
UNIT 3 POULTRY DEVELOPMENT PROGRAMMES IN INDIA

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3.0 OBJECTIVES

After studying this unit, you will be able to:

- recognize the status and perspectives of poultry farming in India;
- describe the role of poultry in rural livelihood security;
- summarise the poultry academic institutions and development associations as well as government schemes available for poultry farming; and
- explain about the poultry cooperative societies.

3.1 INTRODUCTION

Poultry development programmes are not a matter of only plans, targets, budgets, technology, material aid, experts and organizations to govern them. Rather, it is an effective use of these mechanisms as educational means for changing the mind and actions of all beneficiaries in such ways that they help themselves, attain economic and social improvement. The Central and State Government agencies like Agriculture Department, Animal Husbandry Department, Commerce & Industry Department, Food Processing Department, Human Resource Development Department, Indian Council of Agricultural Research (ICAR), Rural Development Department, Financial institutions like Insurance Companies and Nationalized Banks, National Bank for Agriculture and Rural Development (NABARD) are actively involved and play their part.

3.2 STATUS AND PERSPECTIVES OF POULTRY FARMING IN INDIA

Poultry is one of the fastest growing segments of the agricultural sector in India with an average growth rate of 8 to 10 per cent per year. India is now the world's third largest egg producer and the fifth major producer of broilers. The estimated annual poultry egg and meat production in India has steadily gone up to 45 billion eggs and 1.6 billion broilers in 2006 from a meager figure of about 5 billion eggs and 4 million broilers in 1971. India's contribution to world production is nearly 4% of eggs and 2% of chicken meat. With a turnover of more than 300 billion rupees, the poultry industry provides direct and indirect employment to over five million people in the country and has great potential to create gainful employment with every increase in egg/meat consumption. It accounts about 1 % of the India's Gross Domestic Product (GDP) and 10 % of the total GDP attributed to livestock products. Consistent with the increase in production and productivity, the per capita availability of eggs and poultry meat in India has also increased to 45 eggs and 1.76 kg meat per annum, which is still lower in comparison to recommended levels (Nutritional Advisory Committee, Government of India) of 180 eggs and 11 kg of meat. If this gap between the availability and requirement is filled, it provides nutritional security to all Indians besides creating over 10 million jobs. For your comprehensive understanding, the selected indicators of the development of the poultry sector are presented in the following Table 3.1.

Table 3.1: Selected Indicators of Poultry Development in India during 2006

Indicators	Quantity
Egg production	2.6 million tonnes (45 billion eggs)
Commercial broiler production	2.0 million tonnes (2.1 billion broilers)
Human Population	1.1 billion
Per capita egg availability	45 number
Per capita meat availability	1.8 kg
Turnover poultry sector	Rs. 300 billion
Total poultry population	4574 million
Poultry feed production (By organized sector)	13.2 million tonnes

Source: Watt Executive Guide 2008-09

3.2.1 Structure of Poultry Sector

Based on the level of production of egg and meat, poultry sector may be structured into 3 and they are as follows:

(i) Family poultry system for food security

In this extensive backyard rearing system, the family members, especially the women take care of the stocks, which are very small in numbers, averaging 20 birds per family. The produce is consumed by the family and are also distributed as gifts or occasionally bartered for other commodities. The major inputs required for this sector are locally adaptable improved variety of stocks with better productivity and low mortality, health care, trainings and extension. Formation of cooperatives, self-help groups, societies etc., will increase awareness about nutrition and also help the farmers realize surplus (excess) production through proper technological adoption, thus adding to their income as a supplementary (additional) source.

(ii) Smallholders

These groups of farmers practice extensive to semi-intensive rearing, which help them, address the issues of food security and also enable surplus production for marketing. The size of flocks may vary from a few hundreds to few thousands in clusters. This sub-sector requires some minimal infrastructure like poultry sheds and equipments, intensive training of farmers in chick rearing, health care, inputs like balanced feed and good quality stocks of both improved desi and commercial varieties along with micro-credit for produce collection and marketing. The cooperative/self-help groups set up for facilitating inputs acquisition and marketing helps this sub-sector to become economically viable. Linkages with District Rural Development Agencies (DRDAs), Banks, Krishi Vigyan Kendras (KVKs) and Non-Governmental Organizations (NGOs) will help technology and credit to flow to the farmers.

