



THE ROLE OF POULTRY IN ECONOMIC GROWTH OF INDIA

Commerce

**Mr Muhammed
Arsal TK**

Guest Lecturer, College Of Avian Sciences And Management Palakkad, Kerala, India,
678582

ABSTRACT

Agriculture is the primary source of livelihood for about 58 per cent of India's population. The Indian food industry is poised for huge growth, increasing its contribution to world food trade every year due to its immense potential for value addition, particularly within the food processing industry. The Indian food and grocery market are the world's sixth-largest, with retail contributing 70 per cent of the sales.

Livestock, an integral component of the farming system in India contribute immense support to the overall development of the agriculture sector in the country. One of the components of the livestock sector is poultry farming. Poultry farming covers rearing of chicken, turkeys, ducks, geese, guinea fowl, pigeon, etc.

This study primarily focuses on the importance of poultry farming in the Indian economy, the major problems faced by Indian farmers and the measures undertaken by authorities to solve them.

KEYWORDS

Poultry, Per Capita Consumption, Disease Outbreak.

INTRODUCTION

Indian is an agriculture-based country, where more than 50% of the population depends on agriculture. This structures the main source of income. The commitment of agribusiness in the national income in India is all the more, subsequently, it is said that agriculture in India is a backbone for Indian Economy. The contribution of agriculture in the initial two decades towards the total national output is between 48% and 60%. Agricultural exports constitute a fifth of the total exports of the country. In perspective of the overwhelming position of the Agricultural Sector, gathering and support of Agricultural Statistics expect incredible significance.

Agriculture is the most important sector of Indian Economy. The Indian agriculture sector accounts for 18 per cent of India's gross domestic product (GDP) and provides employment to 50% of the countries workforce. India is the world's largest producer of pulses, rice, wheat, spices and spice products. India has many areas to choose for business such as dairy, meat, poultry, fisheries and food grains etc. India has emerged as the second-largest producer of fruits and vegetables in the world. On the other hand, on the advertising front, Indian agribusiness is as yet confronting the issues, for example, low level of business sector reconciliation and integration, availability of dependable and convenient information needed by farmers on different issues in farming.

During the 2018-19 crop year, food grain production is estimated at a record of 283.37 million tonnes. In 2019-20, Government of India is targeting foodgrain production of 291.1 million tonnes. Milk production was estimated at 176.3 million tonnes during FY18, while meat production was 7.4 million tonnes. As of August 2019, the total area sown with Kharif crops in India reached 92.6 million hectares. India is the second-largest fruit producer in the world. Production of horticulture crops is estimated at a record 313.9 million metric tonne (MMT) in 2018-19 as per third advance estimates.

POULTRY FARMING

The word *poultry* is often used to refer to the meat of these birds. In a more general sense, it may refer to the meat of other birds, such as pigeons or doves, or game birds like quails or pheasants.

Poultry farming is defined as a term for rearing and keeping of birds such as fowl, duck and hen for egg and meat. Poultry farming has become popular because it is comparatively easy to start and maintain. It gives a quick return within one to six month of investments, is easily manageable and requires less space and labour. Poultry birds and their eggs are a rich source of nutrients. **Poultry** is the class of domesticated fowl (birds) farmed for their meat, eggs or feathers. These most typically are members of the orders Galliformes (such as chickens and turkeys), and Anseriformes (waterfowl such as ducks and geese).

HISTORY OF INDIAN POULTRY INDUSTRY

Indian Poultry Industry is one of the fastest-growing segments of the

agricultural sector today in India. As the production of agricultural crops has been rising at a rate of 1.5% to 2% per annum while the production of eggs and broilers has been rising at a rate of 8% to 10% per annum. The growth in annual egg production of India is 8.5% in 2019 compared to the previous year. India is the fifth-largest producer of poultry eggs with an annual production of 3.8 Billion eggs. While considering the poultry meat production status, India is the fifth largest meat-producing country in the world. The major factors responsible for the higher growth in poultry egg production are increase in per capital income, growth in urban population and fall in poultry prices.

