

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, ECONOMICS & MANAGEMENT

I
J
R
C
M



A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories
Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., The American Economic Association's electronic bibliography, EconLit, U.S.A., EBSCO Publishing, U.S.A.,
Index Copernicus Publishers Panel, Poland, Open J-Gate, India [link of the same is duly available at Infilbnet of University Grants Commission (U.G.C.)]
as well as in Cabell's Directories of Publishing Opportunities, U.S.A.

Circulated all over the world & Google has verified that scholars of more than Hundred & Twenty One countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

www.ijrcm.org.in

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	SITUATION ANALYSIS OF DOCTORS WORKING IN HEALTH DEPARTMENT OF ODISHA: A DESCRIPTIVE STUDY <i>RAMA CHANDRA ROUT, BHUPUTRA PANDA & ABHIMANYU SINGH CHAUHAN</i>	1
2.	QUALITY OF EDUCATION AND TEACHERS IN ETHIOPIAN SECONDARY SCHOOLS (THE CASE OF EASTERN ZONE OF TIGRAI REGION, ETHIOPIA) <i>DR. HAILAY GEBRETINSAE BEYENE & MRUTS DESTA YEEBIYO</i>	4
3.	AN ANALYSIS OF THE IMPACT OF FISCAL DECENTRALIZATION (FD) ON BUDGET DEFICIT IN PAKISTAN <i>ABDUR RAUF, DR. ABDUL QAYYUM KHAN & DR. KHAIR-UZ ZAMAN</i>	11
4.	DETERMINANTS OF MILITARY EXPENDITURE IN DEVELOPING COUNTRIES AND THEIR EFFECTS ON THE ECONOMY <i>A. K. M. SAIFUR RASHID, MD. ZAHIR UDDIN ARIF & M. NURUL HOQUE</i>	16
5.	A CRITICAL EVALUATION OF THE GOVERNMENT EXTENSION SERVICES: THE CASE FOR LAND REFORM FARMS, IN THE WEST COAST DISTRICT, WESTERN CAPE <i>MOGALE PETER SEBOPETSA & DR. MOHAMED SAYEED BAYAT</i>	21
6.	LABOUR MIGRATION AND IMPACT OF REMITTANCES ON LIVELIHOOD PATTERN IN SOME AREAS OF TANGAIL DISTRICT IN BANGLADESH <i>RAZIA SULTANA, DR. M. A. SATTAR MANDAL & MD. SAIDUR RAHMAN</i>	29
7.	ARE OLDER LEARNERS SATISFIED WITH THEIR INVOLVEMENT IN LEARNING COURSES'? <i>JUI-YING HUNG, FENG-LI LIN & WEN-GOANG, YANG</i>	33
8.	ECONOMIC GROWTH, INCOME INEQUALITY, AND POVERTY: EVIDENCE FROM BANGLADESH, 1981-82 TO 2009-10 <i>MD. MAIN UDDIN</i>	37
