

CONSTRAINT ANALYSIS OF POULTRY FARM ENTREPRENEURS IN BANASKANTHA DISTRICT

Ghasura R.S*.Sheikh A.S, Aswar B.K, Rajpura R.M.Charan Rohit

Dept of Veterinary & Animal Husbandry Extension. College of Veterinary Science & Animal Husbandry-Sardarkrushinagar. Sardarkrushinagar Dantiwada Agricultural University-Gujarat.(INDIA)

Corresponding author: rghasura07@gmail.com

A study was conducted to identify the constraints in poultry farming by collecting data from 110 poultry farmer entrepreneurs in Banaskantha district of Gujarat State. The data was analyzed by statistical tools .The poultry entrepreneurs were constraints faced by availability of birds, personal, situational, economic and marketing aspect of poultry enterprise. Majority of poultry entrepreneurs faced by low egg price during summer, high cost of feed price and medicine, lack of adequate credit facilities, fluctuated price for the poultry products and to increase risk and uncertainty of poultry enterprise and mortality of chicks are so high, non availability veterinary promotion aids on poultry farming were observed to be the major constraints perceived by the poultry entrepreneurs . Establishment of poultry co-operative societies, Mobile lab diagnostics in 24 hrs, provision of loans to needy poultry farm entrepreneurs at reasonable interest rate and conducting awareness programmes among poultry farm entrepreneurs on various scientific poultry farm management practices will lessen the prevailing constraints in poultry farming, which in turn improve the poultry production to create livelihood opportunity and to create more economic activity in rural areas.

Key words Constraint , Livelihood, Poultry farm entrepreneurs, Poultry farming.

In recent years there has been increasing recognition amongst the development community about the role that backyard poultry production can play in sustaining and enhancing poor peoples' livelihoods. There is also growing evidence to

demonstrate the role of rural family poultry in enhancing food and nutritional security of the poorest, reducing their livelihood vulnerability and insecurity, and promoting gender equity (Ahuja and Sen, 2007; Otte, 2006).The poultry sector in India has undergone major shift in structure and operation during last two decades transforming from a mere backyard activity into a major commercial activity with presence of large integrated players with successful implementation of contract poultry farming on a large scale .The transformation involved sizeable investments in breeding, hatching ,rearing and processing activities. Indian Poultry sector has been growing at around 8-10% annually over the last decade and at more than last 15 % three years. The production capacity has responded with increase integration and increased penetration of contract of poultry farming (ICRA, 2011). Gujarat state have three (3) regional poultry breeding farms, eight(8) district poultry farms and seven poultry demonstration centre of government and one government broiler farms and 1369 private sector broiler farms and only one poultry farmer's co-operative society. As per the livestock census 2007 of Gujarat state poultry population in state is 1.34 crore which is only 2.42% (rank 16) of the country and estimated meat production of 2008-09 is only 15000 tones which contribute only 0.81% of national output (Anynomes,2010). Poultry farming are one of those most fertile areas to ease out the enormous amount of demographic pressure on agriculture and global meltdown and other emerging zoonotics diseases e.g bird flues. Hence, the

present study was carried out to identify the constraints in poultry farming of Bansakantha district of Gujarat state and also to suggest suitable policy measures to overcome the hurdles faced by poultry farm entrepreneurs.

METHODOLOGY

The study was conducted by collecting data from the poultry farm entrepreneurs of Banaskantha district of Gujarat state. The eighteen villages from two talukes palanpur and vadgam which were having high population engaged in poultry farming activities were chosen for the study. The data were collected by the personal interview method with the use of pre-tested interview schedule.

Garett's ranking technique was followed to analyse the constraints perceived by the poultry farm entrepreneurs in poultry farming. The farmers were asked to rank the factors that were limiting the poultry production. These orders of merit were transformed into units of scores by using the following formula.

$$\text{Per cent position} = 100 \frac{(R_{ij} - 0.50)}{N_j}$$

Where, R_{ij} - Rank given for the i^{th} factor by the j^{th} individual

N_j - Number of factor ranked by the j^{th} individual.

The percent position is converted into scores by referring to the Table given by Garrett and Woodworth (1969). Then for each factor the scores of the individual respondents were added together and divided by the total number of respondents for whom scores were added. These mean scores for all the factors were arranged in descending order and the most influencing factors were identified through the ranks assigned.

RESULTS AND DISCUSSION

Constraints regarding availability of birds

About (65.45) mean score of the poultry entrepreneurs faced the constraints regarding the high death rate of poultry birds, while a small proportion (20.90) mean score of the respondents pointed the constraints of non-availability of birds in time.

