

Original Research Article

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## Constraints in Poultry Production faced by Poultry Owners in Bhandara District, India

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### ABSTRACT

The present investigation entitled “Growth Performance and Production Cost of Poultry Farm Maintained at Bhandara District” under Bhandara district adopted three village clusters viz Bhandara district having seven talukas was undertaken for the present study namely Tumsar, Mohadi Bhandara, Sakoli, Lakhani, Pauni and Lakhandur. Three villages selected randomly for the present investigation. High chick cost problem 100%, 75% and 00% faced by small, medium and large poultry owners, respectively. 75% of small, 50% of medium and 40% of large poultry owners was faced the problem of Integration. 100% of small, 75% of medium and 20% of large poultry owners was faced the problem of entry of middleman. While, studying marketing it was necessary to make a glance on problem faced by owners during marketing of poultry. In respect of marketing major problem reported was the price fluctuation by 100% poultry owners.

#### Keywords

Constraints,  
Poultry, Owner,  
Production, Risk

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### Introduction

Poultry farming is the processes of rising domestic birds such as chickens ducks, turkeys and geese for the purpose of forming meat or eggs for food. Poultry – mostly chickens are farmed in great numbers. Farmers raise more than 50 billion chickens annually as a source of food, both for their meat and for the eggs. Chickens raised for

eggs are usually called layers while chickens raised for meat are often called broilers. Poultry is one of the fastest growing segments of the agricultural sector in India currently. As per industry sources, the domestic poultry market in India is valued at between USD 6-7 Billion of which chicken (meat and eggs) account for 90 per cent of the market. Poultry farming is seen as one of the most significant activities for the rural people. According to

National Sample Survey (NSS) report (GOI, 2006) on livestock ownership, landless marginal and small farmer accounted for about 90% of the population having 85% of the total poultry stock. India has 1.23 billion people and the number is growing every year. The focus is on “Development” meaning Good Food, Better Health & Living conditions to everyone. People spend more money on food when they earn more. Healthy food at attractive price will be the issue in focus. Eggs and chicken are accepted by all communities and are available at the most reasonable prices. Within a span of 25 years, the egg production has gone up to 70 billion from few millions and the broiler production has gone to 3.8 million tons from nowhere. Customers have over the years developed a perception that fresh poultry meat purchased as live bird and slaughtered on site in their presence is better in quality.

Additionally, poor transport, infrastructure and lack of cold chain facilities currently limit the feasibility of handling significant volumes of chilled or frozen products. As poultry is sensitive to both income and price, the recent trends towards faster growth in per capita incomes; as well as declining real prices of poultry are likely to contribute to more rapid growth in poultry consumers.

### **Materials and Methods**

The data for the present investigation entitled “Growth Performance and Production Costs of Poultry Farm maintained At Bhandara District” was undertaken during 2019-20 collected the data from the difference poultry owners in Bhandara district of seven talukas. The data regarding the location, various management practices and constraints encountered while the poultry owners we are collected by personnel interview with poultry owners.

Good and well maintained of 21 poultry units of different capacities were selected purposively for multipurpose, which have maintained clean, good records and therefore serve the purpose of obtaining requisite information for economic analysis and cover the objectives of present study. Selected units then categorized into small, medium and large units according to poultry unit size.

### **Results and Discussion**

#### **Constraints faced by poultry owners**

#### **Constraints faced by poultry owners during rearing**

One of the objectives of the study was identify the problems faced by the poultry owners during rearing of poultry are presented in table 2 and graphically represented in Fig. 1.

From Table 2, high chick cost problem 100%, 75% and 00% faced by small, medium and large poultry owners, respectively. Also, the high feed cost problems among 75%, 75% and 20% faced by small medium and large poultry owners, respectively. In the low quality chick there are no problems to any of the poultry owners during study. The low quality feed for small, medium and large poultry owners faced the problem was 75%, 75%, and 20%, respectively. In disease infection, the small, medium and large owner was faced 75%, 37.5% and 40% problems, respectively. In case of labour shortage, the small, medium and large owners faced 25%, 37.5%, 100% problems, respectively. The small, medium and large poultry owners faced heat problem in summer was 62.5%, 75%, and 40%, respectively. In care of chick, the small, medium and large owners faced 12.5%, 37.5% and 00% problems, respectively. In case of electricity, only small owners were faced 37.5%, of problem. In loan facility,

small and medium owners were faced 87.5 %, and 25% of problem. In case of government subsidy, the small owner was faced 12.5% of problem also medium owner was faced 62.5% of problems and the large owners was faced 100% of problems. In lack of insurance protection only small and medium owners was faced 100% and 25% of problems. It was observed that in rearing, problems was faced 55.20%, 43.75% and 64% faced by small medium and large owners, respectively.

The results of present investigation are observed similar by the results reported by previous research workers like Islam *et al.*, (2012)<sup>[4]</sup>, Anang *et al.*, (2013)<sup>[2]</sup>, Ali *et al.*,

(2015)<sup>[7]</sup> and Maoba (2016)<sup>[3]</sup> about the constraints faced by poultry owners in poultry production and marketing.