9.	IMPACT OF ABSENCE OF ANTI-COUNTERFEITING LAWS AND PRESENCE OF LOW PRICE ON CONSUMERS' ATTITUDES TOWARD THE NON-DECEPTIVE COUNTERFEITS IN A DEVELOPING CONTEXT <i>IMRAN ANWAR MIR</i>	41
10.	MOBILITY AND MIGRATION OF FEMALE SEX WORKERS: NEED FOR STRATEGIC INTERVENTIONS <i>GOVERDAN KUMMARIKUNTA & DR. CHANNAVEER R.M.</i>	46
11.	BUSINESS DEVELOPMENT & GREEN MARKETING <i>DR. R. KARUPPASAMY & C. ARUL VENKADESH</i>	50
12.	IMPACT OF SOCIO-ECONOMIC PROFILE ON SATISFACTION OF BANK OFFICIALS OVER TRAINING AND DEVELOPMENT PROGRAMMES IN BANKS <i>JASPREET KAUR & DR. R. JAYARAMAN</i>	55
13.	ECONOMIC GLOBILIZATION CATASTROPHE AND ITS UPSHOT ON INDIAN ECONOMIC MARKETS <i>K.LOGESHWARI</i>	61
14.	FOREIGN EXCHANGE DERIVATIVES TRADING SCENARIO: A NEW PARADIGM IN THE ERA OF CURRENCY <i>DR. P. S. RAVINDRA & E.V.P.A.S.PALLAVI</i>	65
15.	REGIONAL DIVERGENCE IN PER CAPITA INCOME IN DISTRICTS OF RAJASTHAN <i>DR. REKHA MEHTA</i>	71
16.	CONTRIBUTION OF INFORMATION TECHNOLOGY INDUSTRY IN PROMOTING INDIA AS BRAND INDIA <i>DR. DEEPAKSHI GUPTA & DR. NEENA MALHOTRA</i>	75
17.	AN EMPIRICAL STUDY ON SOCIO-ECONOMIC EMPOWERMENT OF WOMEN THROUGH SELF HELP GROUPS <i>ANURADHA.PS</i>	84
18.	OPERATIONAL ADEQUACY OF WORKING CAPITAL MANAGEMENT OF SELECTED INDIAN AUTOMOBILE INDUSTRY - A BIVARIATE DISCRIMINANT ANALYSIS <i>DR. N. PASUPATHI</i>	87
19.	DEFORESTATION AND ENVIRONMENTAL SUSTAINABILITY: A STUDY OF INTERDEPENDENCE <i>DR. MD. TARIQUE</i>	93
20.	PATTERN OF GROWTH AND INSTABILITY OF INDIA'S EXPORTS (1991-2006) <i>DR. KULWINDER SINGH & DR. SURINDER KUMAR SINGLA</i>	100
21.	CHANGE IN RETAIL SHOPPING BEHAVIOUR: WHY AND FOR WHOM? <i>PRAMOD PANDURANGRAO LONARKAR & PARMESHWAR GORE</i>	108
22.	LIVESTOCK A WAY TOWARDS RURAL INDUSTRIALIZATION-A CASE STUDY OF POULTRY BUSINESS <i>SUNIL SUBHASH PATIL</i>	112
23.	THE ECONOMETRIC ESTIMATION OF ELASTICITIES OF DEMAND FOR INDIA'S EXPORTS AND IMPORTS <i>P. SUHAIL & V.R. REMA JYOTHIRMAYI</i>	117
24.	SOCIAL IMPACT OF MICRO FINANCE ON RURAL POOR IN ANDHRA PRADESH <i>DR. NANU LUNAVATH</i>	122
25.	MAHATMA GANDHI NATIONAL RURAL EMPLOYMENT GUARANTEE ACT (MGNREGA): ISSUES AND CHALLENGES <i>HARSIMRAN SINGH</i>	136
	REQUEST FOR FEEDBACK	141