Personal constraints

Data presented in Table-1 revealed that (15.45) mean score of the poultry entrepreneurs faced constraints regarding inability to pay constant attention, followed by (00.00) mean score and (8.18) mean score of the respondents who faced religious constraints because all of respondents were Muslim community and lack of supports from the family member, respectively.

Situational constraints

Majority (78.18) mean score of the poultry entrepreneurs expressed the constraints regarding risk and uncertainty of poultry business and highly fluctuate market. No one respondents faced in electricity and water crises in poultry enterprise because Gujarat state is only one state to provide 24 hrs electricity after "Jyotigram Yojna" and also Sardarsarovar Yojna to provide water in dry area of district. (Table-1)

Economic constraints

Great majority (83.63) mean score of the poultry entrepreneurs expressed the constraints regarding price of feed is very because global meltdown and increase commodity products and globally crude price rate are high. Whereas, (76.36) mean score of the respondents expressed the constraints regarding difficulty getting loan and also high rate of interest loan. Majority (70.09) mean score of the respondents expressed the constraints towards high price of medicine. However, large proportion (62.73) mean score of the respondents expressed about Lack of finance in poultry sector and about (43.63) mean score were faced birds were costly and followed by (10.09) mean score of the poultry entrepreneurs expressed the constraints high charge of electricity. (Table-1)

Marketing constraints

Almost all (85.45) mean score the poultry entrepreneurs expressed the constraints regarding low egg price during summer season, whereas (39.09) mean score of the respondents expressed the constraints towards low wholesale price of egg. Some of (39.09) mean score of the respondents expressed the constraints regarding wholesale price eggs are low and (21.82) mean score of the respondents expressed

constraints regarding breakage of eggs during transportation. (Table -1)

Table 1: Distribution of the poultry entrepreneurs by their constraints faced in poultry management practices. (n=110)

Sr. No.	Constrains	Frequency	Mean Score	Rank
A.	Availability of birds			
1	Non-availability of improved birds in time	23	20.90	XIII
2	Death rate of birds is high	72	65.45	VI
B	Personal constrains			
1	Inability to pay constant attention	17	15.45	XIV
2	Religious constraints	00	00.00	---
3	Lack of supports from family members	9	8.18	XVI
C	Situational constrains			
1	Risk and uncertainty	86	78.18	III
2	Difficulty in getting electric supply	00	00.00	---
3	Difficulty for water	00	00.00	---
D	Economic constraints			
1	Lack of finance	69	62.72	VII
2	Difficulty in getting loan	64	58.18	VIII
3	High cost of feed	92	83.63	II
4	High price of medicine	78	70.91	V
5	High charge of electricity	12	10.90	XV
6	High rate of interest on loans	84	76.36	IV
7	Birds are costly	48	43.63	IX
E	Marketing constrains			
1	Low egg price during summer	94	85.45	I
2	Irregular payment of sale of eggs	12	10.90	XV
3	Wholesale price of eggs is low	43	39.09	X
4	Breakage of eggs during transportation	24	21.82	XII
F	Management constraints			
1	Inferior quality of feed received from feed agencies	25	22.72	XI
2	Non-availability of prompt veterinary aids	78	70.91	V
3	Non-availability of labourers for poultry enterprise	25	22.72	XI
4	Non-availability of grading equipment	48	43.63	IX
5	Losses due to change in environmental conditions.	86	78.18	III

Management constraints

About (70.91) mean score of the respondents pointed out the constraints regarding non-availability of prompt veterinary aids, while equal percentage (22.72) mean score of respondents expressed that inferior quality of feed received from feed agencies and non-availability of labourers for poultry enterprise. Near than half (43.63) mean score of the respondents expressed the constraints regarding the non-availability of

grading equipment and also (78.18) mean score of the poultry entrepreneurs reported the constraints regarding losses due to change in environmental conditions because respondents faced global warming effect .(Table-1)

The finding is in agreement with the finding reported by, Nimbalkar (1998), Amudha and Veerabhadraiah (2000), Mayekar *et al.* (2001), Patel *et.al* (2002) and Thorat (2005).

CONCLUSION

The present study concluded that the major constraints in poultry farming were lack of veterinary services, medicine and feed price high, lack of adequate long term credit facilities and fluctuated price for the poultry products were the major problems faced by poultry entrepreneurs. Suitable policy implications that are more appropriate for making improvement in the rural backward condition of the poultry enterprise groups are as follows; the concerned authorities may be suggested to establish poultry co-operative societies and poultry SEZ (Special Economic Zone) to help poultry farmers increase economic activity also creating livelihood opportunity in rural areas. Poultry enterprises solve our food security problems in our country.

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