



ISSN (E): 2277-7695  
ISSN (P): 2349-8242  
NAAS Rating: 5.23  
TPI 2022; SP-11(5): 1825-1826  
© 2022 TPI  
[www.thepharmajournal.com](http://www.thepharmajournal.com)  
Received: 12-02-2022  
Accepted: 14-03-2022

**Chalapati Raga Sajitha**  
Department of Agricultural  
Economics, Sam Higginbottom  
University of Agriculture  
Technology and Sciences,  
Prayagraj, Uttar Pradesh, India

**Dr. Ramchandra**  
Department of Agricultural  
Economics, Sam Higginbottom  
University of Agriculture  
Technology and Sciences,  
Prayagraj, Uttar Pradesh, India

## Constrains in production and marketing of broiler in Chaka block, district Prayagraj (Uttar Pradesh)

**Chalapati Raga Sajitha and Dr. Ramchandra**

### Abstract

The present study was conducted in Prayagraj district of Uttar Pradesh, from Out of total blocks of Prayagraj district one block has been selected purposely on the basis of large or maximum farms of poultry production for current study. The poultry respondents were divided into three size groups on the bases of number of birds raised viz. Below 500, 500-2000 and above 2000. The data were collected through survey method with the help of schedule. The majority of the farmers have given there feedback that they are facing sudden disease outbreak, unavailability of day-old-chicks in time, Market instability and poor sales, Poor supply and quality of vaccine, Cold season, Unavailability of pullets in time, High cost of labor and management, High cost of rental house.

**Keywords:** Constrains, poultry farmers, random sampling techniques, suggestions

### Introduction

Broiler poultry farming is playing vital role in livelihood security of small holder farmers and increasing the overall nutritional security of nation by means of supplying good source animal protein. Poultry segment is growing at a much faster rate than any other element of agriculture or agriculture allied sector. The Indian poultry-meat industry has been growing at a very rapid rate in recent decades, by transforming gradually from unorganized, small-scale backyard farming into large-scale, organized farming. A contract farming arrangement involves a wage contract between an integrator who supplies the intermediate inputs and procures the output (as per pre-decided terms) and a poultry farmer who provides inputs such as management, rearing and care taking has evolved over the years from a backyard activity to an organized and scientific large scale poultry industry.

Poultry farming today is a large sector of business that is split into several operations including hatcheries, pullet farms for meat production, or farms for egg production. This study focused on poultry farms raising chicken. Poultry sector in India is valued at about Rs. 80,000 crore (2018-19) broadly divided into two sub-sectors – one with a highly organized commercial sector with about 80% of the total market share (say, Rs. 64,000 crore) and the other being unorganized with about 20% of the total market share of Rs. 16,000 Crore. The unorganized sector also referred to as backyard poultry plays a key role in supplementary income & employment generation and family nutrition to the poorest of the poor. It is estimated that with a poultry population of 729 million [30% layers at around 215 million and 40% broilers at around 480 million] small and medium farmers are mostly engaged in contract farming system under larger integrators and there are around 30 million farmers engaged in backyard poultry as per 19th Livestock Census.

### Research Methodology

The present study was conducted in Prayagraj district of Uttar Pradesh, from Out of total blocks of Prayagraj district one block has been selected purposely on the basis of large or maximum farms of poultry production for current study.

### Tools used in this

#### Garrett's Ranking Technique

Constraints perceived and the measures for improvement suggested by the producers in production and marketing of broiler were prioritized by using.

**Corresponding Author**  
**Chalapati Raga Sajitha**  
Department of Agricultural  
Economics, Sam Higginbottom  
University of Agriculture  
Technology and Sciences,  
Prayagraj, Uttar Pradesh, India

### Garrett's ranking technique by using the following formula

$$\text{Per cent Position} = 100(R_{ij} - 0.50) / N_{ij}$$

Where,  $R_{ij}$  is the rank given to  $I$  th Psi item by the  $j$  th individual, and  $N_{ij}$  is the number of item ranked by the  $j$  th individual.

The percentage position of each rank was converted into score using Garrett's table. For each constraint, score of individual respondents were added together and were divided by the total number of respondents for whom scores were added. Thus, mean score for each constraint was ranked by arranging them in a descending order.

