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-Satendra Kumar, P. K. Upadhyay, Ramjee Gupta

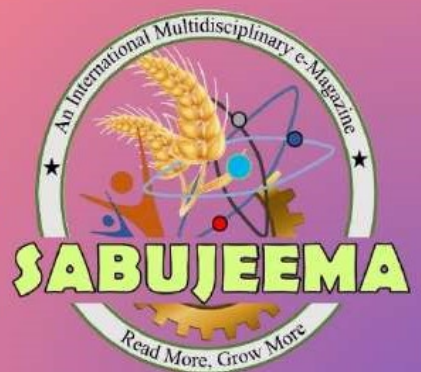
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Satendra Kumar

Research scholar,

*Department of Animal Husbandry and
Dairying, C. S. A. Uni. of Agri. And Tech.
Kanpur*

P. K. Upadhyay

Professor,

*Department of Animal Husbandry and
Dairying, C. S. A. Uni. of Agri. And Tech.
Kanpur*

Ramjee Gupta

Professor & Head,

*Department of Animal Husbandry and
Dairying, C. S. A. Uni. of Agri. And Tech.
Kanpur*

ABSTRACT

Poultry is a domesticated species of birds reared for production of eggs, meat and feathers etc. even through the term of poultry is mostly for chicken .it also includes other avian species like turkey duck ,guinea - fowl and geese . One more

species of birds namely quail is recently domesticated and is famous for its very tasty Delius and high protein meat. the most popular species among poultry in chicken and its constitute about 85-90 percent population along with production of poultry industry in India .as compared to other class of livestock for converts feed into human food ,poultry ranks seconds in conversion efficiency in form of enriched egg. In India poultry farming in two types first in backyard poultry farming and other hand in commercial poultry farming. Backyard poultry production system is the most popular poultry farming practice in rural part of India. Backyard poultry production contributes about 15 percent of total poultry output today in India. In the village, backyard poultry production is mostly based on traditional local breeds, producing both chicken meat and eggs. Poultry farming carries several benefits over other agri-business. It is a very profitable enterprise and you can opt this business for egg or meat production which can give continuous income and also help in employment generation. Poultry development programmers 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.

KEY WORDS:- poultry farming , backyard , commercial , employment ,poultry programs, central and state government etc.



INTRODUCTION

The total poultry in the country is 851 million in 2019, increased by 16.8 percent over previous census. Backyard poultry in the country is 317.07 million, increased by 45.8 percent over previous census. Commercial poultry in the country is 534.74 million in 2019, increased by 4.5 percent over previous census. (The 20th Livestock's census garment of India). In this poultry farming system, rearing of local poultry breeds is an important and best choice for development of backyard poultry production. It is source of livelihood and employment generation tool for the rural population (Sharma and Chatterjee, 2009; Rajkumar et al., 2010). Poultry farming worldwide has transformed into a techno-commercial industry from the status of backyard farming since four decades. But, the scenario has changed from backyard farming into a commercial business. (Chatterjee and Rajkumar, 2015). Backyard production system can make a useful contribution to dietary protein intake and incomes of weaker section of society (Acamovic et al., 2005). The annual growth rate is 8-10% in egg production and 10-12% in the broiler farming. (Indian poultry industry 2019). As per Watt Executive Guide, 2015, India ranks 3rd in egg production whereas 4th in chicken meat production in the world (APEDA, 2019). Backyard production contributes about 15 percent of total poultry output in India (Landes et al., 2004).

Poultry development programmers 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. Poultry farming may be advocated as a subsidiary occupation to supplement incomes of the rural poor families (Mathur and Gupta, 1979). 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. Meat production in India has steadily gone up to 75 billion eggs and 4 billion kg broilers in 2016 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 680 billion rupees during 2016, 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 having a 1.3 billion human population in 2016 has also increased to 60 eggs and 3 kg meat per annum, which is still lower in comparison to recommended levels (Nutritional Advisory Committee, Government of India) of 180 eggs and 10 kg of meat per person per year. 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 1.

Table 1: Poultry Production and Consumption during the year 2015-16

Indicators	Quantity
Egg production	75 billion eggs
Commercial broiler production	4.0 billion kgs or 4 million tonnes
Human Population	1.3 billion
Per capita egg availability	60 number
Per capita meat availability	3.0 Kg
Market value of broilers	Rs. 425 billion
Market value of eggs	Rs. 255 billion
Turnover poultry sector	Rs. 680 Billion

POULTRY RAISING:

Starting a commercial poultry farming in India is not an easy task. It needs a proper knowledge and on hand training by a poultry expert. Three systems of poultry farming in India.



EXTENSIVE SYSTEM OR FREE RANGE SYSTEM

- The birds are left free outside and provided house or shelter only during night.
- No specific housing, equipment, feeding and for that matter, disease control measures are followed

SEMI INTENSIVE SYSTEM



- A separate shelter or small house for the birds during the night and a run required under this system
- This shelter will be fenced all round giving sufficient area for the birds to graze during the day
- Supplementary feeding is also required
- Relatively cheaper than the intensive system
- Requires less manpower
- Needs low investment

SEMI-INTENSIVE SYSTEM OF HOUSING

Intensive System of Rearing:

- About 74% of total poultry meat and 68% of total poultry eggs under intensive poultry farming method.



- A highly efficient system which saves, land, feed, labour and other resources and increases production
- In this system, the environment is fully controlled by the farmer.
- So, it ensures continuous production throughout the year in any environment and seasons.

Deep Litter System

(Bare floor covered with saw dust):

To avoid cleaning of the floor every day, material which can absorb moisture is spread on the floor before leaving the birds on it. The material which is spread to absorb moisture is called as “Litter material”. Most of the broilers in India are being reared under this system.



- Deep-litter keeps cool during summer and warm during winter.
- They can move freely, also adds to their comfort.
- Birds derive certain un-identified growth factors.
- There will be no incidence of swellings or damaged breast region in case of broilers.
- Usually, there will be no problem of ammonia accumulation and house-flies in a well-managed deep-litter flock.

Battery Cage Farming

- Increase in cost of land and availability and wages of labour has made litter system costly. Therefore, an alternate system in which birds are totally restricted to meshwork compartments (cages) was introduced.
- This saves the cost of litter material, reduces labour requirement and building cost.
- Most of the layers are grown in cages all over the world.