CHIEF PATRON

PROF. K. K. AGGARWAL

Chancellor, Lingaya's University, Delhi
Founder Vice-Chancellor, Guru Gobind Singh Indraprastha University, Delhi
Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

PATRON

SH. RAM BHAJAN AGGARWAL

Ex. State Minister for Home & Tourism, Government of Haryana
Vice-President, Dadri Education Society, Charkhi Dadri
President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

CO-ORDINATOR

DR. BHAVET

Faculty, M. M. Institute of Management, Maharishi Markandeshwar University, Mullana, Ambala, Haryana

ADVISORS

DR. PRIYA RANJAN TRIVEDI

Chancellor, The Global Open University, Nagaland

PROF. M. S. SENAM RAJU

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

PROF. M. N. SHARMA

Chairman, M.B.A., Haryana College of Technology & Management, Kaithal

PROF. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR

PROF. R. K. SHARMA

Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

CO-EDITOR

DR. SAMBHAV GARG

Faculty, M. M. Institute of Management, Maharishi Markandeshwar University, Mullana, Ambala, Haryana

EDITORIAL ADVISORY BOARD

DR. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

PROF. SIKANDER KUMAR

Chairman, Department of Economics, Himachal Pradesh University, Shimla, Himachal Pradesh

PROF. SANJIV MITTAL

University School of Management Studies, Guru Gobind Singh I. P. University, Delhi

PROF. RAJENDER GUPTA

Convener, Board of Studies in Economics, University of Jammu, Jammu

PROF. NAWAB ALI KHAN

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

PROF. S. P. TIWARI

Department of Economics & Rural Development, Dr. Ram Manohar Lohia Avadh University, Faizabad

DR. ANIL CHANDHOK

Professor, Faculty of Management, Maharishi Markandeshwar University, Mullana, Ambala, Haryana

DR. ASHOK KUMAR CHAUHAN

Reader, Department of Economics, Kurukshetra University, Kurukshetra

DR. SAMBHAVNA

Faculty, I.I.T.M., Delhi

DR. MOHENDER KUMAR GUPTA

Associate Professor, P. J. L. N. Government College, Faridabad

DR. VIVEK CHAWLA

Associate Professor, Kurukshetra University, Kurukshetra

DR. SHIVAKUMAR DEENE

Asst. Professor, Government F. G. College Chitguppa, Bidar, Karnataka

ASSOCIATE EDITORS**PROF. ABHAY BANSAL**

Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida

PARVEEN KHURANA

Associate Professor, Mukand Lal National College, Yamuna Nagar

SHASHI KHURANA

Associate Professor, S. M. S. Khalsa Lubana Girls College, Barara, Ambala

SUNIL KUMAR KARWASRA

Principal, Aakash College of Education, Chander Kalan, Tohana, Fatehabad

DR. VIKAS CHOUDHARY

Asst. Professor, N.I.T. (University), Kurukshetra

TECHNICAL ADVISORS**MOHITA**

Faculty, Yamuna Institute of Engineering & Technology, Village Gadholi, P. O. Gadholi, Yamunanagar

AMITA

Faculty, Government M. S., Mohali

FINANCIAL ADVISORS**DICKIN GOYAL**

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS**JITENDER S. CHAHAL**

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT**SURENDER KUMAR POONIA**

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the area of Computer, Business, Finance, Marketing, Human Resource Management, General Management, Banking, Insurance, Corporate Governance and emerging paradigms in allied subjects like Accounting Education; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Monetary Policy; Portfolio & Security Analysis; Public Policy Economics; Real Estate; Regional Economics; Tax Accounting; Advertising & Promotion Management; Business Education; Business Information Systems (MIS); Business Law, Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labor Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; Public Administration; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism, Hospitality & Leisure; Transportation/Physical Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Digital Logic; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Multimedia; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic and Web Design. The above mentioned tracks are only indicative, and not exhaustive.

Anybody can submit the soft copy of his/her manuscript **anytime** in M.S. Word format after preparing the same as per our submission guidelines duly available on our website under the heading guidelines for submission, at the email addresses: infoijrcm@gmail.com or info@ijrcm.org.in.

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR
IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF _____.

(e.g. Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, **please specify**)

DEAR SIR/MADAM

Please find my submission of manuscript entitled ' _____ ' for possible publication in your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published elsewhere in any language fully or partly, nor is it under review for publication elsewhere.

I affirm that all the author (s) have seen and agreed to the submitted version of the manuscript and their inclusion of name (s) as co-author (s).

Also, if my/our manuscript is accepted, I/We agree to comply with the formalities as given on the website of the journal & you are free to publish our contribution in any of your journals.

NAME OF CORRESPONDING AUTHOR:

Designation:

Affiliation with full address, contact numbers & Pin Code:

Residential address with Pin Code:

Mobile Number (s):

Landline Number (s):

E-mail Address:

Alternate E-mail Address:

NOTES:

- a) The whole manuscript is required to be in **ONE MS WORD FILE** only (pdf. version is liable to be rejected without any consideration), which will start from the covering letter, inside the manuscript.
- b) The sender is required to mention the following in the **SUBJECT COLUMN** of the mail:
New Manuscript for Review in the area of (Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)
- c) There is no need to give any text in the body of mail, except the cases where the author wishes to give any specific message w.r.t. to the manuscript.
- d) The total size of the file containing the manuscript is required to be below **500 KB**.
- e) Abstract alone will not be considered for review, and the author is required to submit the complete manuscript in the first instance.
- f) The journal gives acknowledgement w.r.t. the receipt of every email and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending separate mail to the journal.

