

## A Study on Motivating Factors to Enter into Poultry Farming with Special Reference to Tuticorin District

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### Abstract

India is at present ranked as the fifth largest poultry producer in the world, following the United States, Brazil, the European Union (EU), and China in the year 2012. India's poultry meat production grew about 6% annually during the 1980s, accelerated to 11% annually in the 1990s and to nearly 19% during 2007 – 2011. Hence, the present study makes an attempt in analyzing the various factors which enabled the farmers to enter into poultry farming in Tuticorin district of Tamilnadu. The study utilises both primary and secondary data. Percentage analysis, averages, Garret ranking method, chi square test and probability analysis were used. The class interval technique was used to analysis the age, income and expenditure. The data relate to the month of April 2015. It could be seen that additional income were ranked first, followed by the early returns. Easy to manage was ranked third and knowledge of rearing ranked fourth. Failure of agriculture was ranked fifth respectively. It reveals that 45% of the male respondents acquire income between Rs.5000-10000, 25% of the respondents obtain income between Rs.10000-15000 and 30% of the respondents receive income Rs.15000-20000. In the case of female respondents 77.5% obtain income between Rs.5000-10000, 25% of the respondents acquire income between Rs.10000-15000 and 30% of the respondents get income Rs.15000-20000 respectively. As the calculated value of Chi-square is greater than the table value at 5 per cent level of significance, there is a relationship between income of the respondents and sex of the study area. As the calculated value of Chi-square is greater than the table value at 5 per cent level of significance, there is a relationship between savings of the respondents and sex of the study area. Thus, in a nutshell, the poultry farming is a profitable venture and has a bright future in the study area of Tuticorin district agriculture for improving the economic status of the farming community.

**Keywords:** Livestock; Egg Production; Agricultural Crops; Economic Status; Profitable.

### Introduction

The poultry industry has made a fast development in the preceding three decades. According to the 2006 National Sample Survey (NSS) Report on Livestock Ownership (GoI, 2006a), the landless, marginal and small scale farmers, which account for about 90% of the 107 million agricultural households in India, keep about 85% of the poultry stock of the country. India is at present ranked as the fifth largest poultry producer

in the world, following the United States, Brazil, the European Union (EU), and China in the year 2012. Recently India is the world's fourth biggest egg producer and fifth major producer of broilers. The expansion in the supply has been spurred by rising incomes and has resulted in the lower poultry prices in South India, where much of the growth has occurred (USDA 2004).

India produced 3.16 million tons of broiler meat in 2012, up from 1.8 million tons in 2005, 1.65 million tons in 2004 and 1.6 million tons in 2003. According to US Department of Agriculture estimates, India's poultry meat production grew about 6% annually during the 1980s, accelerated to 11% annually in the 1990s and to nearly 19% during 2007 – 2011. Hunter (1981) studied the economic aspects of egg production in Australian poultry farms. That study revealed that feed costs, occupy a major share of the total cost of production of eggs, followed by cost of the chicks and labor.

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Goutard & Magalhaes, (2006) have identified the major marketing channels of poultry and poultry products. Here, the marketing channel shows that a large number of middlemen are involved in the marketing chain between producers and consumers. Iqbaluddin (1996) mentions that in most of the poultry pockets in India, marketing was still controlled by private traders. An increase in per capita consumption of one egg and 50 grams of poultry meat can create employment for about 26,000 persons per year (Kazi, 2003).

The present per capita availability of poultry meat is 1.8 kg against the requirement of 11 kg, as per the National Committee on Human Nutrition in India ([www.indiastat.com](http://www.indiastat.com), 2006). While the production of agricultural crops has been rising at a rate of 1.5–2% per annum, that of eggs and broilers has been rising at a rate of 8–10% per annum (Mehta et al., 2003). Per capita consumption of eggs in rural areas is less than half that in urban areas (Mehta et al., 2003). The percentage of native birds in the total poultry population have dropped from 50% about 30 years ago to about 10% now (Rangnekar and Rangnekar, 1999). Hence, the present study makes an attempt in analyzing the various factors which enabled the farmers to enter into poultry farming in Tuticorin district of Tamilnadu.