(iii) Commercial operations

This is a highly organized and viable sub-sector employing intensive farming and sophisticated breeding systems. High productivity of the birds are their main feature, requiring high inputs and giving high output with nearly 300 plus eggs per year and Feed Conversion Ratio (FCR) of less than 2.0. This sub-sector is also going through a gradual change from individual operation to integrated one. Contract farming by large breeders is also one of the emerging features, to cash on the economies of scale. Stress is on marketing, health care, processing, achieving standards for food safety and exports. These operations range from thousands to hundreds of thousands of stock for breeding and millions for rearing. The major requirement of this sub-sector is high yielding birds, health care, huge infrastructure for hatchery, housing, transport, cold chain, marketing intelligence and export standard compliance.

3.2.2 Regional Demand and Growth Patterns

Economic surveys indicate that the northern and eastern regions account for the largest share of India's population, but their population tend to be less urbanized than in the southern and western areas. In contrast, the southern and western regions are the most urbanized and have the highest average per capita income. The four southern states *viz.* Andhra Pradesh, Karnataka, Kerala and Tamil Nadu accounts for about 45 per cent of the country's production, with a per capita consumption of 57 eggs and 500 g of broiler meat. The eastern and central regions of India account for about 20 per cent of egg production, with a per capita consumption of 18 eggs and 130 g of broiler meat.

3.2.3 Poultry Production Structure and Technical Performance

The structure and cost of production in the Indian poultry meat industry vary from region to region. Independent and relatively small-scale producers still account for most production, relatively large-scale integrated producers account for a growing share of output in some regions. Integrated operations include large regional firms that incorporate all aspects of production, including raising grandparent and parent flocks, rearing day-old-chicks, contracting production, compounding feed, providing veterinary services, and wholesaling. Large-scale integrated producers are most prominent in the southern and western regions. Smaller, independent, and sometimes partially integrated producers account for most poultry production in the northern and eastern regions.

3.2.4 Poultry Marketing and Prices

Most poultry meat in India is marketed to consumers in the form of live birds, with only a small share of output now marketed as chilled, frozen, or further processed products. The cost of moving live birds, including transport, shrinkage, and mortality cost severely limit inter-regional movements. As a result, the Indian poultry markets are regional, rather than national in scope and there is limited potential for low-cost producers to market their product in higher cost regions. The Indian broiler sector operates almost completely as a live-bird market, with poultry retailed as live birds and slaughtered for customers in retail shops. This practice is due to the lack of cold chain facilities, which limits capacity to market chilled or frozen products, and with consumer preference.

Check Your Progress 1

Note: a) Use the space given below for your answers.

b) Check your answers with those given at the end of the unit.

- 1) Expand the following:
 - i) DRDA
 - ii) GDP
 - iii) KVK
 - iv) NGO
 - v) NABARD
- 2) Fill up the blanks from three options given in bracket:
 - i) India produces billion eggs. (30; 45; 60)
 - ii) India produces billion broilers. (1; 2.1; 5)
 - iii) Per capita egg consumption is (25; 35; 45)
 - iv) Per capita meat consumption is kg. (1.5; 1.8; 2.5)
 - v) Turnover in poultry sector is billion. (Rs. 100; 200; 300)

3.3 RURAL LIVELIHOOD SECURITY

In general, livestock production in India is taken up by the smallholders and the sector is extremely livelihood intensive. All different operations are crucial for players of different strata it caters to and no section can be ignored. The requirements of

different sections are also varied and any policy accordingly has to make separate provisions at different levels, which will enable poultry to take livestock revolution to newer heights.

3.3.1 Poultry in Rural Development

In true terms, the livelihood security aims at not merely increasing the quantity of production but to have a holistic approach wherein problems of deprived socially backward sections of the society, gender inequality and malnutrition are also dealt with. Poultry, due to its least demanding nature in terms of infrastructure in the backyard set up, has been widely accepted by the rural poor. More than 50% of the landless and marginal farmers at the bottom end of the smallholder spectrum make out their living from poultry. With Government and institutional support/financing, groups of such farmers are also organizing themselves through cooperatives, self help groups and societies for facilitating backward and forward linkages. Therefore, such activities bring about other developmental progress with increasing awareness, women's participation, literacy, health care etc. propelling a holistic improvement. Poultry rearing has also been seen as a popular activity among the tribal people who have been associated with it since ages.

3.3.2 Role of Women

Management of poultry has been associated with women for various historical and social factors. In developing countries, including India, the women dominate most activities and are also slowly participating in the work like shelter construction and marketing, which were so far considered male domain. Family poultry is easily managed within home-sheds and in rural areas this is the main resource which women farmers have more access to benefits.

