

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

D.K. Verma¹, K.N.S. Banafar², M.R. Chandrakar³ and Dilip Kumar⁴

^{1,2,3} *Department of Agril. Economics, I.G.K.V., Raipur (C.G.)*

⁴ *Department of Agril. Extension, I.G.K.V., Raipur (C.G.)*

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

INTRODUCTION

Livestock and poultry contributes greater than 28 per cent of agriculture G.D.P. and greater than 8 per cent in National G.D.P. Annual broiler production in India has been estimated to 9.75 billion (year 2009-2010). Poultry sector contributes more than Rs. 11000 crores and provide direct employment to 1-6 million peoples.

In spite of this phenomenal growth of poultry industry in India, per capita consumption of poultry meat is reported 1.0 kg. Meat. It is too low as compared to many developed countries. Thus there is wide scope for further expansion of poultry products. The poultry farming in India needs rational use of existing resources in rural area for its development. The uneven distribution of poultry farming between rural and urban areas has created imbalance in solving unemployment problem in rural sector. Population, in which poultry contributes a population of 14207 thousand. Central plains of Chhattisgarh alone has above 50 per cent of poultry population followed by Bastar plateau and Northern hills which contributes.

The gap between demand and supply of broiler for Chhattisgarh area is partially fulfilled by external supply from Hyderabad & Chennai. It is a challenge to poultry farmers that why the production has not been increased accordingly?

METHODOLOGY

The study undertaken in Rajnandgaon district of Chhattisgarh out of about 1070 poultry farms in

Chhattisgarh state, there are 153 farms in this district. Rajnandgaon district has 9 blocks. Out of these 9 blocks Rajnandgaon, Khairagarh and Dongargaon blocks are selected purposely for the study. From each blocks 5 poultry farms were selected purposely for the study. These poultry farms was classified in to three different categories based on their strength of birds i.e. small (below 3,000 birds), medium (up to 3,000-6,000 birds), and large (above 6,000 birds). The results were summarised in terms of average and percentage.

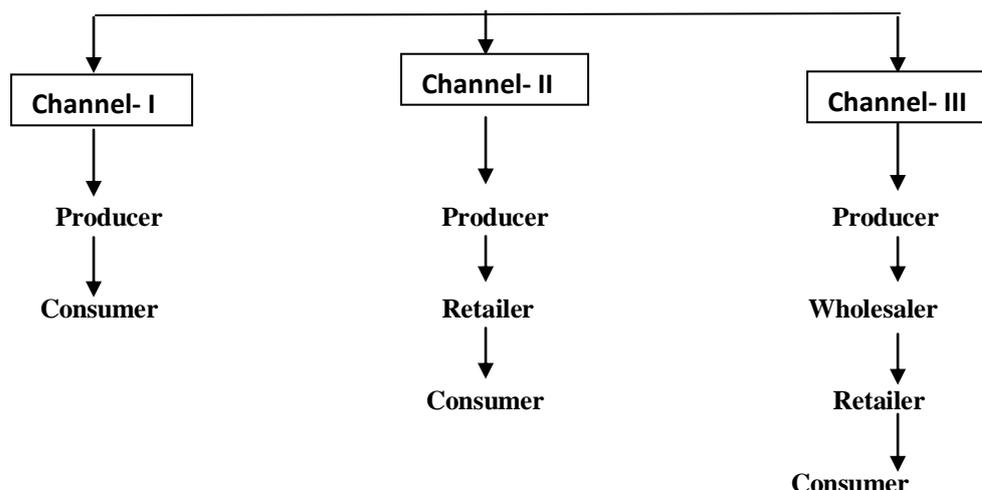
RESULT AND DISCUSSION

The general information of sample poultry farms are given in table 1. The table revealed that average number of birds per farm increases as the size of poultry farm increases. It observed during the survey that the poultry farms have kept different types of bread. In the marketing of poultry the marketing functionaries engaged in the selected poultry market, village traders, retailers, wholesalers of poultry and there product. The village traders, retailers, wholesalers of poultry and their products were selected randomly for calculating marketing cost and margin.

