

Poultry Industry In India Under Globalised Environment – Opportunities and Challenges



Zoology

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ABSTRACT

The poultry industry in India is one of the ancient industries and this industry witnessed many changes over the decades. The industrialization of poultry industry due to the introduction of globalization in 1991 leads to tremendous growth in terms of poultry population, poultry meat and egg production. The poultry population was 114.20 million numbers in 1961 and it rose to 729.20 million numbers in 2012. The poultry meat and egg production had been increasing both in India and in the world during pre and post globalization periods. The emerging trend in the Indian poultry industry is broiler industry. Though this industry was started during 1960s it became popular during 1980s and now this industry witnessed a tremendous growth. It was found that there had been an increasing trend in the broiler meat under the globalised environment. The outbreak of various diseases and increasing cost of production are the major challenges for this industry. However there are bright chances for the potential entrepreneurs in this industry.

Introduction

The term poultry refers to rearing of chickens, ducks, geese, turkeys and domestic fowls. They are reared for their flesh, eggs and feathers. Poultry farming have been gaining much importance due to growing demand for poultry products. This is because of the fact that the poultry products have high food values. This farming involves small amount of capital and it provides employment opportunities to rural people. It plays a crucial role in Indian economy. The poultry products are rich sources of protein, vitamins and minerals. Among the poultry products, chicken is the widely accepted meat in India and in the world. Eggs and chicken are being used by the people regularly as a supplementary food.

Poultry sector in India is one of the fastest growing sector. The commercial poultry especially egg production became popular in 1960s and broiler become popular during 1970s. The commercialized poultry sector is less in north India and there is concentration of poultry farms in th south India. Poultry sector plays a significant role in rural economy by providing gainful employment to the small farmers, marginal farmers and landless agricultural labourers.

Poultry Farming in India

Poultry farming in India is one of the oldest farming and in those days backyard farming was very popular. They were managed by family members. Most of them were smaller in size and they provided supplementary income to the people especially in rural area. The poultry sector in India undergone paradigm shift in its functions and organizations. The backwards poultry farming became commercial one and private players started to invest huge amount of investment in the poultry sector. Now poultry farming became industrialized one. This transformation is concentrated with the help of investment in breeding, hatching and processing. Farmers now rear hybrid variety of birds which ensures quick growth, good production, feed conversion and substantial amount of profit to the farmers. Farmers are availing technical and professional support. Moreover, they are availing quality of chicks, tools and equipments, medicines. New practices of poultry management, reduced mortality rates due to improved medical advancement lead this sector more profitable one. On account of entry of private capital, less government intervention, sufficient veterinary assistance, feed, storage process this sector grown largely. Regarding the employment opportunities, about four million people get direct and indirect employment.

POULTRY POPULATION IN INDIA

As far as the poultry population in India is concerned, it grows more and more on the lines of cattle, buffaloes, sheep and goats. Framers in rural area and big commercial establishments look after the poultry rearing activities. The amount of poultry population after 1990s were found to be higher when compared to past years. The following table shows the poultry population in India from 1951 onwards.

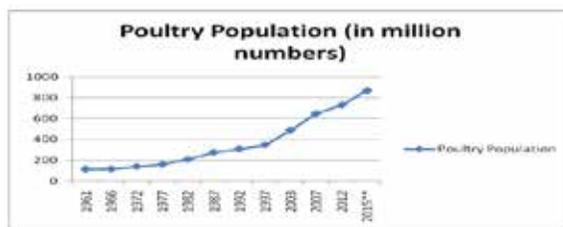
Table -1
Poultry Population in India
(In Million Numbers)

Pre – Globalization Periods			Post – Globalization Periods		
Year	Poultry Population	Growth Rate	Year	Poultry Population	Growth Rate
1961	114.20	3.79	1992	307.07	2.21
1966	115.40	0.21	1997	347.61	2.59
1972	138.50	3.72	2003	489.0	6.77
1977	159.20	2.87	2007	648.8	8.16
1982	207.74	5.47	2012	729.20	2.47
1987	275.32	5.79	2015**	870.81	6.47

Source: Livestock Census (www.livestock-statistics-of-india/livestock-population)

2015** Projected Figure

Figure 1
Poultry Population in India



The table 1 presents the growth of poultry population in India during pre and post globalization periods. It was found that there has been an increasing trend in the poultry population during both the periods. It was 114.20 million numbers in 1961 and it raised to 159.20 million numbers during the year 1977. In the year 1987 it stood at 275.32 million numbers.