2. **MANUSCRIPT TITLE:** The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.

3. **AUTHOR NAME (S) & AFFILIATIONS:** The author (s) **full name, designation, affiliation (s), address, mobile/landline numbers, and email/alternate email address** should be in italic & 11-point Calibri Font. It must be centered underneath the title.

4. **ABSTRACT:** Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain the background, aims, methods, results & conclusion in a single para. Abbreviations must be mentioned in full.

5. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of five. These should be arranged in alphabetic order separated by commas and full stops at the end.
6. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. It must be prepared on a single space and single column with 1" margin set for top, bottom, left and right. It should be typed in 8 point Calibri Font with page numbers at the bottom and centre of every page. It should be free from grammatical, spelling and punctuation errors and must be thoroughly edited.
7. **HEADINGS:** All the headings should be in a 10 point Calibri Font. These must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
8. **SUB-HEADINGS:** All the sub-headings should be in a 8 point Calibri Font. These must be bold-faced, aligned left and fully capitalised.
9. **MAIN TEXT:** The main text should follow the following sequence:

INTRODUCTION**REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESES****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****SCOPE FOR FURTHER RESEARCH****ACKNOWLEDGMENTS****REFERENCES****APPENDIX/ANNEXURE**

It should be in a 8 point Calibri Font, single spaced and justified. The manuscript should preferably not exceed **5000 WORDS**.

10. **FIGURES & TABLES:** These should be simple, centered, separately numbered & self explained, and **titles must be above the table/figure. Sources of data should be mentioned below the table/figure.** It should be ensured that the tables/figures are referred to from the main text.
11. **EQUATIONS:** These should be consecutively numbered in parentheses, horizontally centered with equation number placed at the right.
12. **REFERENCES:** The list of all references should be alphabetically arranged. The author (s) should mention only the actually utilised references in the preparation of manuscript and they are supposed to follow **Harvard Style of Referencing**. The author (s) are supposed to follow the references as per the following:
 - All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use (ed.) for one editor, and (ed.s) for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parentheses.
 - The location of endnotes within the text should be indicated by superscript numbers.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:**BOOKS**

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19-22 June.

UNPUBLISHED DISSERTATIONS AND THESES

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITE

- Garg, Bhavet (2011): Towards a New Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

LIVESTOCK A WAY TOWARDS RURAL INDUSTRIALIZATION-A CASE STUDY OF POULTRY BUSINESS

SUNIL SUBHASH PATIL
ASST. PROFESSOR
DEPARTMENT OF COMMERCE & MANAGEMENT
GANPATRAO ARWADE COLLEGE OF COMMERCE
SANGLI, MAHARASHTRA

ABSTRACT

Poultry is today one of the fastest growing segments of the agricultural sector in India. The poultry business is a very old practice and this industry is one of the important contributors to the economy of rural and semi-urban India. While the production of agricultural crops in India has been growing at a rate of 1.5 to 2 percent per annum during the last two decades, that of eggs has been rising at 6 percent per annum. India produced 37 billion eggs in the year 2007-08 and ranked fifth in the world in egg production. Similarly the country produced more than 1000 million broilers in the same year. Although India is the world's fifth largest egg producer and eighteenth largest producer of broilers, its per capita consumption is poor - 37 eggs and 1 kg of poultry meat as against the recommended levels of 180 eggs and 11 kg. of poultry meat per capita per annum. Here again there is considerable variation between rural and urban and also across the regions. Per capita consumption of eggs is only 7.7 per annum in rural areas as against 17.8 per annum in urban areas. In seven states, per capita consumption of eggs is less than 3.5 per annum. Similarly, per capita consumption of poultry meat is 0.24 kg in rural areas and 1.08 kg in urban areas. Poultry industry in India has mainly grown with the enterprise of the private sector. However, government has also helped it to grow in a number of ways. The governmental measures include: direct funding of several research activities related to poultry breeding and health management, indirect support through the Agricultural and Processed food products Export Development Authority (APEDA) and the National Egg Coordination Council (NECC) and setting up a number of poultry estates in collaboration with agencies such as the National Cooperative Development Corporation (NCDC), National Bank for Agricultural and Rural Development (NABARD), state government and non-governmental organization.

