



REVIEW OF RESEARCH

ISSN: 2249-894X

IMPACT FACTOR : 5.7631 (UIF)

VOLUME - 10 | ISSUE - 12 | SEPTEMBER - 2021



CHALLENGES AND OPPORTUNITIES OF POULTRY INDUSTRY ON TELANGANA STATE

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ABSTRACT

Poultry cultivating is the most common way of raising agreeable birds like chickens, ducks, turkeys and geese for the reason for creating meat or eggs for food. Poultry is cultivated in extraordinary numbers with chickens being the generally various. Poultry is one of the quickest developing fragments of the agrarian area in India with around eight percent development rate for every annum. Poultry cultivating in Telangana is the most unique and quickest developing fragment of Agriculture Sector. Poultry industry has certain issues and difficulties like capital, taking care of, meat, creation and advertising, settling on market edge, water, climate, work and land. In show disdain toward of this load of limitations, poultry cultivating has advanced impressively during the last decade which is a positive sign. A scrutiny of the above circumstance has made this specialist to come out with the accompanying ideas to wish conquer the issues of poultry industry in locale, yet in addition comparable regions in the country. It is proposed that the public authority will bring the makers of feed under the domain of Drugs and Cosmetics Act in order to control the mushroom development of little makers of poultry feed and mediocre nature of feed. The Government offices in the poultry area will be liberal and help in setting up new feed creation units not just under government area yet in addition under private area. There is an extraordinary requirement for government and business banks to approach with a plan to give the genuinely necessary funds to the poultry ranchers in sufficient amount at sensible paces of interest without which it isn't workable for the poultry ranches to support themselves in the business.



KEYWORDS : Poultry, Farm, Telangana, Challenges, Opportunities.

INTRODUCTION

The population of India increased from 361 million in 1951 to 1.252 billion in 2013. Although the per capita availability of food grains also improved during the period, the land holdings as well as the per capita availability of agricultural land have been shrinking. For instance, they have shrunk to around 1.15 and 0.14 hectares respectively by the turn of the century. The competing demands for land for other sectors of development have shrunk land further. In the larger context of ensuring food and nutritional security to the future generation, the only way to fulfill this obligation is through continuous gain in productivity of various agricultural commodities.

Around 50 per cent of the total rural population in India is without both subsistence income and housing due to small landholding. There is a general dependence on monsoon for crop production and consequentially, a general inadequacy of agricultural inputs. This has resulted in a large portion of the population of India living in poverty and directly affecting their productivity as well as their innovative power. The problems faced by rural population can be primarily classified into livelihood, living conditions, education and social upliftment. These deficiencies affect the quality of life of rural population. The factors that adversely affect the income generation are scarcity of food, fodder and fuel; inadequate housing; lack of irrigation; unemployment and underemployment; lack of purchasing power; low crop yields; small land holding and poor quality of livestock. Once the rural population can start earning adequate income, they would be able to overcome other problems.

India is the third-largest egg producer in the world after China and the USA and the fourth-largest chicken producer in the world after China, Brazil and the USA. In India, the per capita consumption of eggs has gone up from 30 eggs per annum to 69 eggs per annum, and that of chicken from 400 gms per annum, to 2.8 kg per annum in the last 25 years. Human nutritionists recommend a minimum of 180 eggs & 10 kg chicken per annum for a healthy adult human, which means that the Indian poultry market is laden with opportunities. Adult population in most developed countries consume over 240 eggs and 20 kg of chicken per annum. India has 1.25 billion people and the number is growing every year. The focus is on "Development", meaning good food, better health & living conditions for everyone. People spend more money on food when they earn more. Healthy food at attractive price will therefore be the issue in focus. Eggs and chicken are accepted by almost all communities and is available across the country at reasonable prices. Poultry is the most organised sector in animal agriculture in India, worth Euro 15,500 million. Production of broiler meat has increased to 4.2 million tons per annum in 2015-16. Demand for processed chicken meat has been growing by 15- 20% per annum. Total layer production in India has gone up to reach 80 million eggs per annum. Industry sources estimate CY 2018-19 feed consumption to go from 20 to 23 million tons, which includes corn and soya bean and pearl millet. Eggs and chicken were "agriculture produce" few years ago but are considered as "food items" today. Safe food has become a priority. Besides maintaining his production efficiency, the producer has to concentrate on the nutritive values, the adulterants and contaminants of his produce. The ministry of food processing industries at the central govt. Level and food inspection authorities at the local levels have started keeping track of eggs and chicken production in India for quality and nutrients.

