

RESEARCH ARTICLE

# Study on socio-economic status and effect of various managerial practices on the production performance of commercial broilers

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**ABSTRACT.....** A field study was carried out to record socio-economic status of the broiler farmers, various farming practices followed and effect of managerial parameters on production performance of commercial broilers in Coimbatore district of Tamil Nadu. The study was conducted in 108 broiler farms in three categories such as small, medium and large farms having a total population 8,00,000 birds using a standard questionnaire. Data were statistically analyzed. The results indicated that significantly higher number of farmers were educated up to school level, had broiler farming as their main occupation, broiler farming experience of more than 5 years, had their farms less than 50 meters from human dwellings, farm labour was performed by the family members, sanitized the drinking water. The age at marketing and liveability was not affected by any of the management practices whereas the body weight was more in Hubbard strain of birds. Feed efficiency was better in large farms having more than 4000 birds.

**KEY WORDS.....** Field study, Socio-economic status, Managerial practices, Production performance, Broiler chicken

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