KEYWORDS

Rural, Industrialization, Livestock, Poultry, Business, Government, Economy.

INTRODUCTION

The first major step towards scientific poultry management was taken in 1939 with the establishment of the division of Poultry Research at the Indian Veterinary Research Institute (IVRI) at Izatnagar in Uttar Pradesh. In the early 40s, a vaccine against the dreaded Ranikhet disease was developed which conferred immunity to birds and facilitated commercial farming.

A beginning towards commercial poultry keeping was first made in the India's first five-year plan (1951-56) with the launching of a pilot project in Orissa. Later that was transformed into an All India Poultry Development Programme during the second five-year plan (1956-61) - the foundation of modern poultry farming in the country.

Modern poultry farming which started in the early 70s with a head count of 4 million commercial broilers per year has picked up very fast. An indication of this is the rapid jump in the production of eggs, broilers and poultry meat. India produced 37 billion eggs, about 1 billion broilers, and 0.7 billion tonnes of poultry meat in 2000-2001 as compared to 10 billion eggs, 30 million broilers, and 0.18 billion tonnes of poultry meat in 1980-81.

A distinctive feature of Indian poultry is that it is self sufficient in terms of availability of several world known brands of commercial hybrid chicks, essential equipment and machinery, medicines and vaccines, compounded poultry feed, disease diagnosis, services poultry training programmes, and technical and skilled manpower. The industry is supported by a strong genetic base, where the productivity levels of broilers and layers are equal to the productivity levels observed in developed countries like US and EU. India is also one of the few countries in the world which has put into place and sustained SPF egg production project.

Poultry industry in India has mainly grown with the enterprise of the private sector. However, government has also helped it to grow in a number of ways. The governmental measures include: direct funding of several research activities related to poultry breeding and health management, indirect support through the Agricultural and Processed food products Export Development Authority (APEDA) and the National Egg Coordination Council (NECC) and setting up a number of poultry estates in collaboration with agencies such as the National Cooperative Development Corporation (NCDC), National Bank for Agricultural and Rural Development (NABARD), state government and non-governmental organization.

NEED OF THE STUDY

A major problem affecting the Indian poultry industry is the lack of basic infrastructure - storage and transportation include cold chain. As a result, there are wild fluctuations in the prices of poultry products. A second problem is inefficient marketing system. Currently poultry products pass through various intermediaries before reaching the final consumer. The presence of so many intermediaries harms both the producer and the consumer.

OBJECTIVES OF THE STUDY

This paper is based on the following objectives.

1. To study the production and productivity of poultry business.
2. To evaluate the significance of poultry business in developing rural economy.
3. To study the problems before the poultry sector.
4. To suggest the appropriate remedies to improve the poultry business.

HYPOTHESIS OF THE STUDY

Poultry farming is emerging as backbone of rural economy.

RESEARCH METHODOLOGY

Research methodology refers to the scientific procedure for the acquisition of knowledge based on empirical observations and logical reasoning.

a) SELECTION OF THE UNIT

The researcher has selected unit to the Study **Livestock A Way Towards Rural Industrialization-A Case Study Of Poultry Business Of Bramha Chaitanya Poultry Farm Mumewadi, Tal-Ajara Dist- Kolhapur State- Maharashtra**

b) SELECTION OF THE PERIOD

For the purpose of the study researcher has collected the primary and secondary data of three years that is from 2008-09, 2009-10 and 2010-11 respectively.

c) PROCEDURE OF DATA COLLECTION**PRIMARY SOURCES**

- i) Questionnaire – it consisted of 25 questions open-ended and close-ended.

ii) Discussion, Interaction and Farm Visits.