3.3.3 Employment

As income and employment in crop reached saturation, the non-crop sector including dairy and poultry underwent an upward shift significantly. With the demand for poultry increasing and production reaching nearly 45 billion eggs and 2.1 billion broilers, this sector now employs over 5.0 million people. At least 80% of employment in the poultry sector is generated directly by farmers, while 20% is engaged in allied activities like feed production, pharmaceuticals, equipment etc. It is also estimated that for increase in per capita availability of one egg and 50 g of poultry meat, an additional 25,000 job opportunities are created.

Check Your Progress 2

Note: a) Use the space given below for your answers.

b) Check your answers with those given at the end of the unit.

- 1) Fill in the blanks from three options given in bracket:
 - i) The poultry sector will employ million people (2; 4; 5).
 - ii) The farmers contribute % of employment in poultry sector. (60; 70; 80)
 - iii) Earning from poultry is preferred by % of landless farmers. (30; 40; 50)
 - iv) Tribal people is very fond of rearing (buffaloes; elephant; poultry)
 - v) Family poultry is usually managed by (children; labour; women)
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3.4 POULTRY ACADEMIC AND DEVELOPMENT INSTITUTIONS

In India, poultry academic and development institutions are classified into the following types:

3.4.1 Veterinary Colleges

Veterinary colleges under State Agricultural Universities (SAUs) or State Veterinary Universities (SVUs) deal with training in poultry courses during undergraduate veterinary education and specialized masters and doctorate programmes in poultry science. There are about 37 veterinary colleges in the country. Poultry Science departments in these colleges offer training programmes to the farmers. You may contact nearby veterinary college for information or assistance in poultry farming.

3.4.2 Poultry Academic and Research Organizations

The Central Avian Research Institute (CARI) belonging to Indian Council of Agricultural Research (ICAR) conducts research and offers masters and doctorate programmes in Poultry Science and Short-Term Specialized Training (STST) programmes to graduates as well as Short-Term Training on Poultry Farming (STTPF) to interested farmers. Another institute of ICAR is Project Directorate on Poultry (PDP), Hyderabad dealing with research and training in Poultry Science.

Table 3.2: Poultry Academic and Research Organizations

State	Institute/Organizations
Uttar Pradesh	CARI, Izatnagar, Bareilly
Andhra Pradesh	PDP, Rajendranagar, Hyderabad

3.4.3 Poultry Development Organizations

During the 10th Five Year Plan, it was decided to combine all the existing 13 Central Poultry Development Organizations (CPDO) region-wise into 4 Centers (Table 3.3) so as to convert the poultry developmental activities in a single window system. Their major objective now is only to encourage backyard or rural poultry. These Centers are now being used for diversification production program as one of the thrust areas by taking up duck, turkey, Japanese quail and Guinea fowl farming.

Table 3.3: Poultry Development Organizations

Eastern Region	CPDO, Bhubaneswar (Orissa)
Northern Region	CPDO, Chandigarh
Southern Region	CPDO, Bangalore (Karnataka)
Western Region	CPDO, Mumbai (Maharashtra)

3.4.4 Polytechnic and Training Institutions

The diploma programmes and short to medium duration training programmes are offered by the polytechnic and training institutions. They give more emphasis on practical and hands-on training. As such, the trainees spend about 75% of their time in farms and about 25% in classrooms (theory). In addition to these institutes, some associations, federations, KVKs and NGOs are also working for poultry

development. You may contact any of the above institutes nearer to your place for information or training related to poultry farming.

Check Your Progress 3

Note: a) Use the space given below for your answers.

b) Check your answers with those given at the end of the unit.

1) Expand the following:

- i) CARI
- ii) CPDO
- iii) ICAR
- iv) PDP
- v) STST

3.5 GOVERNMENT SCHEMES FOR POULTRY FARMING

The below mentioned programmes or schemes are exclusively meant for poultry development. However, under different plan programmes like Integrated Rural Development Programme (IRDP), Pradhan Mantri Gramin Sadak Yojana (PMGSY), Development of Women and Children Area (DW CRA) etc. Central and State governments are providing assistance for poultry farming. You may contact nearby veterinarian, rural development officer or banks to know and obtain assistance from such programmes.

