

# An analysis on the current senior of poultry industry in India

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**Abstract:** - Poultry industry becomes an emerging industry in India, which provides large employment both directly and indirectly in India, with an annual turnover of US\$ 7500 million. From past two to three decades, poultry production has been rising at the rate of around 8 percent per annum. So it is a concern of government to boost this industry in terms of financial assistance, because it has much potential in generating income and employment in India.

**Keywords:** - poultry, production, employment, live stock

## Introduction

Indian is second largest country in terms of population in whole world and has agrarian nature and has among the top most countries in producing the livestock. Poultry industry one of the sub sectors of agriculture come under the category of live stock has seen an increasing trend in recent years in terms of employment and production.

Traditionally, an agrarian economy, India suffered hugely due to the ruling of foreign countries, which destroyed the very fabric of this great nation. Also, the truant monsoon did not help the matter and Indian farmers suffered heavily due to either more rain or no rain and were always in the clutches of moneylenders in Indian villages. In the event of rain failure or un-remunerative prices for agricultural produce, farmers had very little to do except borrow heavily, pledging their even marginal lands, thus remaining bonded labourers throughout their life time. Thus, the alternate livelihood, lesser dependence on monsoon, healthy and continuous working conditions made the Indian Poultry Industry a big success story. From a backyard venture, it has made a quantum leap to emerge as a dynamic industry. Over the last 3 decades, there have been significant developments in the poultry industry with each decade focusing on different sectors. The 70's saw a spurt in egg production; the 80's an acceleration of broiler production; the nineties advances in poultry integration, automation

And feed production. In the current decade broiler industry is poised to exploit value added products and explore global trade. This research studies explores the various factors which enabled the farmers to enter into poultry farming (A. Sridharan et al. 2013). Among the Indian livestock based vocations, poultry farming occupies a pivotal position due to its enormous potential to bring about rapid economic growth with low investment. The Indian poultry sector with 7.3% growth in poultry population, has witnessed one of the fastest annual growth of about 6% in eggs, 10% in meat production and 8.35% in broiler production over the last decade amongst all animal based sectors. Poultry sector provides employment to over five million people in the Country (Vikash Pawariya et al., 2015). Poultry farming in India has transformed from a mere tool of supplementary income and nutritious food for the family to the major commercial activity generating the required revenue. Changing food habits, rising income of the middle class Indian, presence of private players, rising market demand of the Indian poultry produce in the export market are some of the contributing factors to the growth of the industry (Malarvizhi.V et al., 2015).

## Materials and Methods

This study is based on some observations and secondary data. Secondary data has been collected

from, books, journals, newspapers, and various search engines, are also used.

**Literature review**

**Discussion**

In today’s world the population has increased geometrically, to feed the huge population the world economies are focusing on the food production because it is the basic need of every human being. Population of world is divided into two groups on the bases of their consumption of food like vegetarian and non vegetarian. World population demand both vegetarian and non vegetarian foods

(fish, mutton, and eggs, chicken). Eggs and chicken both are come under the poultry industry.

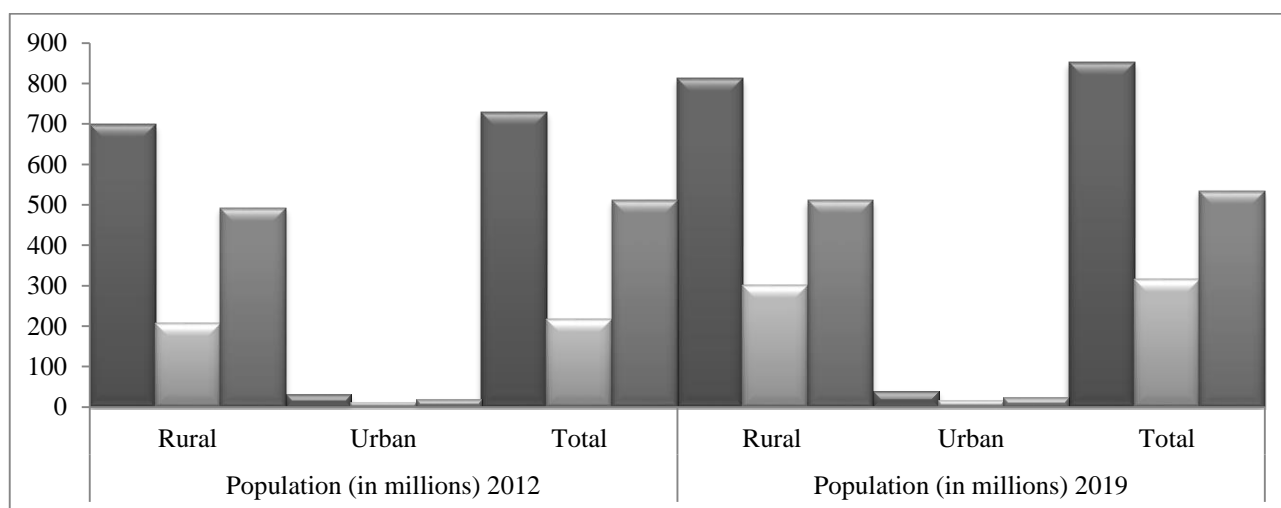
Both eggs and meat of chicken is marketed and consumed regularly, it has been observed that urban population consume more chicken as compare to rural areas (because of income variation). On the other hand eggs are consumed largely in the bakery sector, confectionery sector and in eggitarian households. It has been seen that annual per capita consumption of egg and chicken has been increased in India day by day. Keeping in view that, we have to focus on produce more and more eggs and chicken to satisfy the market demand.