As far as the post globalization periods is concerned, there has also been an increasing trend in the poultry population. It was raised from 307.07 million numbers in 1992 to 729.20 million numbers in 2012. In the last three decades poultry has made tremendous growth especially in the private sector. India is now self-sufficient with regard to requirements of high quality breeding stocks, modern poultry equipment, availability of medicines and vaccines and technically qualified skilled personnel. Availability of infrastructural support, sustainability of broiler and egg industry in breeding, feeding, management and health control lead the growth of poultry population. Moreover, availability of facilities for collection, processing, preservation and marketing of eggs and poultry products are the major factors which attributes for this trend.

The number of fowls, ducks, turkey birds witnessed growth during 2007 and afterwards. According to 19th Livestock census, India's poultry population increased to 729.2 million birds. This is an increase of 12.39 per cent over the 2007 census. The total number of desi and improved fowls both in rural and urban areas were found to be 163.84 million numbers and 32.4 million numbers respectively. The number of households and enterprises rearing backyard poultry are 30316024 birds. The number of non-households and institutions rearing poultry in farms and hatcheries are 2429256. (FAO and NDDB Report)

Table -2
Poultry Meat and Egg Production (Primary Production)

WORLD			INDIA		
Pre - Globalization Periods			Pre - Globalization Periods		
Year	Poultry Meat	Eggs	Year	Poultry Meat	Eggs
1961	8948908	15138220	1961	68998	170000
1970	15084497	20415980	1970	81000	290000
1980	25999107	27421467	1980	113040	583000
Post - Globalization Periods			Post - Globalization Periods		
1990	40865141	37552973	1990	342000	1161000
2000	66510499	54727602	2000	575100	1782000
2010*	74485237	60430815	2010*	625742	2047845
2020*	88915977	70289730	2020*	756518	2467524

Source: www.docstoc.com (Speedy, Andrew. W , Senior Officer ,(Food and Animal Nutrition, FAO), (2001), "The Global Livestock Revolution: Opportunities and Constraints for the feed and livestock industries", 43rd National Symposium on Growth prospects under Globalised scenario vis-à-vis Livestock Production and Trade, Goa, India)

The table 2 shows the production of poultry meat and eggs primary during pre and post globalization periods both in the world and India. Regarding the pre-globalization periods, the meat production in the world had been increasing. Similarly, the meat production in India had also been increasing. During the post globalization periods, the production of both poultry meat and eggs primary increasing alarmingly both in the world and in India. On account of rising middle class income, relative cost advantage, increasing population in the world, increasing food malls, rich sources of protein, the consumption of poultry meat and eggs have been increasing steadily. The strong performances during 2010 and 2011 are attributed to sizeable investments in capacity expansion. This sector has been grown annually 8-10 per cent over the last decade. The broiler meat production growing more than 10 per cent and table egg production increased 5-6 per cent (Jadish Kumar, 2015).

Egg production in India grown annually by over eight per cent. Among the egg producing states in India, Anhra Pradesh accounts for the highest share of 30 per cent in the total egg production across the country. Tamilnadu accounts for nearly 20 per cent in the total egg production. India exports over five crores eggs each year and the winter season is the peak season for exports. (ASSOCHAM, 2012). Afghanistan, Algeria, Hong

Kong, Maldives, Middle East and African countries are the leading export markets for India. Brazil, China, Europe, Taiwan and the United States are the biggest competitors to India in egg production and exports. Namakkal in India is India's egg export hub and this zone accounts for 90 per cent of India's total egg exports (Madhvi Sally, 2012).