3.5.1 Poultry Venture Capital Fund – A Central Sector Plan Scheme

The main objective of the scheme is to create a venture capital fund for providing financial assistance to agricultural farmers, individual entrepreneurs and groups of all sections of unorganized as well as organized sector for the following purposes:

- To boost the unorganized poultry sector in states where development is in primitive state and also to give incentive and create infrastructure facilities for export of poultry products by organized sector from advanced states.
- Establishment of poultry breeding farms with low input technology and also for other poultry species.
- Setting up of poultry feed plant and laboratory.
- Setting up of egg grading, packing and storing facility for promoting export.
- Marketing of poultry products (specialized transport vehicles, cold storage etc.).

i) Activities and area of operation covered under the scheme

The following activities will be funded under the scheme either individually or in combination:

- Broiler/Egg carts for sale of poultry products - Rs.0.10 lakhs.
- Central grower unit (12,500 birds per batch and 4 batches per year) – Rs. 20.00 lakhs.
- Egg grading, packing and storage for export capacity - Rs.80.00 lakhs.
- Establishing poultry breeding farms with low input technology birds and also for ducks/turkey/guinea fowl/Japanese quail/emu/ostrich etc. - Rs.30.00 lakhs.
- Establishment of feed godown, feed mill, feed analytical unit - Rs.16.00 lakhs.
- Marketing of poultry products (specialized transport vehicle, cold room storage facilities and retention shed for birds) - Rs.25.00 lakhs.
- Retail poultry dressing unit (up to 300 birds per day) - Rs.5.00 lakhs.

The Scheme is meant for implementation in any part of India. However, thrust is in states like Andhra Pradesh, Karnataka, Madhya Pradesh, Maharashtra, North-Eastern states, Orissa, Punjab, Rajasthan, Tamil Nadu, Uttar Pradesh and Uttarakhand. For North-Eastern states, an allocation of Rs.2.0 crores out of Rs.7.2 crores may be made while the Canara Bank, Indian Bank, Punjab National Bank (PNB) and State Bank of India (SBI) have promised to take lead in implementing this scheme, other commercial banks, cooperative banks and regional rural banks may also participate as per the field level demand.

ii) Eligibility

The eligible beneficiaries shall include agricultural farmers and individual entrepreneurs and groups of all sections of unorganized as well as organized sector. Preference may be given to Pheriwalas, which will generate self-employment for urban poor.

iii) Preparation of projects

The borrowers selected by identified banks will be financed for specific activities under poultry sector and assisted under the scheme. The borrowers will prepare a bankable project and submit it to the banks for consideration under the scheme. The fund provided will be kept with NABARD and will act as a revolving fund from which the beneficiaries under the scheme will be given a interest free loan of 50% of the total cost of the project subject to the ceiling indicated above. 10% of the total investment will be borne by the borrower as his margin and the bank will charge an interest rate applicable as per their norms on the balance loan amount of 40% of the project cost. This will help the borrower in reducing his interest burden.

iv) Repayment of loan

Repayment period of loan will depend upon the cash flow and will be up to a maximum of 7 years including grace period of two years. Any deficiency in repayment in the project will be the responsibility of the bank as the borrowers are to be identified and selected by them.

3.5.2 Financial Assistance from Banks for Broiler and Layer Farming

The financial assistance in the form of loans is available from various nationalized banks with refinance facility from NABARD for starting a broiler or layer farm. The banks provide financial assistance for the following purposes:

i) Purpose of financial assistance

The items of finance would include:

- Construction of broiler sheds, brooder, grower and layer sheds.
- Construction of feed store, quarters etc.
- Purchase of poultry equipments such as brooders, debeakers, feeders, filler-flats for egg, nest boxes, waterers, etc.
- Cost of day-old chicks, feed, medicines and labour cost for the rearing period (first 7 weeks period for broilers and first 5 to 6 months for layers).
- Cost of land is not considered for loan. However, if land is purchased for starting a broiler farm, its cost can be treated as party's margin money up to 10% of the total cost of project.
- Facilities such as land development cost, fencing, water and electricity, essential servants' quarters, godowns, transport vehicles, broiler dressing, processing and cold storage facilities can also be considered for providing loan.

ii) Scheme formulation for bank loan

The beneficiary can prepare a scheme after consulting local technical persons of State Animal Husbandry/Veterinary Department, Poultry Corporation or Private Commercial Broiler Hatcheries. The scheme should include information on land, water and electricity facility marketing aspects, training facilities and expertise of entrepreneurs and the type of assistance available from State government, poultry corporations and local hatcheries. It should also include data on proposed capacity of the farm, total cost of the project margin money to be provided by the beneficiary, requirement of bank loan, estimated annual expenditure, income and profit and the period for repayment of loan and interest.