Marketing channels

The important disposal pattern prevailing poultry producing area of Rajnandgaon district is in Table 1. There were three marketing channels observed in the study area through which poultry passed from producer to ultimate consumers.

Prevailing marketing channels of poultry production

**Marketable surplus**

The broiler rearing is a very susceptible enterprise. Table 1 revealed that the average number of broiler ranged from 2003 to 14000 and in different categories of farm. Thus, in broiler six cycle in the year. The average number of broiler was 12018 to 84000 in the different categories of farm. The

mortality and home consumption rate in small, medium, and large farm size were 6.54, 6.44 and 4.55 per cent, respectively of the total number of broiler. Thus, the average mortality rate of broiler was 4.57 per cent. The total number of broiler marketed in different categories ranged from 11231 to 80184 during the year, which is 95 per cent of the total number of broiler.

Table 1 Marketable surplus and marketing of broiler in different marketing channels (Unit- No. of broiler)

Size of broiler farms	Average no. of broiler / Cycle / farm	Total no. of broiler/ year/ farms	Mortality & Home Consumption of broiler	Broiler marketed	Marketing channels		
					P-C (I)	P-R-C (II)	P-W-R-C (III)
Small	2003.00	12018.00	787.00 (6.54)	11231.00 (100.00)	3174.00 (28.26)	3883.00 (34.57)	4174.00 (37.17)
Medium	5214.00	31284.00	2016.00 (6.44)	29268.00 (100.00)	4887.00 (16.69)	7415.00 (25.33)	16966.00 (57.98)
Large	14000.00	84000.00	3817.00 (4.55)	80184.00 (100.00)	5640.00 (7.03)	16483.00 (20.56)	58061.00 (72.41)
Average	7072.00	42434.00	1939.66 (4.57)	40227.66 (100.00)	4567.00 (11.36)	9260.33 (23.01)	26400.33 (65.63)

Note: Figures in parenthesis indicate the percentage to total.

Channel – I (Producer-Consumer)

This channel had its operational economy because the marketing charges for various intermediaries were not involved which increased the producer's share in the price paid by the consumer. Table 1 revealed that the broiler farms sold 28.66 per cent broiler of their produce through this channel. The medium, large and overall farm size sold their produce 16.69, 7.03 and 11.36 per cent respectively, through this channel the small and medium farm prefer more to this channel as compare to large size of farm.

Channel – II (Producer-Retailer-Consumer)

This channel popular among small, medium farm size producer who have transport and other facilities. The small, medium and large size of broiler farms produce 34.57, 25.33 and 20.56 per cent broiler, through this channel. In this channel producer themselves look the retailing business and get higher profit. The sale through retailer was 23.01 per cent on an average.

Channel – III (Producer-Wholesaler-Retailer-Consumer)

All the large size of broiler farms prefers this channel due to marketing burden, used market and timely payment facility. The small, medium and large size

of broiler farms sold their produce i.e. broilers 37.17, 57.98 and 72.41 per cent, respectively through this channel. On, an average, sale of broilers through middleman was 65.63 per cent.

Price spread

Where marketing cost incurred by poultry growers is described in Table 2. The producer's share in consumer rupee was highest (100 per cent) in producer to consumer channel. This channel did not involve any intermediaries and quantity disposed of is very small. The price is less because of less distress. There is no gap in price offered and the price received. In channel -II, i.e., producer - retailer - consumer 23.00 per cent of the produce are sold officially. The retailer happens to be the only intermediary who has direct contact with producers. In this channel, the producer's share in consumer rupee was reduced 100 to 83.33 per cent due to involvement of retailer's cost and margin. The retailer expenses incurred on transportation, loading-unloading charges, cage, feed and other cost was

estimated to be 2.27 per cent and margin 14.38 per cent from the consumer's price. The channel - III is the producer - wholesaler - retailer - consumer. In this channel, the producers avoid the services of intermediaries. The retailers take the broiler from the wholesaler and dispose it to the consumer.

