

A CASE STUDY OF BROILERS MARKETING IN RAJNANDGAON DISTRICT OF CHHATTISGARH STATE

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Abstract: About 80 per cent population lives in rural area and 60 per cent of rural population is unemployed or underemployed. It implies that majority of rural people are poor and poverty stricken. Pressure on agricultural land is increasing year after year due to fragmentation of land, industrialization, urbanization and also population explosion. Thus there is a need activity like poultry farming, poultry has been attached in a number of central and state government sponsored scheme such as Integrated Rural Development Programme (IRDP), Special Livestock Production Programme (SLPP), Tribal Development Programme (TDP), and Special Livestock Breeding Programme (SLBP) to encourage poultry farming among rural poor's.

Keywords: Marketing, Rural, Poultry, Tribal

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