iii) Scrutiny of scheme by the bank

The bank officers also can assist in preparation of the scheme or filling in the prescribed application form. The scheme so formulated should be submitted to the nearest branch of bank. After the scheme is submitted to the bank, it is examined for technical feasibility and economic viability. Other documents such as loan application forms, security aspects, margin money requirement etc., are also examined.

iv) Sanction of bank loan and its allocation

After ensuring technical feasibility and financial viability, the scheme is sanctioned by the bank. The loan is allocated in 2 or 3 stages, such as against the creation of specific assets, construction of sheds, purchase of equipments and machinery, recurring cost on purchase of chicks, feeds, medicines, vaccines, electricity, water and labour. The end use of the fund is verified and constant follow up is done by the bank.

v) Margin money

The NABARD has defined farmers into three different categories and where subsidy is not available, the minimum down payment as shown below (Table 3.4) is collected from the beneficiaries.

Table 3.4 : Beneficiary Contributions for Different Categories of Farmers

Sl. No.	Category of Farmer	Farmer Level of Pre-Development Return to Resources	Beneficiary's Contribution
1	Small farmers	Up to Rs. 11,000	5%
2	Medium farmers	Rs.11,001 to Rs.19,250	10%
3	Large farmers	Above Rs.19,250	15%

vi) Interest Rate

As per the Reserve Bank of India (RBI) guidelines, the present rates of interest (approximate) to the ultimate beneficiary financed by various agencies are as under:

Table 3.5: Rates of Loan-interest for Different Types of Banks

Sl. No.	Loan Amount	Commercial Bank (CB) and Regional Rural Bank (RRB)	State Cooperative Bank (SCB) /State Land Development Bank (SLDB)
1	Up to and inclusive of Rs. 25,000	12.0%	As determined by SCB/SLDB subject to Min. of 12% (for all loan slabs)
2	Over Rs. 25,000 and up to Rs. 2 lakhs	13.5%	-do-
3	Over Rs. 2 lakhs	As determined by CB/RRB	-do-

vii) Repayment of loan

The loan repayment is determined on the basis of gross surplus generated in the scheme. Usually, the repayment period of loan for broiler farming is 5-6 years. The loan for layer farming will be repaid in suitable monthly or quarterly installments usually within a period of seven to eight years with first year as grace period.

3.5.3 Insurance Coverage for Poultry Farming

It is advisable for broiler and layer farmers to take out insurance cover for their flock of birds against deaths from certain diseases and other accidents. All four insurance companies in India, namely National Insurance Company, New India Assurance Company, Oriental Insurance and United India Insurance Company extend such insurance cover for poultry production. The details of poultry insurance schemes at present are as follows:

i) Scope of the cover

Insurance cover provides compensation against the deaths due to accidents including civil disorder, cyclone, earthquakes, fire, flood, lightening, riots, strikes and terrorism and diseases contracted or occurring during the policy period.

ii) Applicability

The insurance scheme is applicable to poultry farms consisting of all types of exotic and crossbred poultry birds in India.

iii) Minimum birds for insurance

- Under bank finance for all type of birds-500.
- Under General Type: Broilers-100 per batch, Layers-500 per batch, Hatchery-2000 per hatch

iv) **Age group and Premium rates**

Type of Bird	Age Group	Premium Rates
Broilers	Day One to 8 weeks	1.5% of peak value
Layers	Day One to 20 weeks	3.2 %
	21 to 72 weeks	3.5 %
Hatchery or breeder farm	Day One to 72 weeks	5%

v) **Insured sum**

The value of the bird is fixed in relation to the age of the bird and a valuation chart is prepared.

vi) **Veterinary examination**

A veterinary certificate from a qualified and registered veterinarian is necessary for acceptance and granting of insurance cover.

vii) **Claim procedure**

- A claim form duly certified by the veterinarian.
- Daily records of mortality.
- Purchase invoice of the bird.
- Other proofs such as medical bills, photograph etc.

3.5.4 Prime Minister’s New 15 Point Programme for the Welfare of Minorities

The Government of India (GOI) has recently launched this programme to ensure that the beneficiaries from minority communities get a fair share of bank credit under various Governments sponsored schemes as well as other priority sector lending. An important objective of the programme is to ensure that the appropriate percentage of the priority sector lending is targeted for the minority communities and the benefits of the various Government sponsored schemes for the under-privileged reach the disadvantaged sections of the minority communities. The bank loans for poultry farming are also available under this scheme from public sector banks.