**Constraints faced by poultry owners during marketing**

The problems faced by poultry owners during marketing of poultry are presented in table 3 and graphically represented in fig. 2.

It is observed from table 3 that, the problems faced by the selected farmers during marketing 100% of small, medium and large owners was faced the problem of price fluctuation.

**Table.1** Distribution of sample according to Poultry unit size

Sr.No.	Unit Size	Criteria
1	Small unit	1-2000 birds
2	Medium unit	2001-4000 birds
3	Large unit	4000 birds and above

**Table.2** Problems faced by the poultry owners during rearing of poultry

Sr. No.	Problem faced by farmers during rearing	Small owners (N=8)	Medium owners (N=8)	Large owners (N=5)
1	High chick cost	8(100%)	6(75%)	0(00%)
2	High feed cost	6(75%)	6(75%)	1(20%)
3	Low quality chick	0(00%)	0(00%)	0(00%)
4	Low quality feed	4(75%)	4(75%)	1(20%)
5	Disease infection	6(75%)	3(37.5%)	2(40%)
6	Labour shortage	2 (25%)	3(37.5%)	5(100%)
7	Heat in summer	5(62.5%)	4(75%)	2(40%)
8	Care of chick	1(12.5%)	3(37.5%)	0(00%)
9	Electricity	3(37.5%)	0(00%)	0(00%)
10	Loan facility	7(87.5%)	2(25%)	0(00%)
11	Government subsidy	1(12.5%)	5(62.5%)	5(100%)
12	Lack of Insurance protection	8(100%)	4(25%)	0(00%)
	<b>Total</b>	<b>55.20%</b>	<b>43.75%</b>	<b>64%</b>

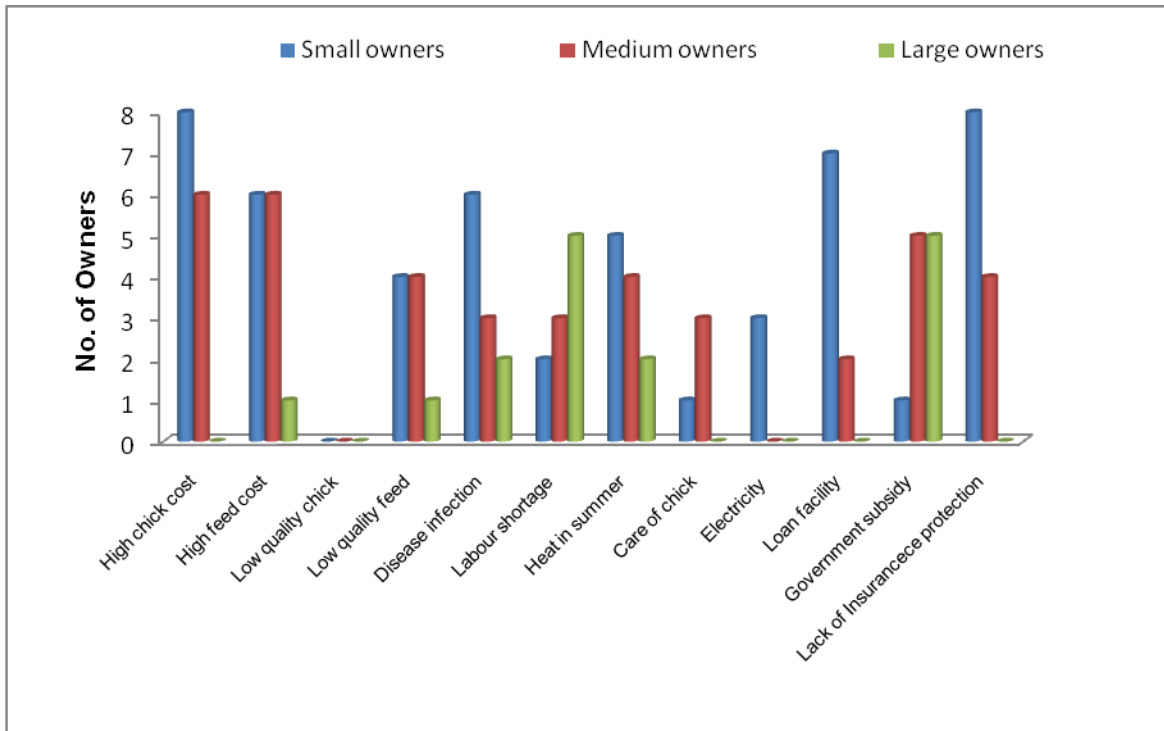
(Figures in parentheses are percentage to total)