### **Objectives**

The main objectives of the study are mentioned below:

- To study the socio economic background of the poultry farmers in in Tuticorin district of Tamilnadu,
- To know the reason for choosing poultry farming,
- To examine monthly income, expenditure and saving of the poultry farmers.

### **Methodology**

The study utilises both primary and secondary data. Primary data relating to the socio economic background of the poultry farmers were collected through pre-designed questionnaire from 100 agricultural poultry farmers from the selected in Tuticorin district. A separate interview schedule was designed, pilot tested and used for data collection. The schedule was used to collect specific information from each family of the poultry farmers. Percentage analysis, averages, Garret ranking method, chi-

square test and probability analysis were used. The class interval technique was used to analyze the age, income and expenditure. The data relate to the month of April 2015.

### *Limitations*

1. The study covers only Tuticorin district. Hence, the findings of the study are entirely applicable to this district only.
2. The study is based on the perceptions of the poultry farmers. Their attitudes may change with the change of times. Therefore, the responses reflect their current views on the prevailing conditions.

### **Findings**

The data collected from the primary source has been tabulated and this forms the major basis for the research study. The study covered 100 poultry farmers from Pudukkottai village chosen at random. The sample size was 15%.

### *Age-wise classification of the respondents*

From the study, it is revealed that 20% of the respondent belongs to the age group of 25-35 years, 13% of the respondents are 35-45 years, 27% of the respondents are 45-55 years, 22% of the respondents are 55-65 years and 18% of the respondents are 65 above and mean ages of the family worked out to be 42.58 years and standard deviation was 34.9413 in the study area.

### *Sex-wise classification*

It is revealed that 60% of the respondents are Male and 40% of the respondents are Female.

### *Religion-wise details*

The facts show that 54% of the respondents are Hindu, 4% of the respondents are Muslim and 42% of the respondents are Christian.

### *Community-wish details*

The records show that 40% of the sample respondents are belong to SC/ST, 30% of the sample respondents are BC, 16% of the sample respondents are MBC and 14% of the sample respondents are OC.

*Educational Qualification of the respondents*

The information shows that 20% of the respondents completed Primary education, 8% of the respondents completed the Middle School education, 40% of the respondents completed High School education, 32% of the respondents completed of Hr.Sec.School education and none of the respondents are Illiterate.

*Particulars about family type of the respondents*

The data show that 52% of the sample respondents are Nuclear family and 48% of the sample respondents are Joint families.

*Size of the family*

The information shows that the family members of the sample respondents were out of 100 samples, 43 respondents having 43 families with the size ranging between 2 to 4 members (43%) and 57 respondents were having a family with the size ranging from 4 to 6 members (57%).

*Nature of the house*

It shows that 52% of the sample respondents have own houses and 48% of the sample respondents have Rented house.

*Type of the house*

The data demonstrate that 25% of the sample respondents are having Thatched house, 23% of the respondents are having Tiled house and 52% of the respondents are having the Concrete house.

*Land particular of farmers*

It illustrates that 50% of the respondents having own land, 35% of the respondents having lease land and 15% of the respondents having land less.

*Type of land holdings*

When analyzed, it is found that 15% of the respondents having below 2 acre Land, 25% of the respondents having 2-4 acre Land, 10% of the respondents having 4-6 acre of Land, 30% of the respondents having 6-8 acre Land and 20% of the respondents having above 8 acre Land.

*Type of crops and additional income*

Based on the study conducted from the same group of poultry farmers it was found that 14% of the respondents are cultivating Paddy, 18% of the respondents are cultivating Black gram, 20% of the respondents are cultivating Green gram, 12% of the respondents cultivating Tomato, 16% of the respondents are cultivating Chilly and 20% of the respondents are cultivating Brinjal.

**Table 1:** Reason for choosing poultry farming

Reasons	Mean Score	Rank
Additional income	61.82	I
Early returns	53.64	II
Easy to manage	49.31	III
Knowledge of rearing	42.09	IV
Failure of agriculture	36.43	V

Source: Compiled from Primary Data

It could be seen from the above table that additional income were ranked first, followed by the early returns. Easy to manage was ranked third and knowledge of rearing ranked fourth. Failure of agriculture was ranked fifth respectively.