Check Your Progress 4

- Note:** a) Use the space given below for your answers.
 b) Check your answers with those given at the end of the unit.

- 1) Expand the following:
- i) IRDP
 - ii) PMGSY
 - iii) RRB
 - iv) SCB
 - v) SLDB

3.6 POULTRY COOPERATIVES

Cooperative is defined as an autonomous association of persons united voluntarily to meet their common economic, social, and cultural needs and aspirations through a jointly-owned and democratically-controlled enterprise. A cooperative may also

be defined as a business owned and controlled equally by the people who use its services or who work at it. The objectives of poultry cooperatives are to:

- develop manpower for poultry industry,
- launch activities for production of eggs and poultry meat,
- provide facilities for more profitable marketing, and
- undertake various extension and poultry husbandry activities.

3.6.1 Formation of Co-operative Society

The steps followed for formation of dairy co-operatives is applicable to the starting of poultry co-operative also. All the poultry farmers are eligible to become members of the society. The society is to be run by a duly elected managing committee. The chairman elected by the society appoints a secretary, who in turn acts as a manager. He should have a thorough knowledge of poultry husbandry activities. The members of the society decides the source of supply of chicks, feed and also disposal of birds, whereas the union takes care of loans, repayment, insurance, loss due to unexpected causes etc.

At the district level, nearly 150-200 societies can form into one union. The union should have hatchery, feed manufacturing plant, egg cold storage facilities, packing, service and training centre. The union should be run by a duly elected chairman, vice-chairman and board members. A number of poultry producers' union come together to form the State Poultry Producers' Co-operative Federation, which may be linked to the national organization.

Unlike the dairy co-operatives, which emerged due to the initiative from the dairy farmers for marketing their milk, the poultry co-operatives have emerged mainly due to the government's initiative. The poultry co-operatives were started with an intention to provide employment to the weaker sections of the community. The degree of people's participation and involvement in poultry co-operatives is mainly to obtain loans and avail subsidy. The poultry market is not always steady and the price of the produce keeps fluctuating.

The expectations from poultry co-operatives are as follows:

- Bargaining for good price for the output.
- Considered as institution to promote socio-economic change of weaker sections.
- Considered to be institutions for transfer of technology.
- Provision of cheap, quality feed.

3.6.2 Benefits of Co-operatives

- Development of togetherness among the farmers.
- Reduction of social evils such as untouchability.
- Reduction of age-old superstitions prevalent among the farmers in the management of livestock and birds.
- Increased productivity due to adoption of improved scientific practices advocated.
- Profitable price for their produce through marketing.
- Employment opportunities for rural youth and farm women.

- Development of leadership qualities of the members.
- A considerable portion of the profit obtained from the co-operatives was utilized for the development of schools, hospitals etc.
- An overall improvement in the status of living such as increased material possession, providing better education to children etc.

3.6.3 Status of Poultry Co-operatives

At present, there are about 2,595 poultry co-operatives societies in India. Out of the nine states with well developed poultry industry, the co-operatives are performing well only in two states *viz.* Gujarat and Maharashtra. The number of societies doubled during the period 1972-92, but the percentage of dormant and loss-making societies constitutes about 80%. Even after the three decades of intensive poultry development, the poultry co-operatives have not been able to establish themselves on a strong footing.

i) Gujarat Poultry Co-operatives

In the state of Gujarat, some voluntary agencies introduced the industrial estate concept for poultry industry. A flock of 100 to 150 birds were put in a compartment and assigned to the beneficiary, who had to perform activities like visiting the hen house three times a day for cleaning, feeding and watering the birds. The society also provides feed and made arrangements to market the eggs. Subsidy was also offered for the construction of sheds under tribal development programme. Gujarat is the only state where a strong co-operative federation exists.

ii) Maharashtra Poultry Co-operatives

The co-operative societies in Maharashtra have set up a centralized poultry shed, where chicks are reared up to 20 weeks and when the birds are ready for laying, they are given to the members in flocks of 100-200 birds to rear near their homes with subsidies for constructing sheds. They also supply feed and arrange for marketing of products. Though the society pays uniform price for the eggs throughout the year, the farmers are reluctant to supply these when the market prices are higher. Though the number of poultry co-operatives in the state is increasing, they still have a long way to go to flourish as an industry.

iii) Poultry Co-operatives in other States

The poultry co-operatives in Andhra Pradesh, Kerala, Karnataka, Madhya Pradesh, Rajasthan, Tamil Nadu, Uttar Pradesh, West Bengal etc., are still poorly developed. The concept of developing poultry schemes for the economically weaker sections led to the development of poultry units at scattered and far-off places and to some extent succeeded in persuading the farmers to purchase their feed at reasonable prices, to seek medical cover, and to sell their eggs on their own. The beneficiaries were new entrants to these schemes and they had poor knowledge to check mortality and to prevent various emerging diseases in the birds. In many states, the poultry co-operatives assumed a mercantile role of merely buying and selling eggs and feed.

