

Economics of poultry industries in Namakkal (T.N.)

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ABSTRACT

Poultry is considered as an agro based industry which provides more employment and earning opportunities to the rural people. Poultry products are treated as ever demand products, vast export potentials and help in the promotion of the allied industries such as veterinary paramedical, feed industries and transport industries. Namakkal is one of the popular places for the poultry products and it is known as the egg city of Tamilnadu. The present study examines the establishment, performance and problems of the poultry industry in Namakkal district, Tamilnadu.

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Key words : Poultry, Egg products, Exports, Mode of sale

Poultry farming is one of the agro-based industries in rural and semi urban areas where it is providing self-employment among the people of all the agricultural enterprises. Poultry farming calls for a minimum amount of land in which maximum realization is possible. It is an industry which needs less capital and starts yielding within a short period. Growth of poultry production has resulted in large scale production of compounded poultry feed and poultry medicines. The country has almost all known imported commercial strains of broiler and layer chicks.

However India is still not a leading country in broiler production. As per FAO statistics, poultry meat production in India during 1992 was Rs.4, 27,000 as against the world meat production of Rs. 4, 35, 67,000 MT. As such India contributes only one per cent to the world's total poultry meat production and hence ranks 18th in the world in broiler and 5th in egg production. Saxena and Ketelaars (1993) recommended locating the poultry house where adequate transport facilities, water and electricity supply and sufficient space for future expansion are available. A minimum distance of 300 feet between two poultry farms is advantageous to avoid dangers of disease transmission.

Studies in the past have indicated that these problems have forced them to sell their chicken at lower prices of percentage. Healthcare of chickens are quite high. Poultry products and market demands are handled by predominant agents of cities/towns. They also exploit the producers. Another problem has been noticed regarding the

marketing information system of poultry products. Even 60 per cent of the producers do not know the scientific way of rearing chicks. The availability of quality food is also one of the problems. Satya sundaram (2006) stated that India exports a variety of poultry products like eggs, hatching eggs, egg powder, frozen egg, yolk, frozen poultry and poultry meat. The country exported poultry products worth Rs.844.4 million in 2002-03. This increased to Rs: 2791.2 million in 2003-04 registering a growth rate of 51.33 per cent. Ramachandran (1993) included the cost of chick, feed medicine and hired labour under variable cost. In the present study, even though the cost of day old chicks, food, cost, medicines, transportation are falling under variable cost, these costs are not actually included by farmer as the integrators has to supply to the farmers. So, other costs like labour, salary, and power, purchase of litter material and veterinary and in some cases were the actual costs incurred by the farmers under variable cost.

Statement of the problem:

Poultry is considered as an agro-based industry which provides more employment and earning opportunities to the rural people. Poultry products are treated as ever demand products, vast export potentials and help in the promotion of the allied industries such as veterinary paramedical, feed industries and transport industries. Namakkal is one of the popular places for the poultry products and it is known as the egg city of Tamilnadu.

Establishing and successfully running of poultry industry needs large amount of finance which may be either owned or borrowed from banks and financial

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