

The Role of Poultry Industry - A Study of Telangana State

NasreenFatima¹ and Prof. Badiuddin Ahmed²

¹ Research Scholar, Management, PP. MAN. 0439,
Rayalaseema University,
Kurnool, India

² Professor & Head Department of Commerce, MANUU,
Hyderabad, India

Abstract

Most businesses especially commercial poultry businesses are Small and Medium Enterprises (SMEs) and are privately owned. Commercial poultry production can be categorized into large-scale (over 10,000 birds), medium-scale (5,000-10,000 birds) and small-scale (50-5,000) enterprises. The production of livestock has to be increased to provide the basic nutrients required for the balanced growth of human body. The government has to intervene and support the local production of feed and raw materials because of the increase in the demand of supply of livestock production. The sector needed feed supply to cater for the growing numbers of birds therefore cultivation, production and importation of feed-mill ingredients should be made available by the government. Poultry enterprises in Telangana can distinctly grouped into two categories i.e. developmental poultry farms and commercial poultry farms. In short period, in the livestock sector poultry is the most efficient enterprise in the state Telangana. It plays a prominent role in increasing the supply of red proteins, fats, minerals & vitamins. The existing status of poultry sector in Telangana is studied. The growth patterns of poultry in different regions are examined. Developmental indices for production in different states is been constructed.

1. Introduction

The rapidly growing population has created some doubts in the production departments of Food Chain Management (FCM). The facts shows, crop production alone may not solve the food problem of the state. The advances in cereal technology, of course, can fill the empty stomach but it may not help in the balanced growth of the human body. The balanced diet comprises of proteins, fats, minerals

and vitamins which are essential for growth. The supply of these items can easily be increased through increased production of livestock products. The present study has been undertaken to examine various aspects related to the growth and development of poultry production in Telangana. Poultry production in Telangana was confined to backyards till recently. Local breed of birds were reached for the supply of eggs and meat. The increasing demand for poultry products necessitates augmenting the supply by importing improved breeds of poultry. A couple of decades livestock have dominated the market share indigenously. The advancement in technology have revolutionized the role and structure of poultry sector in Telangana. It has become one of the most specialized enterprises in many parts of Telangana.

2. Objective of the study

- To study the existing status of poultry sector in Telangana with specific reference to 4 districts namely northern region (i.e. Adilabad), Southern (i.e. Nagar Kurnool), Eastern (i.e. Warangal) and lastly the Western region (i.e. Vikarabad)
- To examine the growth pattern of poultry in different regions of Telangana.
- To develop index for poultry production in different states.

3. Literature Review:

According to Bhardwaj et al. (1995), in a study on cost behavior and marketing margins of broilers, observed that cost of raising broilers varied according to the size of the poultry farms. In marketing broilers, the retailers earned maximum profits, whereas the producers' profit was only half

of that of retailer. Bhardwaj et al. (1996), in a study of broiler in Haryana, concluded that the supply of broilers was affected by bird mortality and culling rate, which depended on bird age and size of poultry farms. The depletion rate decreased as the size of poultry farm increased. The study further showed that the marketing practices were influenced by the size of farms and seasons. Pandey et al. (1996a) studied the status of poultry production in India and also analysed the behavior of production cost of poultry products in selected areas. The study showed that poultry had become vital component of the farm economy as it granted additional income and employment in the rural area. The cost estimated revealed that feed alone accounted for about two-thirds of the total cost. The study concluded that availability of feed at reasonable prices would provide an incentive to the farmers to produce more poultry. Pandey et al. (1996b) observed that the development of poultry production was adversely affected by wide fluctuations in the demand. The study showed that rise in the prices of milk, food articles and all commodities during the period of 1982-94. The production and disposal of eggs at poultry farms revealed that more than 98 percent of the eggs were sold for profit.

4. Methodology

A Preliminary version of the questionnaire was developed in English on the basis of insights from in-depth qualitative interviews with experts. Stratified random sampling method was used to select the sample. The telephone/mobile numbers were provided too, in case respondents wanted to verify the identity of the investigators or clarify any questions.

5. Data Analysis:

Poultry Population and its distribution in Telangana

The poultry population in Telangana in 1999 was 80 million birds. It increased to 140 million in 2001 (doubled) and about four times by 2016 i.e., 310 million. The growth in poultry population was 5.32 percent per annum between 1999-2005, 5.47 percent per annum (maximum) between 2005-2016. The minimum growth in population was recorded between 71-75, i.e., 0.21 percent per annum. Distribution spread of poultry birds over the space may be examined by the distribution according to different regions.

