry farmers perceived that. in his study he says that the producer needs a proper training in successfully run the marketing the hens all were perception equally, there were different categories of respondent were with respect to marketing technical needs and they need training in handling aspects. Such are difficulties in egg selling, non-profitability in

spending hen sale, egg loss in transportation and scarcity of cold storage

Singh, V.P., et al (2010) in this study he analysed the cost and return of different broiler farms sizes in the Punjab in India. For his study he collected primary data from 140 broiler farms from March 2008 to till February 2009. In three district those are muktsar, Ludhiana, and Hoshiarpur and He found that the overall fixed cost per bird is highest in small farm and followed by medium and large, and he pointed out that total cost to produce meat in small farms is high comparatively and followed by medium firms and in large farms. The net return in large firms over per birds on available cost is high in large farms. The benefit – cost ratio and meat ratio increases with increase in size. On the basis of NPV (net present value), on benefit –cost ratio, and on IRR (internal rate of return) the investment in all three sizes are profitable. It is observed that. The small broiler farms very sensible response with respect to increase in costs and decrease in return

D. k Suresh (2015) in his study the author analysed the agriculture Seasonal activities and farmers can involve them self through subsidiary activities such are diary, poultry, sericulture, piggery, apiculture etc. the poultry sector providing employment opportunities. The death of birds and marketing reared birds are problems in poultry. This sector growing 8-10% percent per annum. Farmers are shifted from rearing country birds to hybrid birds which gives higher eggs, rapid grow of chicks, low mortality. The sector supported by advance veterinary health, easy poultry processing, advanced poultry feed technology. Comparing to other meat production poultry meat growing 12 percent year over year. Because of healthy and hygienic growing of output India is one of fastest growing in world market. Study shows majority of the poultry farmers are belonged young age group, belong to medium family size, with medium level of achievement motivation. The subsidiary income acts as insurance against agricultural losses. The challenges



faced by farmers are labour security, better quality output and pest and disease incidences. He suggested that better price for output, available of credit facilities in time. Availability of input in time are important for poultry grow. He conclude that the poultry as subsidiary improves socio-economic status of the farmers. It requires in time available of input supply, credit facilities and technical advice

Challenges in poultry:

From the reviewing the above literature we found-out below major challenges in poultry sector

- 1. Low productivity-** the production capacity and methodologies using in poultry are not standard as international. The farm building way are not proper, it doesn't control climate, which causes for potential diseases and epidemics. To avoid that the density of birds should be reduced and proper building should be used.
- 2. Lack of transportation, storage and chain facilities-** the transportation of alive birds from one state to other state causes for high mortality of birds and transport in inhumane and unhygienic conditions also killed many birds. Lack of cold chain facilities and unavailability of dry processing made logistic difficult to maintain freshness. The expertise who are leasing cold chain facilities will get immense benefits in India
- 3. Supply of quality feed-** the main raw-materials for poultry feed are maize and soybean. The shortage of quality feed high in the market and lack of knowledge in using quality poultry feeds causes for lower quality production. There is a need to manufacture high quality of poultry feeds and dietary supplement products.
- 4 form management with low quality standards-** the government and self-regulatory bodies have not issued any specific standard with respect to farm management. OPEDA prescribed and imposed a strict and quality standard and regulator audit with respect

to export prescribed to ensure quality at international standards. There is no comprehensive regulatory authority with respect to maintain hygiene, processing and transportation

- 5. Lack of processing facilities-** lack of processing knowledge, awareness poses serious environment concerns. Owning of poorly managed waste disposals system is a big challenge to farmers.
- 6. Feed resources-** feed accounts for 65-70% of total broiler. Maize is major cereal ingredient in feed. The average growth of maize is too below the growth rate of production of egg or meat production. A holistic approach is needed to meet the demand
- 7- Food safety-** Reducing antibiotics use causes increase health issue. To increase antibiotic in human body. The management of antimicrobial drugs are important. The continued use of antibiotic in feed has been sever questioned because of the consequences in intestinal macrobiotic and the gastrointestinal barriers harmonic function. The production generation and market access.
- 8. marketing-** eggs are transport in open vehicle and without cold facilitated vehicles. Poultry products are selling in two or three stages of distribution channel which cause for 10-15% over actual sale process. Seasonal fluctuation in consumption and demand causes for in stabilization of prices

Opportunities:

Following are some of opportunities we pointed-out from literature review and references

1. The poultry industry is increasing steady in India by using new technologies through switching from sale of live birds to selling fresh and frozen chicken
2. The policies which are ensuring supplying qualitative inputs at competitive price such are corn and soybeans
3. As increase in consumption of egg and meat per capital creates employment opportunities to young



4. Karnataka is creating employment opportunities close to 6 lakh families directly and indirectly
5. It creating alternative source of income, with agriculture income
6. Karnataka poultry sector has employment potentiality of 10 million population in next 10 years.
7. It played a pivotal role in increasing rural economy and providing nutrition in the form of chicken and egg to Indians by being a rich sources of proteins, vitamin and minerals
8. Karnataka is second largest maize producer in India, it produces 4 million metric tons annually. 2.4 million Metric tons of corns currently using to produce poultry feeds in Karnataka are being used by the poultry producers in Karnataka. Maize farmers majorly depend on poultry sector
9. Karnataka producers 415 million kg of chicken meat every year and 7 million eggs every year contributing 13% to India's production in national-wide survey revealed that egg consumption in state is only 40, below experts nutritional (national institution of nutritional, Hyderabad) recommendation (181 egg per annum). Every one additional egg consumption and 100 grams chicken additional consumption creates 25,000 more job opportunities
11. The poultry sector earning in excess of 6, 00,000 million and it contributing 1% to GDP.
12. The increasing poultry products transferring industry as full fledge industry

Conclusion:

The poultry production growing spectacularly even in several challenges. The adoption of small scale. Poultry farming in backyards of rural households will enhance the nutritional and economic status of the rural people. If we use advance knowledge and technology. The future challenges will not be a big problem to farmers and it brings a good future in poultry production. In national-wide survey revealed egg consumption per person right now is 40. If he consume one more egg, and 100 grams

chicken as recommended by nutritional experts it creates 25,000 employment opportunities in

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