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ANALYSIS OF VARIOUS POULTRY SOCIETIES IN VARIOUS DISTRICTS OF JAMMU & KASHMIR STATE

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ABSTRACT

Poultry business has been done from ages. The old perspective suggests an unorganized market of poultry business. But now due to multiple and revolutionary changes in other related business practices poultry business is also moving towards new business dimensions and shifting from unorganized policy to an organized policy. Now a day's along with private business owners, Govt. also has initiated to support the poultry business. The Govt. and other supporting agencies have been preparing a detailed plan for providing financial and other supporting assistance to people engaged in poultry business. Present study seeks to analyze the business of various poultry societies in various districts of Jammu and Kashmir State. The study also analyzes the membership pattern and rearing capacity maintained by the poultry societies in Jammu and Kashmir State. The study further seeks to analyze district wise project cost of poultry societies being sanctioned by Govt. of Jammu and Kashmir.

KEYWORDS

Poultry Societies, Unorganized Market, Poultry processing sectors, Financial assistance etc

INTRODUCTION

Poultry business has been emerging with a large pace from the last few years. It is that type of business today which is being done by large, medium as well as small firms. Due to complexity of business environment, it is becoming difficult for firms to maintain their business in long run. So firms always try to enter into new areas and dimensions of business so that they could earn huge profits in short period. Poultry business has got much popularity now a day as many firms have started this business. Poultry business involves a lot of issues that must be addressed before starting this business. Mismanagement could result into huge losses for firms and other societies running poultry business. Selection of particular and feasible stock is one of the most important factors. It depends on the objectives of poultry keeping whether firm is buying stock for meat production or egg production. Second most important issue is housing. Poultry housing should provide optimum conditions for growth and egg production by protecting the flock from wind, rain and temperature extremes. Another aspect in poultry business is marketing. Marketing for poultry is one of the biggest challenges as there is no open market for its advertisement.

The Indian poultry industry is also among one of the fastest growing segments of agricultural sector today. India is now fifth largest egg producer and eighteenth largest producer of broilers with a rising rate of 8 to 10% per Annum. The poultry sector in India has gone a paradigm shift in structure and operations. A significant feature of India's poultry industry has been its transformation from a mere backyard activity into a major commercial activity in just four decades. This transformation has involved sizeable investments in breeding, hatching, rearing and processing. The industry has also grown largely due to initiative efforts of private enterprises, minimal govt. interventions, considerable indigenous poultry genetic capabilities and support from poultry processing sectors.

OBJECTIVES

1. To access the nature of various poultry societies in various districts of Jammu and Kashmir State.
2. To determine the membership status and pattern of poultry societies.
3. To analyze the capacity managed by different poultry societies.
4. To access poultry related project costs in various districts of Jammu and Kashmir State.
5. To recommend various strategies that could help poultry societies to improve their business practices in all possible dimensions.

MATERIAL AND METHOD

Present study has been worked out with the help of secondary data. The secondary data has been collected from the offices of Registrar and Deputy Registrars. The district level data has been collected from district Officers who manage poultry projects. The data and information so collected has been analyzed statistically to access the nature of business of various poultry societies in various districts of Jammu and Kashmir State.

RESULT AND DISCUSSION

Poultry business is getting pace day by day throughout the world. India also has witnessed a recent development in poultry business and today we can say poultry business is a billion dollar club business. Jammu and Kashmir State has a great potential for this type of business. Government of Jammu and Kashmir has sanctioned multiple projects and societies dealing with poultry. The district wise analysis of various poultry societies in Jammu and Kashmir State is given as follows:

1. SRINAGAR DISTRICT

The values for district Srinagar has been tabulated in table 1. The analysis of values reveals that Srinagar district has a total of 07 poultry business societies with a total membership of 452. The analysis further reveals that the total rearing capacity of all the poultry societies in Srinagar district is 84000 with a project cost of Rs 352.55 lakhs.