**Table.3** Problems faced by the poultry owners during marketing of poultry

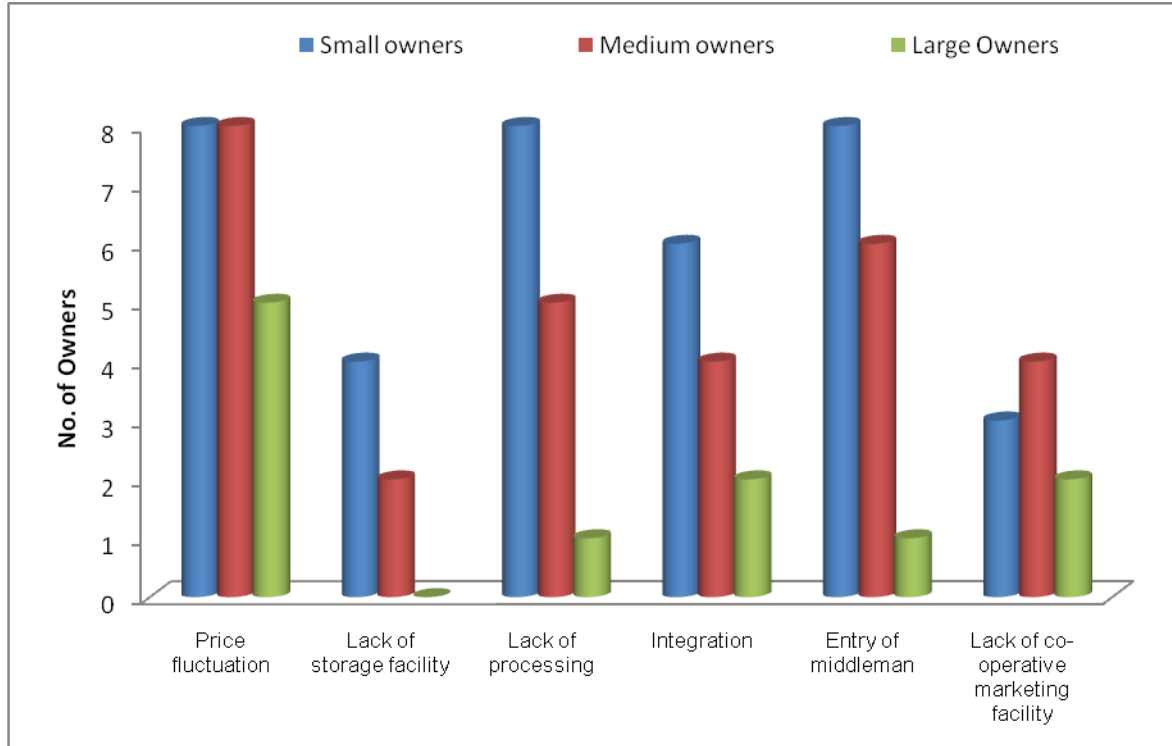
Sr. No.	Problem faced by owners during marketing	Small owners (N=8)	Medium owners (N=8)	Large Owners (N=5)
1	Price fluctuation	8 (100%)	8 (100%)	5 (100%)
2	Lack of storage facility	4 (50%)	2 (25%)	0 (00%)
3	Lack of processing	8 (100%)	5 (62.5%)	1 (20%)
4	Integration	6 (75%)	4 (50%)	2 (40%)
5	Entry of middleman	8 (100%)	6 (75%)	1 (20%)
6	Lack of co-operative marketing facility	3 (37.5%)	4 (50%)	2 (40%)
	<b>Average</b>	<b>(77.08%)</b>	<b>(60.41%)</b>	<b>(36.66%)</b>

(Figures in parentheses are percentage to total)

**Fig.1** The problems faced by poultry owners during rearing of poultry



**Fig.2**



Only 50% of small and 25% of medium owners was faced the problem of lack of storage facility. 100% of small, 62.5% of medium and 20% of large poultry owners was faced the problem about lack of processing. 75% of, 50% and 40% of small, medium and large poultry owners was faced the problem of Integration, respectively. 100% of small, 75% of medium and 20% of large poultry owners was faced the problem about entry of middleman. As well as 37.5% of small, 50% of medium and 40% of large owners was faced the problem of lack of co-operative marketing facility during poultry production. While, studying marketing it was necessary to make a glance on problem faced by owners during marketing of poultry.

In respect of marketing major problem of price fluctuation was the by 100% poultry owners. There is maximum problem faced by small and medium farmers than large poultry owners.

Taru *et al.*, (2010)<sup>[6]</sup> examined the economics of broiler production in Meme Division of Cameroon. Major problems facing broiler producers were low market prices, high cost of feed, veterinary services, transportation, lack of access to credit and extension services.

The results reported by previous research workers like Anang *et al.*, (2013)<sup>[2]</sup>, Malarvizhi and Geetha (2015)<sup>[5]</sup>, Ali *et al.*, (2015)<sup>[7]</sup> and Maoba (2016)<sup>[3]</sup> reported the similar results about the constraints faced by poultry owners in poultry production and marketing.

On the basis of findings of the present study it can be concluded that the poultry owners had faced the constraints during rearing are high chick cost, high feed cost, low quality chick, low quality feed, disease infection, labour shortage, heat in summer, care of chick, electricity, loan facility, government subsidy

and lack of insurance protection. Also, constraints faced by poultry owners during marketing are price fluctuation, lack of storage facility, lack of processing, integration, entry of middleman and lack of co-operative marketing facility during poultry production in Bhandara district.

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