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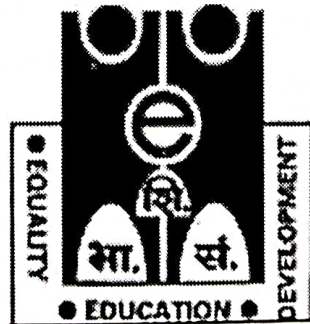
Special Issue
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Since 1977

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The Quarterly dedicated to the policy of "Education for Social
Development and Social Development through Education"



Indian Institute of Education

J. P. Naik Path, Kothrud, Pune-38

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Problems and Prospects of Contract Poultry Farmers : A Case Study of Satara District

Miss. Dipali Hindurao Chavan

M.com, Set, G.d.c & A.

Kisan Veer Mahavidyalaya, Wai

Abstract :

Contract Poultry Farming is an agreement between the integrators and farmers. Poultry farming has a wide scope by considering marketing opportunities in India. In spite of rapid growth, the poultry industry has suffered many setbacks in recent times due to rising cost of feed, emergence of new or existing diseases, fluctuating market prices of eggs and broilers, epidemics, rumors etc. It needs to address for the sustainable growth of the poultry sector. Poultry farming business is providing livelihood to the small and marginal framers, also it provides self employment opportunities as well as indirect employment opportunities to hatchers, slaughter, transporters, retailers, food manufacturing industries etc. But they face various obstacles like lack of institutional credits, shortage of skilled labour force, lack of technical knowledge, electricity, high mortality of birds, payment issues with integrators, epidemics, rumors etc. This type of contract poultry farming has new avenue for rural farmers as well as unemployed youths. With considering the importance of this study it can be possible to identify pros and cons of contract poultry farming. The study on contract poultry farming will help the contract broiler farmers to understand whether their units are running in profit or loss and help the farmers to take decision related to investment in this sector. Also this study helps to identify the problem in poultry farming and provide suggestions to overcome the problems and increase their profit in future. Satara district has been selected to study because this district has large agricultural background.

Keywords : Contract Farming, Poultry Farming, Animal Husbandry, Integrated Company

1. Introduction :

“A land poor in live stock is never rich, and a land rich in livestock is never poor.”-An Arab Philosopher.

“Indian agriculture is backbone of Indian economy and animal husbandry is backbone of Indian agriculture”. Because livestock plays important role in providing the most needed drought power, farm transport, manure, valuable protein food, like meat milk, eggs etc. Animal husbandry provides a valuable supplementary income to the farmers. Many farmers are found busy in one or more subsidiary business such as, rearing of sheep and goats, cattle, buffaloes, camels, poultry, fisheries, piggery and bee keeping, etc. India is an agricultural country. Near about seventy percent people are involved in farming sector. Indian farmers prefer to

develop their own farm along with animal husbandry as a supplementary source of income. The poultry industry is contributing about 70,000 crores to the national GDP and providing employment to more than 4 million people either directly or indirectly. Poultry industry is one of the fast growing supplementary industries of the agricultural sector. It is growing faster than any other element of the crop and livestock sector. The importance of poultry is viewed from two major angles; firstly, it has potential in meeting the nutritional demands of a major portion of the population, as broilers are the cheapest source of the population protein with high nutritional value, secondary poultry farming also provides an effective source of subsidiary income to the rural masses. Chicken is the most widely accepted meat in India and cheaper than mutton or goat meat. Poultry also provides an excellent opportunity for gainful employment to under employed rural labour particularly educated rural youth. In addition, poultry sector provides employment opportunities even to unskilled labourers and women. The requirement of small space, low capital investments, quick returns from the outlay, and well distributed turnover throughout the year make poultry farming beneficial in both rural and urban areas. Poultry farming has a wide scope considering marketing opportunities in India. Agriculture production has increased by 2 percent per annum over the past two decades, while Poultry Enterprises has increased by 8 percent per annum, with an annual turnover of US \$7500 Million annually. Human food habits have been changing due to better economy of the large share of population and their nutritional needs, the intake of eggs and broiler meat has increased. It consists of nutrients that help to maintain good health. It provides well balanced diet. Foods of plant origin if consumed in sufficient quantity provide humans with plenty of energy, but foods of animals' origin have a higher nutritional value because they supply more amounts of proteins, minerals and vitamins. This is the additional source of energy for human being.