3.6.4 Institutions Supporting the Poultry Co-operatives

i) National Agricultural Co-operative Marketing Federation

The National Agricultural Co-operative Marketing Federation of India (NAFED) has been entrusted with responsibility of operating a market intervention scheme to enable the farmers to get reasonable price for eggs. NAFED is expected to buy two

crore eggs in a year which is less than one-third of a day's egg production in the country.

ii) National Co-operative Development Corporation

To accelerate the poultry development, National Co-operative Development Corporation (NCDC) seeks expert guidance to formulate viable schemes. In this, the primary poultry co-operatives were promoted to rear and supply layer birds and feed, and collect the eggs for marketing. The NCDC promoted this integrated poultry scheme and the supply of ready-to-lay birds to the members under a lease programme. During the Eighth Five Year Plan, NCDC modified the scheme particularly with respect to farm level production. It also proposes to sanction 90 more projects with a contribution of Rs. 100 crores.

iii) National Scheduled Caste and Scheduled Tribe Finance and Development Corporation

The national scheduled caste and scheduled tribe finance and development corporation (NSFDC) was set up to promote economic development of the members of Scheduled Castes and Scheduled Tribes whose family incomes are below twice the poverty line limit. NSFDC provides seed capital and term loans to members of Scheduled Castes and Scheduled Tribes through state Governments.

iv) Poultry Egg and Meat Production Co-operatives

In the case of poultry industry, the egg and broiler production are two distinct sub-sectors and the role performed by co-operatives in these sectors are also entirely different. Hence, there are two separate co-operatives namely, Egg Producers' Co-operatives and Poultry Meat Producers' Co-operatives.

(a) Egg Production Co-operatives: Poultry farmers get all the inputs namely chicks, feed etc., from the co-operatives. National Egg Co-ordination Committee (NECC) fixes the price and hence all the producers get the same price. The eggs produced directly reach the consumers without any sort of processing unlike in the case of milk. The co-operatives can also oversee the marketing aspect, but the main problem is that they have to handle a large volume of eggs. The cost of feed accounts for nearly 65-70 per cent of egg production and hence the co-operatives have to concentrate on this operation with high managing capability. Hence the failure of some of the co-operatives is primarily due to small size of operation and poor management.

(b) Poultry Meat Production Co-operatives: In India, most of the broiler units sell live birds and they are transported to far-off places especially to major consuming centres. The broiler co-operatives in India do have very little scope for conferring huge benefits to the farmers, who usually sell the birds to middlemen. In the private sector, a few poultry processing units have been set up and they too are handicapped for want of supporting infrastructures like refrigerated transit facilities and absence of retail outlets for processed chicken. The poultry co-operatives can play a significant role in meat processing but this would call for huge capital investment and strong marketing capability. Agencies like All India Broiler Farmers Marketing Cooperative Limited (BROMARK) and Broiler Coordination Committee (BCC) are declaring prices for broiler/poultry based on market dynamics and has participation of farmers, which helps tackle the problem of middlemen to some extent.

(c) Poultry Federation of India: The Poultry Federation of India (PFI) is united voice of the industry with government and the general public. The mission of

the PFI is to preserve, promote and protect the activities that bring value to stake holders of the poultry industry in India. The PFI membership consists of growers, producers, industry employees, allied industry suppliers and “main street” businesses, which recognize the importance of poultry in Indian’s economy.

3.6.5 Future Strategy for Poultry Co-operatives

The future strategy for growth of poultry co-operatives is that they should have market orientation. The role of co-operatives is generally assumed to be cost reduction and appropriation of value addition. For achieving the prosperity of their members, the co-operatives should take special care of risks, namely sudden fall in productivity and violent price fluctuations etc. An organized development of poultry co-operatives is needed. There is also a proposal to set up a National Poultry Development Board (NPDB). The poultry co-operatives should concentrate both at the grassroots level production and at specialized marketing.

Check Your Progress 5

Note: a) Use the space given below for your answers.

b) Check your answers with those given at the end of the unit.