This channel is common in large extent for established producers who are familiar with the wholesale agent. This channel transacted about 66.00 per cent of the broiler. The share in the consumer's rupee was 78.94 per cent. The producer sold the broiler to the wholesaler at the tare of Rs. 7500.00 per hundred broilers. The cost incurred by the wholesaler on transportation, loading-unloading charges, cage, feed and other cost estimated 1.84 per cent and margin 8.68 per cent from the consumer's price. The retailer expenses on transportation, loading-unloading charges, cage, feed and other cost was estimated 1.61 per cent of consumer price. The net margin earned by the retailer amounted to Rs. 847.00. The producer's share in consumer rupee is observed decreasing trend from channel-I to channel-III.

Table 2 Price spread of broiler in different marketing channels

S. No.	Particular	Channel-I (P-C) (100 broiler)	Channel-II (P-R-C) (100 broiler)	Channel-III (P-W-R-C) (100 broiler)
1.	Producers sale price	7500.00 (100.00)	7500.00 (83.33)	7500.00 (78.94)
2.	Wholesaler	-	-	
	Purchase price	-	-	7500.00 (78.94)
i.	Transportation cost	-	-	60.00 (0.63)
ii.	Loading-unloading cost	-	-	20.00 (0.21)
iii.	Cage rent	-	-	15.00 (0.15)
iv.	Feed cost	-	-	40.00 (0.42)
v.	Miscellaneous cost	-	-	40.00 (0.42)
vi.	Total cost	-	-	175.00 (1.84)
vii.	Net margin of wholesaler	-	-	825.00 (8.68)
3.	Retailer	-		
	Purchase price	-	7500.00 (83.33)	8500.00 (89.47)
i.	Transportation cost	-	65.00 (0.72)	55.00 (0.57)
ii.	Loading-unloading cost	-	20.00 (0.22)	15.00 (0.15)
iii.	Cage rent	-	20.00 (0.22)	10.00 (0.10)
iv.	Feed cost	-	50.00 (0.55)	38.00 (0.40)
v.	Miscellaneous cost	-	50.00 (0.55)	35.00 (0.36)

vi.	Total cost	-	205.00 (2027)	153.00 (1.61)
vii.	Net margin of retailer	-	1295.00 (14.38)	847.00 (8.91)
4.	Price paid by consumer	7500.00	9000.00	9500.00
5.	Producer's share in consumer rupee (in per cent)	100.00	83.33	78.94

Note: Figures in parenthesis indicate the percentage to total.

Marketing constraints

The constraint in the marketing of broilers were non-availability of proper market facilities (77.77 per cent) followed by low price paid to producer due to high marketing margin (62.00 per cent), lack of transportation facilities and road from village to market (56.52 per cent), lack of storage facilities in producing area (52.23 per cent) and no more quantity of produce (48.77 per cent).

CONCLUSION AND POLICY IMPLICATIONS

There are three marketing channels observed in the study area through which poultry passed from producer to ultimate consumers. Channel- I. Producer – Consumer, Channel- II. Producer – Retailer – Consumer, Channel- III. Producer – Wholesaler – Retailer – Consumer. The small and medium poultry growers prefer the channel- I and II but large poultry growers prefer the channel- III. The average mortality rate of broiler was 4.57 per cent. The total number of broiler marketed in different categories ranged from 11231 to 80184 during the year, which is 95 per cent of the total number of broilers. The producer's share in consumer rupee of channel- I are 100 per cent, channel- II are 83.33 per cent and channel- III are 78.94 per cent for broiler marketing channel. In this situation small farms need marketing assistance both to procure chicks of desirable strains and to market broilers for meat. The co-operative marketing societies may be developed as wholesale. In Chhattisgarh state there is no poultry research center even in the college of Veterinary Science and Animal Husbandry of Durg district. State government should recognize the importance of hybrid poultry strains which can be suited to the environment of the region. The development of poultry research should be undertaken for broiler.

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