



Challenges and Opportunities of Poultry Industry in Hyderabad

Nasreen Fatima

Research Scholar, Rayalaseema University,, PP. MAN.0439, Kurnool, AP

Dr Badiuddin Ahmed

Head & Professor, Dept of Commerce, MANUU, Hyderabad.

ABSTRACT

The present research is carried out at Hyderabad region of Telangana to assess the current challenges and prospects of the commercial poultry industry in Telangana. Descriptive survey was adapted as the research design and 57 questionnaires were self-administered to the managers and owners of the existing commercial poultry business in the region. A 100% response was recorded. Data obtained were analysed using spss version 17.0.

The findings of the study reveal that the poultry industry at Hyderabad is saddled with many challenges, notably high cost of energy and erratic power supply, high transportation costs, high cost of materials, Financial constraints and limited supporting industry in the value chain system. Prospects of the industry was rated "less promising". Quick creating measures are required to save the industry from deteriorating.

KEYWORDS : Emotional intelligence, Quality of work life, Pearson correlation coefficient

INTRODUCTION:

Hyderabad has the largest livestock population in Telangana. Livestock population in Hyderabad was estimated about 10,000 crore in 2016. The price of livestock is dramatically increased from agricultural products throughout the world. The main reason of escalating the price of livestock product is due to rising income in newly emerging developing nations and high population growth. Poultry is also one of the live stock agricultural products that are highly demanded throughout the world and Hyderabad too.

Meanwhile, chicken meat is cheaper than other animal product relatively Mohammed Khairul Islam et al. 2014).

However, in Hyderabad there are few private enterprises engaged on Modern Poultry Industries and producing in a modern way. The rest of the producers are farmers breeding traditionally and they used as an extra income generating activities rather than used as profitable business organization.

OBJECTIVE OF THE STUDY:

The primary objective of the study was to identify the various aspects relating to the growth and sustainability of poultry industry. Besides these primary objectives, there are some specific objective of the study are:

1. Identify the main challenges of the poultry industry.
2. How poultry industry addresses the challenges it faces.
3. Proposing the prospects of poultry industry.

LITERATURE REVIEW:

Khor (2006) stated that the productivity of poultry grew from one million birds in the late sixties to ten million by the late seventies. Most businesses in Ghana especially commercial poultry businesses are Small and Medium Enterprises (SMEs) and are privately owned. He categorized commercial poultry production in Ghana into large-scale (over 10,000 birds), medium-scale (5,000-10,000 birds) and small-scale (50-5,000) enterprises. He also observed that the industry experienced the effects of the Structural Adjustment Programmes, whose policies encompassed the withdrawal of government support for drug costs, the discontinuation of government importation and support for feed-mill ingredients and the reduction of preference in credit rates for agriculture lowering of the preferential credit rates for agriculture. These raised production costs dramatically, resulting in the closure of many operations.

Raza et al. (2012) mentioned in their report that the sector needed feed supply to cater for the growing numbers of birds therefore cultivation, production and importation of feed-mill ingredients were made available by the government. This amplified need for

feed made use of waste by-products from other agricultural processing activities such as fish meal, oyster shells, rice and wheat bran and vegetable oil. Ghana's domestic poultry sector has been on the decline, supplying only about 10 percent of total poultry demand in the country.

Oppong-Anane, (2005) asserted that poultry feed cost in Ghana, is even higher compared to other countries and takes 70 - 80 % of the production cost. As a known fact, in the last few years US poultry exports to Ghana have increased to reach between 24-31 percent of the market demand. They concluded that high interest rates on loans with unachievable repayment schedules make it economically unfriendly for commercial poultry farmers to subscribe for banking product.

Barbut (2002) and Ramatu, Larvoe, and Adaku, (2014) studied about the chicken consumption every year. They concluded that chicken is one of the major sources of animal protein all over the world. They also stated that commercial poultry offers opportunity for farmers to generate income to sustain their livelihood as well as serve a source of inputs for the production of other products.

Khor (2006) suggested that one key element causing the deterioration of the local poultry industry is the competition faced from cheap imports from the EU. Other reported constraints include the high energy prices which continue to increase production costs by over 60 percent. One of the reasons for low production is the absence of any legislative framework or policy to regulate the operations of local hatcheries.

Levy and Powell (2005) noted that, SME's are thought to be flexible and innovative organisations that are able to respond quickly to customer and market demands (flexibility).

Okantah, Aboe, Boa-Amponsem, Dorward and Bryant (2003) concluded that, constraints associated with inputs such as feed cost, quality and availability, as well as marketing of produce, among others, poses a gloomy and uncertain future for the industry.

Mangal (2009) reported that low demand for locally produced DOC is due to high mortalities recorded during brooding and poor laying capacity of pullets. Also there is insufficient youth participation in the agricultural sector to which the poultry is a sub sector even though this class of people is the most productive of any society as it contains people in the prime of their lives physically and mentally.

Quaye (2008) reported that the feed manufacturing industry in Ghana is saddled with the unstable prices of feed ingredients. Banks' lending rates have remained stubbornly high in Ghana, even as the

benchmark PR has been recently reduced.

CONCLUSION:

The poultry industry in Hyderabad is saddled with many challenges i.e, highly cost of energy and erratic power supply, high transportation costs, high cost of materials, financial constraints, limited support from the government competition from well advanced foreign firms an limited supporting industry in the value chain. The prospects of the industry was rated "less promising". This calls for the needs for quick creating measures to be put in place to solve the situation in the Hyderabad at large.

REFERENCES:

1. Food and Agricultural Organisation., 2014. Poultry sector Ghana. FAO Animal Production and Health Livestock Country Reviews, No.6, Rome.
2. Khor.M., 2006.The impact of globalization and liberalization on agriculture and small farmers in developing countries.Third World Network, 20-40.
3. Gyening. K. O., 2006.The future of the poultry industry in Ghana. Paper prepared for the Ghana Veterinary Medical Association. 7.
4. Barbut.S., 2002.Poultry products and processing. Industry Guide, CRC Press.11, 173-75,181-87.
5. Kirk. R. E., 1995. Experimental design. London: Pacific Grove Brooks.
6. Atuahene. C. C. Attoh-Kotoku.V. and J. J. Mensah., 2010. Poultry production in Ghana: Prospects and challenges. Ghanaian Journal of Animal Science, Vol.5 No.2, 93-97.