1) Expand the following:

- i) BROMARK
- ii) NAFED
- iii) NCDC
- iv) NECC
- v) NPDB
- vi) PFI

3.7 LET US SUM UP

Poultry is one of the fastest growing segments of the agricultural sector in India with an average growth rate of 8 to 10 per cent per year. Based on the level of production of egg and meat, poultry sector may be structured into 3 viz. Family poultry system for food security, Smallholders and Commercial operations. The four southern states viz., Andhra Pradesh, Karnataka, Kerala and Tamil Nadu accounts for about 45 per cent of the country’s production. Most poultry meat in India is marketed to consumers in the form of live birds, with only a small share of output now marketed as chilled, frozen, or further processed products. Poultry rearing has also been seen as a popular activity among the tribal people who have been associated with it since ages. Management of poultry has been associated with women for various historical and social factors. With the demand for poultry increasing and production reaching nearly 45 billion eggs and 2.1 billion broilers, this sector now employs over 5.0 million people. In India, poultry academic and development institutions are classified into Veterinary Colleges, Poultry Academic and Research Organizations, Poultry Development Organizations and Polytechnic and Training Institutions. Different plan programmes like Integrated Rural Development Programme (IRDP), Pradhan Mantri Gramin Sadak Yojana (PMGSY), Development of Women and Children Area (DWCRA) etc. Central or State governments are providing assistance for poultry

farming. Out of the nine states with well developed poultry industry, the co-operatives are performing well only in two states viz. Gujarat and Maharashtra. National Egg Co-ordination Committee (NECC) fixes the price and hence all the producers get the same price. All India Broiler Farmers Marketing Cooperative Limited (BROMARK) and Broiler Coordination Committee (BCC) are declaring prices for broiler/poultry based on market dynamics and has participation of farmers, which helps tackle the problem of middlemen to some extent.

3.8 GLOSSARY

Billion	: Equals to 100 crores.
Commercial Poultry System	: is a highly organized and viable sub-sector employing intensive farming and sophisticated breeding systems. High productivity of the birds are their main feature, requiring high inputs and giving high output with nearly 300 plus eggs per annum.
Dormant	: Temporarily quiet, inactive, or not being used.
Family Poultry System	: is this extensive backyard rearing system, where the family members, especially the women take care of the stocks, which are very small in numbers, averaging 20 birds per family.
Incentive	: Something that encourages effort or action.
Million	: Equals to 10 lakhs.
Poultry Venture Capital Fund	: A central sector plan scheme to create a venture capital fund for providing financial assistance to agricultural farmers/ individual entrepreneurs and groups of all sections of unorganized as well as organized sectors of poultry.
Smallholding Poultry System	: is the extensive to semi-intensive rearing, which help farmers to address the issues of food security and also enable surplus production for marketing. The size of flocks may vary from a few hundreds to few thousands in clusters.
Tonne	: Equals to 1,000 kilogram.

3.9 SUGGESTED FURTHER READING

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3.11 ANSWERS TO CHECK YOUR PROGRESS

Check Your Progress 1

- 1) (i) DRDA District Rural Development Agency
(ii) GDP Gross Domestic Product
(iii) KVK Krishi Vigyan Kendra
(iv) NGO Non-Governmental Organization
(v) NABARD National Bank for Agriculture and Rural Development
- 2) (i) 45
(ii) 2.1
(iii) 45
(iv) 1.8 kg
(v) Rs. 300 billion

Check Your Progress 2

- 1) (i) 5 million
(ii) 80%.
(iii) 50%.
(iv) poultry
(v) women

Check Your Progress 3

- 1) (i) CARI Central Avian Research Institute
- (ii) CPDO Central Poultry Development Organization
- (iii) ICAR Indian Council of Agricultural Research
- (iv) PDP Project Directorate on Poultry
- (v) STST Short Term Specialized Training

Check Your Progress 4

- 1) (i) IRDP Integrated Rural Development Programme
- (ii) PMGSY Pradhan Mantri Gramin Sadak Yojana
- (iii) RRB Regional Rural Bank
- (iv) SCB State Commercial Bank
- (v) SLDB State Land Development Bank

Check Your Progress 5

- 1) (i) BROMARK All India Broiler Farmers Marketing Cooperative Limited
- (ii) NAFED National Agricultural Co-operative Marketing Federation of India
- (iii) NCDC National Co-operative Development Corporation
- (iv) NECC National Egg Coordination Committee
- (v) NPDB National Poultry Development Board
- (vi) PFI Poultry Federation of India