The Indian poultry Industry has undergone paradigm shift in structure and operation. A very significant feature of Indian poultry industry is its transformation from a mere backyard activity into a major commercial activity in just about decades which seems to be really fast. The reasons for the growth of poultry industry in India are:

- The nation is a market with investment friendly ambience
- Indian poultry industry is booming and emerging as the world's second largest market
- Poultry Industry in India is constantly rise due to the use of modern equipments and changing from live bird to fresh chilled and frozen product market.
- A new path began with the integrated poultry operations throughout the country.

TOP LEADING COMPANIES IN INDIA

- Venkateswara group Pune
- Suguna Poultry Farms, Coimbatore
- Pioneer Poultry Group, Coimbatore
- Godrej Agrovet Ltd, Mumbai
- Sky Lark Group, North India

THE CURRENT SCENARIO POULTRY EGG PRODUCTION

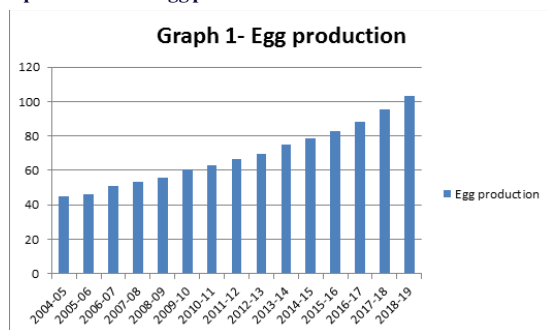
There is a steady growth in the per capita availability of egg in India. The per capita availability was 42 per year in 2004-05. The value has raised to 79 in 2018-19. This indicates that there is a steady growth in poultry egg availability in India. This is due to the growth in the number of poultry farmers. The egg is mainly produced from commercial poultry farming. As per the statistics supplied by Animal husbandry department, the annual growth rate in poultry egg production is 8.5%. The major contributors of egg is improved fowl, i.e., about 87.33% of total egg production.

Table 1- Table of poultry Egg Production

Year	Egg production (Billion Nos)
2004-05	45.2
2005-06	46.2
2006-07	50.7
2007-08	53.6
2008-09	55.6
2009-10	60.3

2010-11	63
2011-12	66.5
2012-13	69.7
2013-14	74.8
2014-15	78.5
2015-16	82.9
2016-17	88.1
2017-18	95.2
2018-19	103.3

Graph 1- Details of egg production



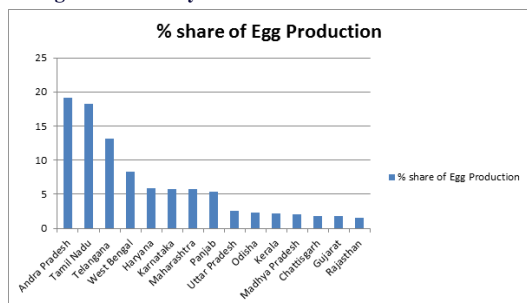
EGG PRODUCTION IN DIFFERENT STATES

The largest producer of poultry egg in India is Andhra Pradesh. The total egg produced by the State in 2018-19 is 19.1% of total egg produced in the country. During the last five years, there is a steady increase in egg production in all states of India except the states Kerala, Odisha and Rajasthan.

Table 2- Percentage Share of Egg Production of 15 Major Egg Producing States for the year 2018-19 Rajasthan

State	% share of Egg Production
Andhra Pradesh	19.1
Tamil Nadu	18.2
Telangana	13.2
West Bengal	8.3
Haryana	5.9
Karnataka	5.8
Maharashtra	5.8
Punjab	5.4
Uttar Pradesh	2.5
Odisha	2.3
Kerala	2.2
Madhya Pradesh	2.1
Chattisgarh	1.8
Gujarat	1.8

