



**Research Paper**

# An economic analysis of challenges and feasibility of poultry industry in Tamil Nadu

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**ABSTRACT** : The Indian poultry industry has been on the continuous growth trajectory in the recent past aided by different contributing factors of national developmental regulations, emerging organized retail industry, governments including export supported by availability of funds for new projects as well as for easy financing for perspective poultry farmers. In South India, Tamil Nadu state is leading in broiler integration in the country which has Coimbatore as a major poultry pocket. In Namakkal district, while the demand for egg and chicken meat is increasingly commendably, poultry farmers here are forced to restrict their expansion processes owing to escalating land and construction costs over the last five years in Namakkal Zone. However, the various challenges, threats and weakness of the sector including: diseases, high feed cost, poor marketing infrastructure, regional imbalances in production, among others should be diligently addressed and the strengths of the sector well exploited so as to harness the opportunities. Otherwise, the poultry sector offers a bright future. A future right in our hands to shape.

**KEY WORDS** : Poultry, Poultry industry, Marketing, Challenges

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