2. PULWAMA DISTRICT

The collected values for district Pulwama have been tabulated in table 1. The analysis of values reveals that district Pulwama has the highest number of poultry societies i.e. 17 with a total membership of 171. The analysis also shows that the total rearing capacity of poultry societies in Pulwama district is 130000 with a project cost of 529.33 lakhs.

3. ANANTNAG DISTRICT

The analysis of table values for Anantnag district reveals that there are only 06 poultry societies with a membership of only 69 persons. The analysis also shows that all the poultry societies in Anantnag district have a rearing capacity of 30000 incurring a project cost of Rs 122.32 lakhs.

4. BUDGAM DISTRICT

The analysis of values for this district shows that there are only 06 poultry societies with a membership of 86 persons. Further all poultry societies in Budgam district have a rearing capacity of 50000 with a total project of 206.53 lakhs.

5. BARAMULLA DISTRICT

The results for Baramulla district show that there are only 15 poultry societies with 159 members only. The rearing capacity of all poultry societies in Baramulla district has been estimated at 105000 with a total project cost of 432.60 lakhs.

6. JAMMU DISTRICT

Collected table 1 values for Jammu district reveals that there are very less number of poultry societies i.e. 3 only. This shows that poultry segment in Jammu district is very weak and needs much consideration. All the 03 poultry societies have a membership of 38 persons only. The rearing capacity has been estimated at 45000 with a total project cost of 370.99 lakhs.

7. KUPWARA DISTRICT

The analysis for Kupwara district revealed that this district has minimum number of poultry societies as compared to all other district under consideration. This district has only 02 poultry societies with a membership of 21 only. The rearing capacity has been estimated at 10000 with a total project cost of 44.64 lakhs.

TABLE 1: DISTRICT WISE POULTRY SOCIETIES

S. NO.	DISTRICT	TOTAL POULTRY COOPERATIVE SOCIETIES	TOTAL MEMBERSHIP	TOTAL REARING CAPACITY	TOTAL PROJECT COST (LAKHS)
1	SRINAGAR	07	452	84000	352.55
2	PULWAMA	17	171	130000	529.33
3	ANANTNAG	06	69	30000	122.32
4	BUDGAM	06	86	50000	206.53
5	BARAMULLA	15	159	105000	432.60
6	JAMMU	03	38	45000	370.99
7	KUPWARA	02	21	10000	44.64

CONCLUSION

The present assessment of various poultry societies in various districts of Jammu and Kashmir State showed a different volume of business in terms of its ownership, rearing capacity and total project cost sanctioned by Govt. There are districts where number of poultry societies is large in number and on the other hand there are districts who witness small number of poultry societies. The analysis of a total of seven districts revealed that district Pulwama and district Baramulla have highest number of poultry societies with highest rearing capacity and project cost. Moreover remaining five districts namely Srinagar, Anantnag, Budgam, Jammu and Kupwara have less number of poultry societies with less rearing capacity and project cost.

RECOMMENDATIONS

1. The Govt. and other agencies should provide financial assistance to people who are in poultry business.
2. There is also a need to provide special incentives to people who want to join poultry business.
3. Special training programs must be implemented so that people in this business can learn new and modern practices of managing poultry.
4. Govt. also must arrange special discounts in poultry feed to reduce the project cost so that this business could also be started by weaker section societies.
5. There is need to develop a feasible structure which could enhance the organized market for poultry.
6. A proper location analysis is also necessary which could grab multiple customers and at odd times.
7. A proper logistics system should also be maintained so that movement of poultry could be easily maintained in the business markets.
8. Special advertising campaigns and other promotional tools must be implemented to make common people aware about the benefits of having poultry.
9. A proper arrangement about health of poultry is very necessary which includes time to time check up, availability of medicines etc.
10. Keeping in view the long run business, the owners must manage demand and supply and should provide discounts in nonpeak hours.

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