**Table 1.1:** Poultry population, 2012 and 2019 in India both in rural and urban

Category	Population (in millions) 2012			Population (in millions) 2019			Percentage change		
	Rural	Urban	Total	Rural	Urban	Total	Rural	Urban	Total
<b>Total poultry</b>	697.90	31.31	729.21	812.20	39.61	851.81	16.38	26.50	16.81
<b>Backyard poultry</b>	206.09	11.40	217.49	300.95	16.13	317.07	46.03	41.44	45.79
<b>Commercial poultry</b>	491.80	19.91	511.72	511.25	23.49	534.74	3.95	17.95	4.50

Source: 20<sup>th</sup> livestock census report

**Fig.1.1:** Poultry population, 2012 and 2019 in India both in rural and urban



Source: 20<sup>th</sup> livestock census report

The above table 2.6 shows that poultry has increased by 16.81% and the total poultry is 851.81 million during 2019. Over 45.79% increase in backyard poultry and total backyard poultry is 317.07 million in 2019. The commercial poultry has

increased by 4.5% and the total commercial poultry is 534.74 million. The total poultry population in urban areas has increased by 26.5% during 2019. Commercial poultry in the urban areas has

increased by 17.95% whereas in rural areas the percentage increase is 3.95%.

Poultry is a best livestock for small farms because of few individuals are required for feed, water, cleaning and other production inputs, it is considered as a part time work done by farmers in India. Three apparent systems are there to control family poultry in India like free-range, backyard and the small-scale intensive system. In the free-range system there is little involvement in the life cycle of the birds. Backyard system, poultry are limited within a fenced courtyard or merely within an overnight shelter. In the small-scale intensive system, small numbers (usually more than 50 but less than 500 birds) are produced along commercial lines.

Poultry production is important in under developed countries like India, it become an important sector to supply high quality protein for growing population. It plays an important role in providing the supplementary income to the marginal or small farmers, particularly women flock. On the other hand this industry required very low level of factor inputs and has good returns in terms of income, poverty alleviation, food security, and ecologically sound managing of natural resources. Poultry industry also becomes a source of employment for deprived groups in numerous local communities.

However, constraints facing poultry production systems include poor management conditions and poorly developed marketing structures for the products. The skills of small farmers in all aspects of poultry management must be improved through training and education. Poultry farmers should also be provided with credits or loans, taking into account the economic circumstances and socio-cultural context in which the beneficiaries live. In addition, the marketing system must be improved, for the benefit of both family poultry keepers and consumers (E.F. Gueye, 2002). As one of largest emerging economies, the Indian poultry market has wide-ranging implications for global poultry production and trade due to its sheer size, national market and rapid structural growth. Availability of low-priced, high-quality feeds is critical in order for domestic poultry production to remain competitive

and meet growing consumer demand (Jon Hellin et al., 2015). The Government took many incentives concerning poultry industry when they identify that the poultry industry is one of the growth industry of Indian. Government increase funds for the research activities related to this sector either directly for poultry breeding and health maintenance or indirectly through APEDA (Agricultural and Processed Products Exports Development Authority) and also provide infrastructural support and give subsidies for poultry exports. Government also supports this industry by assisting the National Egg Coordination Committee (NECC) for promotion of egg marketing and consumption.

### **Conclusion**

From last ten years poultry farming has archived a great extent as an additional occupation of the farmers in India, which play an effective role in uplift of socio economic conditions of the people in India. Now a day's most of the farmers and non farmers (who don't cultivate land directly) are indulged in this industry directly or indirectly like subsidiary industries such as hatchery operation, poultry equipment and processing of poultry goods. Eggs are used for the preparation of a diversity of goods such as soaps and shampoos, medicines, paints, varnishes etc. In short this industry has much potential in providing income and employment in India, and it is the responsibility of government to give much attention towards this industry.

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