Poultry industry has a crucial place in India as eggs and chicken meat are important and rich sources of protein, vitamins and minerals. Poultry provides rich organic manure and is an important source of income and employment to millions of farmers and others engaged in allied and ancillary activities in the poultry industry. Chicken is the most widely accepted meat in India. Unlike beef or pork, it does not have a religious taboo. The prices of chicken meat are lower than those of mutton and many Indian families, especially the educated people in urban areas have begun to accept eggs as a regular supplemental part of their vegetarian diet. The forecast surveys indicate that „as the present younger generation moves to adulthood, the acceptability and demand for eggs and chicken meat in next two to three decades is likely to increase very rapidly“.

POULTRY FARMING IN THE WORLD

Poultry farming is carried out to some extent in all countries. In countries like the United States, Canada, Australia, European countries and China, poultry industry is regarded as an integral part of agriculture. Though the leading commercial poultry producers are the USA, Russia and China, the adoption of contemporary scientific developments in the field of hatching, rearing, marketing, etc. has led to considerable advancements in poultry farming worldwide.

POULTRY INDUSTRY IN INDIA

India's roots lie in agriculture. Above 70 per cent of the population is still dependent on farming. However, its contribution to national economy accounts for only 28 per cent of GDP. There is a growing

realization that for sound economic growth, the basic concept of agriculture needs to be changed from survival/supplementary income approach to its becoming a viable agri-business. For this transformation, a dynamic linkage needs to be built up among the farmer, the consumer and the professional induction of appropriate technology and adequate funds.

POULTRY INDUSTRY IN TELANGANA

Poultry farming in Telangana is the most dynamic and fastest growing segment of Agriculture Sector. Telangana has 805.83 lakh birds as per Livestock Census 2012, out of 7292.09 lakh birds in the country, of which 436.78 lakh birds are layers and 205.51 lakh birds are broilers besides 159.13 lakh backyard poultry and 4.41 lakh other poultry birds in rural areas. The contribution of Poultry Sector to GSDP is Rs. 8217.00 cr. as per the Advance Estimate arrived at for the year 2014-15 which is about 20 per cent of the Gross State Domestic Product (GSDP) contribution from Livestock sector of which Rs. 2958 cr. is contributed from eggs and Rs. 5259.00 cr. is from poultry meat. One fifth of the country's egg production is from Telangana and about 50 per cent of the meat produced in the State is from Poultry sector alone. The growth of poultry industry in Telangana is phenomenal and now reached a stage of self sufficiency and sophistication in the production of breeding stock, feed, pharmaceuticals, vaccines and equipment to meet the current and future needs. Poultry industry assures provision of quality protein through eggs & meat and also promotes employment generation

OBJECTIVES OF THE STUDY

1. To understand the poultry farming in India and Telangana.
2. To identify the challenges and opportunities constraints associated with poultry farming.

METHODOLOGY

Present study based on secondary data from various sources such as Directorate of Animal Husbandry & Vety Department, Telangana, books and journals on Poultry Sciences, Publications of Directorate of Economics and Statistics, Internet, Poultry Industry Yearbooks.

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 DEVELOPMENT IN TELANGANA

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.

CHALLENGES AND OPPORTUNITIES

a) Low productivity

The production facilities and methodologies followed by the poultry farmers in India are not in line with international standards. A good majority of the poultry farms in India are open buildings with no climate control or quarantine mechanisms in place, which exposes the birds to various climate variation as well as potential diseases and epidemics. In order to mitigate the risks posed by that, the density of birds in farms have to be kept low, which in turn negatively affects productivity per farm. Latest farming technologies such as climate controlled farm houses, automated feed lines etc. can help improve the productivity in Indian poultry farms.

b) Lack of storage, cold chain and transport

More than 60% of broiler birds produced in India are produced in 6 states (Telangana, Karnataka, Maharashtra, Punjab and), similarly more than 60% of eggs produced in India are produced in 6 states (Telangana Haryana, Maharashtra, Punjab and Tamil Nadu). Birds are currently transported alive between the states, which causes them to be transported in inhumane and sometimes unhygienic conditions. Many birds are killed during transport. Lack of dry processing and cold chain facilities make it a logistical nightmare to be transporting good quality poultry produce within India. Poultry produce neither are transported using refrigerated trucks nor are specialized equipment used for packing or transporting poultry produce. Latest expertise in the field of cold chain can be of immense benefit to the Indian poultry farmer.