*Source of motivation*

It is seen that, 18.67 per cent respondents are induced by advertisement. 29.33 per cent respondents are induced by relatives, 6.67 per cent respondents are induced by friends and neighbours, 4 per cent respondents are by Tamilnadu Poultry development Corporation (TAPCO)

and 41.33 per cent respondents are induced by themselves.

*Source of capital*

It is observed that among the respondents, 27 per cent have their borrowing from financial institutions. 24 per cent have their borrowing from friends, 25 per cent have their own funds, 10 per cent have their borrowed from relatives, and 10 per cent have their borrowing from money lenders. Nearly 5 per cent respondents have their borrowing from financial institutions.

*Monthly income details of the respondents*

**Table 2:** Relationship between sex and monthly income of the respondents

Income (Rs.)	No. of Respondents					
	Male	Percentage	Female	Percentage	Total	Percentage
5000-10000	27	45	31	77.5	58	58
10000-15000	15	25	3	7.5	18	18
15000-20000	18	30	6	15.0	24	24
<b>Total</b>	<b>60</b>	<b>100</b>	<b>40</b>	<b>100</b>	<b>100</b>	<b>100</b>

Source: Computed from Primary Data.

Null hypothesis: There is no significant difference between the incomes of the sample respondents between sexes.

From the above table reveals that 45% of the male respondents acquire income between Rs.5000-10000, 25% of the respondents obtain income between Rs.10000-15000 and 30% of the respondents receive income Rs.15000-20000. In the case of female respondents 77.5% obtain income between Rs.5000-10000, 25% of the respondents acquire income between Rs.10000-15000 and 30% of the respondents get income Rs.15000-20000 respectively.

In order to find out whether there is any correlation between the sex and income of respondents, Chi-

square test has been applied. The results of the Chi-square test are furnished below.

Calculated value of Chi-square	= 10.7
Table value at 5 per cent level	= 5.991
Degrees of freedom	= 2

As the calculated value of Chi-square is greater than the table value at 5 per cent level of significance, there is a relationship between income of the respondents and sex of the study area.

**Table 3:** Relationship between sex and monthly savings of the respondents

Savings (Rs.)	No. of Respondents					
	Male	Percentage	Female	Percentage	Total	Percentage
Post office	16	26.67	4	10.0	20	20
Bank	25	41.67	12	30.0	37	37
Chit fund	19	31.67	24	60.0	43	43
<b>Total</b>	<b>60</b>	<b>100</b>	<b>40</b>	<b>100</b>	<b>100</b>	<b>100</b>

Source: Computed from Primary Data.

#### Monthly savings details of the respondents

Null hypothesis: There is no significant difference between the savings of the sample respondents between sexes.

The above table reveals that 26.67% of the male respondents have savings in post office, 41.67% of the respondents prefer banks and 31.67% of the respondents are having their savings with chit fund respectively. In the case of female respondents only 10% have savings in post office, 30% of the respondents prefer banks and 60% of the respondents are having their savings with chit fund respectively.

In order to find out whether there is any correlation between the sex and savings of respondents, chi-square test has been applied. The results of the Chi-square test are furnished below.

Calculated value of Chi-square	= 8.70
Table value at 5 per cent level	= 5.991
Degrees of freedom	= 2

As the calculated value of Chi-square is greater than the table value at 5 per cent level of significance, there is a relationship between savings of the respondents and sex of the study area.

#### Expenditure Details (in Rs.)

It was found that 44% of the respondent's Monthly expenditure are between Rs.3000-5000, 38% of the respondent's Monthly expenditure between Rs.5000-7000 and 18% of the respondent's Monthly expenditure Rs.7000-9000.

### *Debt Details*

It indicates that 44% of the respondents have borrowed from the bank, 16% of the respondents have borrowed from relatives and 40% of the respondents borrowed from chit fund.

### **Conclusion**

Based on the findings of the study it can be concluded that poultry farmers in the study area are educated in their active age group and experienced, thus their survival in the business. Poultry farming is profitable, but the level of profitability can be increased if properly handled, also by value addition, through grading and standardization, thus reducing waste, confusion and uncertainty with respect to quality value. Thus, in a nutshell, the poultry farming is a profitable venture and has a bright future in the study area of Tuticorin district agriculture for improving the economic status of the farming community.

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