Poultry populations in different areas:

Based on Livestock Census of 2012 and 2016, the distribution of poultry reveals the following interesting features:

All areas accounted for the largest number of broilers (more than 90%).

Population of improved breeds of both layers and meat-type chickens increased much faster during the two periods as compared to Desi (Local) breeds.

The population of broilers had increased rapidly, i.e., 21% per annum as compared to layers.

The proportion of poultry distribution in different areas did not reveal much variation during the period.

Table1: Poultry population in Telangana

Year	1999	2001	2005	2009	2012	2016
Population	80	140	3.54	1.64	1.64	560

Poultry populations in different regions:

Productivity of Desi (Local) and improved birds i.e., eggs produced/year, also varied in different regions. Maximum productivity of Desi (Local) birds, i.e., 91 eggs/year, was reported in Eastern Region and minimum of 15 eggs/year, was reported in Northern Region. In case of improved birds, the productivity was highest in Southern Region (241 eggs/year), followed by 238, in Western Region, 209, in Northern Region and 204, in Eastern Region. Region-wise, the productivity of Desi (Local) birds was maximum in Adilabad, i.e., 168 eggs/year and lowest in Wrangal, i.e., 79 eggs/year. In case of improved birds, the maximum productivity was 278 eggs/year, in Vikarabad, and minimum of 180 eggs/year, again in Wrangal.

Regional distribution of hybrid parent stock revealed that it is heavily concentrated in Southern Region, with nearly 45% of layers and 37% of broilers. The Northern Region (i.e. Adilabad) ranked second, with 27% layers and 25% broilers. It was followed by the Western Region (i.e. Vikarabad), with nearly 20% and 25% of layer and broilers, respectively. The Eastern Region (i.e. Warangal) had only 9% of layers and 14% of broilers. Region-wise concentration of percent stock of both layer parent and broilers reveals a similar trend.

Poultry Development in Telanagana

The Stage of poultry farming in different regions was examined by constructing developmental indices on

parameters such as layer parent stock, number of improved birds relative to the total poultry population, number of hatcheries (both in private and public sector), and performance (i.e., number of eggs produced/year). This technique was used to build indices for major poultry producing regions in the state.

The Poultry Development Index was constructed for the major poultry producing areas of Telangana. Vikarabad was found first place in the order, i.e., poultry farming is the least developed in these areas followed by Warangal, Nagar Kurnool etc. Telangana presented the most developed poultry production in India. In order to classify all regions into two WPDI groups, the 0.52 level was arbitrarily chosen as the cut-off of different regions classifying all regions in two groups on the basis of low/high poultry farming development.

a. Growth in production.

Poultry products had shown a massive growth in the region after 1999. Egg production in that year was 2,881 million, which increased to about 30,000 millions in the year 2016. Broiler production starting from zero increased 400 million birds in the year 2009. Similarly, poultry meat, which was about 81 thousand tones in the year 1999, increased to 659 thousand tones in that same period. The increased production increased the availability of poultry products for consumption.

b. Growth in Production & Productivity of Eggs and Chicken Meat.

Years	Production			Per capita availability	
	Eggs (Million)	Broiler (Million)	Poultry Meat (000' t)	Egg (Number)	Poultry meat (grams)
1999	2881	2	81	7	188
2001	5340	4	121	10	220
2005	12500	30	179	18	266
2009	23300	190	440	28	498
2012	33000	700	875	36	-
2016	35000	800	975	38	-

Source: Primary

c. Growth in egg production.

Growth in egg production in the major producing regions was examined during the period of 1999-2016. The period was further divided in to two periods, i.e., 1999-2005 and 2009-2016. Compound

growth and simple growth rates were calculated for the three periods and four regions namely Northern Region, Western Region, Southern Region and Eastern Region.

d. Growth in productivity.

Productivity of Desi (Local) and improved birds in different regions was examined for the period of 1999-2001 and 2012-2016. The mean productivity level of Desi (Local) birds was maximum, i.e., 156 eggs/year, in Northern Region, and minimum, with 62 eggs/year, in Eastern Region. In case of improved birds, the maximum productivity of 278 eggs/year was reported in the Southern Region, and minimum of 109 eggs/year, in the Eastern Region.

Conclusion

- The distribution of the poultry population suggests that it is strenuous in some limited regions.
- Improved poultry breeds account for 60% of the total bird population, contributing with about 90% of the total egg productions in the region.

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