Definition of Poultry:

Poultry is any domesticated bird used for food. It can be also defined as domestic fowls, including chickens, trucky, geese and ducks, raised for the production of meat or eggs. They also serve as laboratory animals for scientific research.

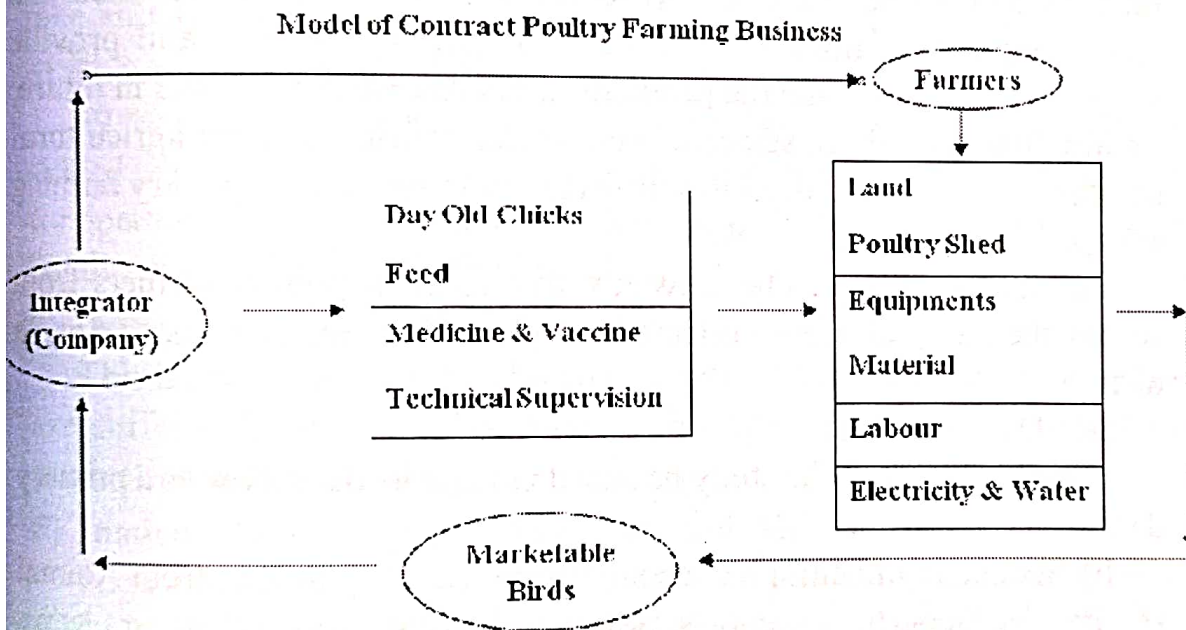
Meaning and definition of Contract Farming:

"Contract farming can be defined as agricultural production carried out according to an agreement between a buyer and farmers, which establishes conditions for the production and marketing of a farm product or products". Typically, the farmer agrees to provide agreed quantities of a specific agricultural product. These should meet the quality standards

of the purchaser and be supplied at the time determined by the purchaser. In turn, the buyer commits to purchase the product and, in some cases, to support production through, for example, the supply of farm inputs, land preparation and the provision of technical advice.

Definition of Contract Poultry Farming :

The contract poultry system is essentially a partnership arrangement between poultry companies and growers, has generally worked to the benefit of both parties. It is a system that has provided farmers an opportunity to participate in poultry production while allowing integrators the opportunity to invest more capital in the processing and marketing segments of the business. A contract poultry farming is an arrangement in Broiler production, referred to as 'chicks growing agreement' is generally wage contract between an integrator and farmers who supplies intermediate the inputs and procure the output, to the farmers and farmers provides the land, housing equipments, utilities, labour and day to day farm management .



2. Objective of the study

- 1) To study problems of contract poultry farmers in Satara district.
- 2) To give suggestions to contract poultry farmers in Satara district.

3. Hypothesis of the Study:

- 1) Contract poultry farmers are facing problems in this business.
- 2) Contract poultry farmers earn more profit in this business.