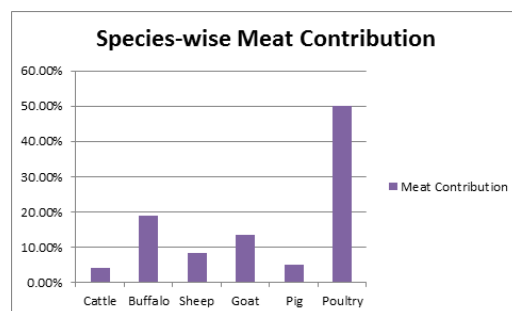
Graph 2- Percentage Share of Egg Production of 15 Major Egg Producing States for the year 2018-19



POULTRY MEAT PRODUCTION IN INDIA

Around 50.06% of total meat produced in India is from poultry sector. India is the fifth largest producer of poultry meat in the world. The largest producer of poultry meat in India is Haryana, which produces 352000 million ton. The top five producers of poultry meat in India are Haryana, West Bengal, Uttar Pradesh, Tamil Nadu and Maharashtra.

Diagram 1- Species- wise Meat Contribution in India for the year 2018-19



CHALLENGES FACED BY POULTRY FARMERS

Poultry is the fastest growing sector in agriculture for the last decade. Mostly the economic development is affected by this tremendous growth poultry farming and the growth of poultry products. A lot of young entrepreneurs are being attracted to this sector by seeing the profitability. Even though, there are a lot of risks faced by the poultry farmers in India. The important challenges faced by the farmers are listed below:

1. COST OF INGREDIENTS

One of the serious issue faced by poultry farmers are the increased cost of various ingredients used in poultry farming. The cost of poultry feed is showing a raising trend. This happens due to higher price of various feed ingredients like soya, maize, barley, etc. The non-availability of these ingredients in various parts of the country tends the farmers to raise the price and this results in higher cost of poultry feed.

2. DISEASE OUTBREAKS AND IMPLEMENTATION OF BIO SECURITY PROGRAMS

Seasonal diseases results in higher mortality in farms and thereby the loss to the farmer gets increased. Even though the effectiveness of various bio security measures is questionable. The mismanagement of employees also leads to mortality, which are controllable only upto a certain limit.

3. MYTHS AMONG COMMON PUBLIC

The people having less education on poultry farming always hears a lot of false stories and myths about poultry farming. Various news published through television and other news medias shows that the various antibiotics used in poultry farming are highly injurious to human health and life. But the farmers fail to clear all these myths circulating among the public.

4. CHANGING POLICIES

The banning of conventional cage system in poultry farming will affect the productivity of poultry sector. This will directly increase the cost of production and will reduce the effectiveness of poultry production methods.

5. PRICE FLUCTUATIONS

The poultry production shows a cyclical trend and thereby the price may be very low due to the entrance of more contract farmers. This will hold some of the farmers back from poultry rearing. As the fluctuation in price is uncertain and periodical, the poultry farmers are suffering a lot of financial loss.

SUGGESTIONS FOR IMPROVEMENT

The various suggestions for promoting poultry farming are:

- The Government should initiate various incentive programmes to promote poultry rearing.
- Programmes may be launched to create awareness among common people about the importance of consuming egg and poultry products.
- The rumours circulating among public may be properly observed and corrective information should be circulated among public.
- In order to stabilise the price, base price may be fixed for various poultry products.
- Proper measures should be adopted for promoting export of poultry products.
- Advanced research programmes may be promoted among various institutes dealing with the promotion of poultry sector.
- Financial assistance may be provided among the interested and

talented young poultry entrepreneurs.

CONCLUSION

Indian is an agriculture based country, where more than 50% of population is depend on agriculture. This structures the main source of income. Poultry refers to rearing of birds for egg, meat and ornamental purpose. The poultry production in India is showing a steady growth in last decade. Even though the risk involved in poultry farming is very high due to higher price fluctuation in poultry inputs and ingredients, disease exposure and rumours spreading among public regarding the poultry farmers. The Government intervention in this field can save the farmers by introducing proper incentive schemes and base price scheme for poultry farmers. The growing trend in poultry farming can be continued by adopting these types of corrective measures.

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