c) Supply of quality feed

Soya bean and maize are widely utilized by poultry farmers in India as the main feed. These help only in fulfilling minimum nutritional requirements, and do not help in raising high quality, healthy birds. There is shortage of quality feed in the market and lack of knowledge about the benefits of using quality feeds. The problem is confounded by the fact that there is no alternative protein source available either. This opens up immense opportunities for poultry feed manufacturers and dietary supplement producers.

d) Quality standards for farm management

There are no quality standards in farm management in India, prescribed either by the Government or by self-regulating industry bodies. For export market, APEDA has imposed strict quality standards and regular audits to ensure quality is maintained up to international standards. However, in the domestic market, there is a lack of comprehensive regulating authority to maintain hygiene in farms, processing and transportation. Licensing of farms is done on municipality level, who often lack the knowledge, expertise and human resources to strictly enforce quality standards. Europeans and USA poultry industry has a lot to contribute to the Indian poultry industry in the form of trainings, best practices, skill development etc.

e) Lack of processing facilities

There is a lack of dry processing capabilities in the Indian domestic poultry market. For lack of knowledge and awareness, Indian consumers prefer to go for freshly culled birds which are not processed in clean and hygienic conditions. Wet processing machineries pose serious environmental concerns owing to poorly managed waste disposals. There exist limited storage facilities which can conserve the products without loss in quality. Processing machineries that are clean and hygienic, coupled with waste treatment plants are the need of the hour in Indian poultry market –

f) Feed Resources

Success on poultry production rests primarily on the quality of the bird employed, comforting environment and provision for good feed, the last being most expensive of all other inputs, deserves befitting attention. Feed accounts for 65- 70% of broiler and 75-80% of layer production cost. Maize is

the popular cereal used in combination with protein meal like soybean meal which generally determines the cost of compounded feed. Production of maize increased from 9.65 million tons in 1989-90 to only 24.4 million tons in 2015. Similarly, soybean meal production increased to 11.35 million ton in 2015 from 3.52 million tons in 1999-2000. Average increase in maize availability has been 3.8% per annum which is far below the growth rate of egg or meat production. Thus, there is a need to increase the production of maize and soybean or explores the usefulness of other alternate energy and protein rich feedstuffs to maize and soybean meal, respectively, in poultry diets. In view of the large gap between the demand and availability of feedstuffs for poultry production, a holistic approach is needed to meet the demand of ever growing poultry industry.

The challenges for Indian poultry industry are multiple. Raw material availability and prices are already an issue. Considering that about 1 kg of corn is required to produce 1 kg of broiler (based on FCR = 1.65 and 60% corn in feed), it means that, for broiler production only, and depending on the different forecasts, an additional 1 to 3 million tonnes of corn will be needed in the next years. Another challenge or issue is the fact that production is not evenly distributed in the country. More than 60% of broilers are produced in 5 states (Telangana with 20%, Karnataka, Maharashtra, Punjab and West Bengal) while more than 60% of eggs are produced in 5 states (Telangana, Haryana, Maharashtra, Punjab and Tamil Nadu). This creates logistic and quality issues related to transport. The third challenge that India needs to overcome if it wants to continue expanding its poultry production is a lack in education and access to technology. For instance, most of poultry farms use open buildings, which means no control of climate and high risks related to potential poor biosecurity. On the positive side, this means production costs are reduced. India poultry producers also have to deal with a lack of genetic diversity. Two breeds, namely Vencobb and Babcock, represent respectively more than 70% of birds in broilers and 80% in layers. This means a potential rapid spread of diseases across the country. However, these breeds are well adapted to Indian conditions and ensure optimum performance. Last but not least, India currently lacks skilled manpower.

CONCLUSION

The poultry production in India continues to exhibit spectacular growth in spite of several challenges encountered over the years. With increasing demand for chicken egg and meat, the poultry production in India foresees further expansion and industrialization. Adoption of small scale poultry farming in backyards of rural households will enhance the nutritional and economic status of the rural people. With the advent of knowledge and new discoveries in different fields of poultry, the future challenges will not be a hindrance and thus sees a bright future for poultry production in this country. The poultry farmers shall follow scientific poultry management practices in the area of health care of poultry birds. Proper vaccination and diet supplements will reduce the mortality rate of birds. Besides, the keeping of birds in a healthy and hygienic environment can reduce the cost of health care. There is a great need for government and commercial banks to come forward with a scheme to provide the much needed finances to the poultry farmers in adequate quantity at reasonable rates of interest without which it is not possible for the poultry farms to continue in the business. 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.

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