### Results and Discussions

**Table 1:** The constrains involve in the production and marketing of broiler.

Sr. No	constraints	Average score (percent)	Rank
1	Disease outbreak	68.18	I
2	Unavailability of day old chicks in time	58.28	II
3	Market instability and poor sales	45.15	III
4	Poor supply and quality of vaccine	41.7	IV
5	Cold season	45.9	V
6	Unavailability of pullets in time	45.86	VI
7	High cost of labor and management	48.91	VII
8	High cost of rental house	46.0	VIII

Figures in parentheses indicate percentage

From the table 1 it is evident that major constraints of poultry producers are presented in This constraints of chicken production by ranking in the present study were sudden disease outbreak (1st), unavailability of day-old-chicks in time (2nd), Market instability and poor sales (3rd), Poor supply and quality of vaccine (4th), Cold season (5th), Unavailability of pullets in time (6th), High cost of labor and management (7th), High cost of rental house (8th).

### Suggestions

1. The poultry farms in Prayagraj district have a need to rationalize the use of resource in order to decrease the costs.
2. Government should lead to encourage poultry entrepreneurs by including certain subsidies and incentives.
3. Poultry is neither treated as agriculture nor as industry and thus is not entitled to any benefits and thus is not entitled to any benefits applicable to agriculture or industry. Thus U.P. government should accord agricultural status to poultry granting all concessions applicable to agriculture for its sustained growth.
4. Poultry owner may sell at least 25 per cent of their production capacity directly in the market, taking the advantages.
5. The extension activities should be strengthened to guide the poultry owners with latest technology for the poultry rearing.
6. Creation of broilers marketing board which can take care of both marketing and supply of inputs
7. There should be established a numbers of retail outlet for protecting the interest of consumer's rupee.
8. With the improvement of poultry through cross-breeding the susceptibility of various contagious diseases may increase. So to reduce the mortality of poultry

particularly the young stock efforts should be made to control the poultry diseases through health care and disease control measures.

9. The State Government should encourage establishment of compound feed mill at private sources to exploit the non-conventional feed resources and for supply of balance feed at the reasonable price to the poultry owner.
10. Last but not least, the conducive environment and confidence in the minds of the poultry owners be created to make a break through poultry rearing in the backward area.
11. Since there was no stability of price of broilers in the market. The government should control prices to safe guard interest of the producers and the consumers.
12. The extension activities should be strengthening to guide the poultry growers with latest technology for the broilers farming.

### Reference

1. Elizabeth ES, Anthony L. Economic Analysis of Broiler Production in Karu Local Government Area, Nasarawa State, Nigeria Journal of Agriculture and Veterinary Science. 2019;12(3):49-56.
2. Gasura RS, Sheikh AS, Aswar BK, Rajpura RM, Charan R. Constraints Faced By Poultry Farm Entrepreneurs in Banaskantha District, Gujarat. International Journal of Rural Studies. 2013;20(2):1-5.
3. Olaniyi OA, Adesiyan IO, Ayoade RA. Constraints to Utilization of Poultry Production Technology among Farmers in Oyo State, Nigeria. Journal of Human Ecology. 2008;24(4):305-309.
4. Pant D, Singh SK. Economics of broiler. Raising Indian Poultry Sciences. 2002;37(2):153-154
5. Sarma P *et al.*, Economics of broiler production in Guwahati city, part of a paper presented in XX Annual conference and symposium of Indian Poultry Science Association Challenges to Poultry Industry in the new Millennium, 12-14, October 2000.
6. Selvakumar SN *et al.*, Constraint Analysis in egg and broiler production in Tamil Nadu, Indian Veterinary Journal. 2006;83:640-642.
7. Tyagi DB. Price Spread and Constraints in Egg Industry of Agra District in Uttar Pradesh. A Journal of Multidisciplinary Advance Research. 2014;3(1):30-39.
8. Vara Prasad KV *et al.* Problems in contract broiler farming as perceived by the farmers, Indian Veterinary Journal. 2005;82:407-409.
9. Vasantharani R. A study on problems and prospects of poultry farming in Palladam Taluk, an unpublished M.Phil. thesis submitted to Bharathiar University, 2005.
10. Weyuma H, Singh H, Megersa M. Studies on Management Practices and Constraints of Back Yard Chicken Production in Selected Rural Areas of Bishoftu. Journal of Veterinary Science & Technology. 2015;S12:003. DOI: 10.4172/2157-7579.1000S12-003