THE GROWING OPPORTUNITIES

Robust growth in the poultry sector in India along with future growth potential and favourable socio-economic factors over the last decades makes India one of the fastest growing world markets. There has been transformation of live bird market to chilled and brozen markets in India draws world's attention. The rural demand is picking up which can support the overall demand in the coming years. Lower prices would support demand expansion. (Raji Reddy Kesireddy, 2014)

Now India's share in this regard is minimal in the world but there will be good opportunities in the near future. This would attract potential entrepreneurs in the poultry sector in India. The increasing demand for poultry products especially eggs in both Indian and world explore the opportunities in expanding the poultry business. India has technically qualified manpower, a strong private players and availability of many financial sources. There is considerable scope for investment opportunities in all the areas of poultry activities such as breeding, feeding, housing, management, health control, processing, marketing. Besides the technical and investment collaboration with the foreign countries are going on. They undertake the research and development for the development of poultry sector in India.

The increasing importance of improving distribution infrastructure, value additions and better management of supply chain are the current market potentialities in this sector. Technological upgradation and specialization, enhanced distribution system and quality standards are the key areas which attract the foreign players. Currently 100 per cent foreign direct investment is allowed to invest in the food processing industries. The foreign direct investment mainly concentrates on the areas of breeding, medication, feedstock, vertical integration and processing in the Indian poultry sector. The government supports the poultry sector and initiates many steps such as development of food parks, setting up of cold storage facilities, transportation facilities. It also gives incentives for further development of poultry projects.

EMERGING CHALLENGES

Though there are numerous opportunities in the field of poultry farming, this sector is not free from various challenges. The following challenges are faced by the poultry farming in India.

Rising bird mortality is main cause of concern. This is due to less intake of feed and infection of diseases. The climatic conditions, outbreak of bird flue are the other major factors which cause for high mortality of birds in the poultry sector. Sudden outbreak of these diseases causes much loss to the poultry farmers. Governmental and institutional supports are needed to retrieve this situation.

Increasing feed cost is another major problem in the poultry activities. The grains such as soya, jowar, broken rice, maize and other grains are used to prepare the feed. The rising cost of these grains boost up the cost of production of feed. The cost of feed becomes costlier due to seasonal uncertainties in the monsoon and production risk prevailing in cultivation.

The existing lack of storage, cold chain, transport and processing facilities are the major cause of concern in the emerging world. They are the barriers to further production of poultry production and this would affect the usage of full potentiality in the poultry sector.

The challenges include lack of quality standards which result in high vulnerability to disease outbreaks. Poultry integrators have limited control over feed prices and broiler realizations.

In the case of global market, high tariff, monopolies in certain regions, different standards, and hygiene and price range of animal feed are the key barriers in the global egg markets.

Given the quality specifications are very stringent, only few exporters qualify for the export norms set up by the foreign markets. Indian poultry sector face the problems of gaining much under this circumstances.

Frequent bans imposed by the importers due to bird flu from time to time affect the Indian poultry sectors' performance to a great extent.

CONCLUSION

Poultry plays a significant role in economy by providing gainful employment. It provides supplementary income to the farmers in the rural areas. The commercialization of broiler breeding changed the face of Indian poultry sector. The industrialization of livestock production especially poultry sector witnessed many growth. The poultry products and their production increased year by year. With the introduction of globalization during 1990s, the export opportunities for poultry products especially egg markets expanded. The increasing demand for Indian poultry products in the foreign markets paved to increasing activities of poultry farming in India. The industrialization of Indian poultry sector lead to increasing production of eggs, poultry meat and the level of poultry activities also increased after the introduction of globalization. The potential export opportunities are also very bright for India. There have been over four-fold increase in the number of poultry birds from 73.5 million in 1951 to about 347 million in 1997. It was stood at 729.20 million in 2012. Indian poultry industry contributes a substantial share in the gross national product. Liberalization of trade tariff, export and import quotas facilitates for the expansion of poultry sector's activities in India. Nearly 30 per cent of the eggs are produced in the rural areas and they suffered from lack of suitable marketing system and technologies and there is new approach needed. There should be governmental and institutional support is necessary for Indian poultry sector for retrieving it from the seasonal crisis.

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