3.1. Importance of The Study

The main objective of this study is to identify status of contract poultry enterprise with its income opportunities. The respondents was small, medium and large poultry entrepreneurs (Hatcheries and Contract Poultry farmers). This study will be useful for all contract poultry farmers,

wholesalers, retailers, integrators, manufacturing industries and common people. All contract poultry farmers are running their business regularly but, they are facing major problems. So the suggestions provided through research shall be useful for minimizing problems and will be helpful to develop plan and policy regarding for the common poultry farming and contract poultry farming in the state as well as nation.

4. Research Methodology :

The following methodology is used in the study.

I) Study area :The area chosen to carry out research is Satara district.

II) Sampling Procedure :

The study covers the broiler production units under Bhairavnath Poultry Farm Ltd., Suguna Poultry Farm Ltd., Baramati Agro Pvt. Ltd., Premium Chick Feeds Pvt. Ltd. and Venkys Pvt. Ltd., Japfa Comfeed India Pvt. Ltd. which are being run on contract basis in Satara district .The study on contract poultry farming will help the contract broiler farmers to understand whether their units are running in profit or loss and help the farmers to take decision related to investment in this sector. Also this study helps to identify the problems in poultry farming and provide suggestions to overcome the problems and increase their profits in future. Satara district has been selected because this district has large agricultural background. Also climate of this district is more suitable for poultry farming except Mahableshwar taluka.

For sake of study I chose twenty five contract poultry farmers from whom the samples were collected, all these farmers belongs to Satara district.

III) Data sources:

a) Primary Data: The study has used Google forms survey as a primary data.

b) Secondary Data: The secondary data was collected from Animal Husbandry Department reports, websites, journals, research papers, news papers etc.

FINDINGS:

Through the survey it is observed that major challenges faced by Contract Poultry Farmers are as follows.

1) Less growing charges

The major problem faced by Contract Poultry Farmers is less growing charges provided by integrated companies. It is not possible for farmers to meet their expenses through growing charges provided by companies.

2) Lack of technical Knowledge

During this research it was found that 100% contract poultry farmers are facing major problem of technical assistance from integrated

companies. This is another issue faced by Contract Poultry Farmers is lack of technical knowledge regarding this business. Shortage of technical personnel including veterinarians, researchers, and workers are basic problem of contract poultry farmers.

3) Delay in Payment

The most important problem faced by Contract Poultry Farmers is delay in payment from integrator to the farmers.

4) Bird Diseases

88.5% diseases like bird flu create heavy loss in the poultry business. Besides increasing temperature affects health of birds which leads to their death. Customers becomes panic in this situation they change their demands,

5) Lack of Finance

It is observed from the study most of the farmers are facing difficulties in getting finance from various banking and non banking institutions. 92.3% Contract Poultry Farmers have recognized this problem. Also do not take initiative to provide venture capital.

6) Shortage of Skilled labour

69 % Contract Poultry Farmers are facing problem of shortage of skilled labour. In contract poultry farming, there is need of skilled labour for operating this unit. But due to lack of skilled labour it is not possible to handle this business effectively and properly.

7) Delay in Lifting Birds

This is also major problem faced by contract poultry farmers. Farmers are suffered from major loss due to this reason because it increases production cost of them.

8) Inadequate Supply of Medicines and Vaccine

High mortality of chicks and birds caused due to diseases affected to birds. Many times company cannot provide adequate supply of medicines and vaccines to the farmers.

9) Increasing risk in this business

During this research, it was found that 77% Farmers think that there is increasing risk in this business. It is not possible for contract poultry farmers do their business effectively.

10) Marketing Problems

In this research, it was recognized that 50% contract poultry farmers faced problems related to various marketing issue i.e storage facilities, and channels of distribution.

Conclusion

From the above study it was found that there are many problems

faced by contract poultry farmers. Delay in payment from integrated companies, delay in lifting the birds, less growing charges, high mortality rate of birds, wild animal attack, lack of technical support, shortage of skilled labour, lack of adequate finance etc, all these problems are faced by Contract Poultry Farmers. There is big scope for Contract Poultry Farming business in Satara district. Environment of Satara district is favorable for the poultry business. So, to increase this business and create more employment opportunities, Integrated companies must provide adequate growing charges and technical assistance to the contract poultry farmers, Government should provide subsidies, grant's, financial assistance to Contract Poultry Farmers, follow up of timely vaccination of birds from companies is very necessary, for smooth running of this business there is need of skilled labour workers. After considering all these things Contract Poultry farmers can run their units successfully.

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