SECONDARY SOURCES

Reference books, Journals, Research papers Magazines and Internet

f) STATISTICAL TECHNIQUES USED

The collected data was exposed to different statistical techniques like percentage, tabulation, classification, graphical presentation of different aspect of poultry farm.

DATA PRESENTATION, ANALYSIS & INTERPRETATION

TABLE -1: LOCATION PARTICULAR FROM POULTRY FARM

Sr.No	Item	Name	Distance(Km)
1	Closest town	Gadhinglaj	10 Km
2	Nearest river	Hiranyakeshi	6 Km
3	Nearest residential/settlement	Mumewadi	1.5 Km
4	Distance from highway	NH4	25 Km
5	Main Market	Goa	110 Km

From the table-1 it is observed that farm is located 10 km from gadhinglaj town, nearest river for poultry farm is 6 km (Hiranyakeshi). The main market for the broiler is 110 km that is other state goa (Panjim, Mapusa, Vasco and Margao) and the distance from the highway is 25 km (NH4), main road is (Uttur- Nipani).

TABLE -2: LOCATION PARTICULAR OF COMPETITORS (OTHER FARMS)

Sr.No	No of poultry farms	Capacity (birds)	Distance(Km)
1	2	3000	2 Km
2	5	7000	5 Km

From the table -2 it is observed that at 1 km radius there are 2 poultry farms having the capacity of production 3000 broilers where as at 2 km radius 5 poultry farm having the capacity of production 7000 broilers.

TABLE -3: SOURCES OF FUND & TOTAL INVESTMENT IN THE POULTRY FARM (FIXED CAPITAL)

Sr.No	Source	Amount	Rate of interest
1	Institutional loan	25,00,000	11.25%
2	Private loan	5,00,000	12%
3	Own funds	5,00,000	-
4	Friends & relatives	5,00,000	-

From the table -3 it is observed that sources from where fund was collected for the investment in the poultry farm. Institutional loan was taken worth Rs 2500000 with 11.25% rate of interest, 500000 own fund was invested, private loan was taken worth Rs 500000 with 12% rate of interest and 500000 where taken from friends and relatives.

TABLE -4: WORKING CAPITAL NEEDS IN THE POULTRY FARM

Sr.No	Purpose	Amount
1	Chicks	3,00,000
2	Feed	6,00,000
3	Labour	15,000
4	Electricity	5,000
5	& other	5,000

From the table -4 show that need of working capital to the poultry farm. It is observed that working capital in the farm for feed (raw material) is required huge that is 600000 where as to purchase the chicks 50% of raw material that is 300000, for the purpose of labour there is requirement of 15000, for the electricity 5000, and other purpose 5000. Overall it is found that there is huge requirement of working capital for raw material.

TABLE -5: BIRDS TURNOVER FOR LAST THREE YEAR

Sr.No	Years	Turnover
1	2008-2009	75,000
2	2009-2010	90,000
3	2010-2011	90,000

From the table -5 it is observed that at the initial stages from the establishment of farm (2007-2008) the turnover was 75000 broilers. Were as for the year 2007-08 and 2008-09 the turnover was 90000 broilers respectively.

TABLE -6: BROILERS AND MANURE TURNOVER PER BATCH DURING JAN 2010 - DEC 2010

Sr.No	Turnover	Feb	Mar	May	Jul	Aug	Oct	Dec
1	Broilers (No)	14650	14700	14550	14750	14600	14800	14700
2	Manure (Kg)	10000	10000	10000	10000	10000	10000	10000

From the table-6 it is observed that broilers production is flexible through out the year. Each batch is near to 15000 broilers production there is increase by 2% or decrease by 2% in production. In the manure production is fixed that is 10000 kg from each batch.

TABLE -7: BROILERS AVERAGE WEIGHT AND SALES PRICE (KG) PER BATCH DURING JAN 2010 - DEC 2010

Sr.No	Categories	Feb	Mar	May	Jul	Aug	Oct	Dec
1	Average weight (Kg)	1.6	1.8	1.7	1.5	1.6	1.8	2.0
2	Sales price (Kg)	45	47	49	35	42	50	55

From the table -7 it is observed that average weight of the broiler is 1.50 to 2 kg throughout the different batches and the sales price is different from batch to batch. In the month of February Rs 45 kg, July and August Rs35 to Rs 42 kg respectively. The price is determined on the bases of demand and supply situation. Since in the month of July and August Hindu community fast are more compare to other months so the rate is decline.

TABLE – 8: COST OF PRODUCTION OF BROILER AND MARGIN

Particulars	Per bird (Rs)	One batch (15,000)(Rs)
Cost of production of 1.75 Kg		
Price of chick	20	3,00,000
Feed cost	57.75	8,66,250
Overheads		
Interest cost, depreciation	1.5	
Vaccination	1.5	
Electricity and water	1.5	
Labour and other	2.0	
Total overheads	6.5	97,500
Cost of production	84.25	12,63,750
Add :- Allowing mortality of 5% on cost of production	4.2	63,000
Cost of production of one birds of 1.75 kg	88.45	13,26,750
Cost of production of one kg of live bird 1.75 kg : 88.45 1 kg : 50.5	50.5	7,57,500
Transportation of cost to poultry market	4.0	60,000
Farmers Margin	3.5	52,500
Farmers price to wholesalers and distributors	58.00	8,70,000
Wholesalers and distributors margin	5.0	75,000
Distributors price to retailers	63.00	9,45,000
Adjusting (By 50% increase for transport cost, loss of weight on dressing 66%)	94.50	14,17,500
Retailers margin	8.0	1,20,000
Selling price to customer	102.50	15,37,500

From the table -8 it is observed that feed cost per bird is Rs 57.75 and the price of chicks is Rs 20. The total overhead cost per bird Rs 6.5 including depreciation, vaccination, electricity & water, labour & other. Total cost of production is Rs 84.25 with 5% mortality on cost of production total cost of production of 1 bird of 1.75 kg is Rs 88.45 for 1 kg of live bird is Rs 50.5 including farmer's margin Rs 3.5 on 1 kg and transportation cost Rs 4. farmer's price to wholesaler/distributor is Rs 58. wholesaler/distributors margin Rs 5 so the distributor's price to retailer Rs 63 adjusting 50% increase transportation cost with retailer margin Rs 8 total selling price to customer is Rs 102.50 per kg.

It is observed that margin of farmer is 3.5 wholesaler/distributor margin is 5.6 retailer 8 so the main producer margin is low compare to intermediaries.

TABLE -9: PERCENTAGE OF DIED POPULATION (BROILER) FOR LAST THREE YEARS

Sr.No	Year	Total population	Died %	Disease
1	2008-2009	75000	4.5%	Gumbaro
2	2009-2010	90000	3.5%	Gumbaro/CRII
3	2010-2011	90000	3%	CRD

From the table -9 it is observed that in the year 2006-07 percentage of died broiler is 4.5% due to gumbaro disease and in the year 2007-08,2008-09 it was reduced to 3.5% the cause of died was due to disease like CRD, CRII and gumbaro.

TABLE -10: PERCENTAGE OF DEAD BIRDS (BROILER) DURING LAST ONE YEAR

Sr.No	Stage	Weeks	Died %	Cause of death
1	Chicks	1-2	2%	Week/ less heat
2	Grower	3-4	0.5%	Gumbaro/CRD
3	Broiler	5 & above	1%	CRD

From the table -10 it is observed that there is high rate of death at the stage of chicks 2% (1-2 weeks) due to weak and less heat. At the stage of grower 0.5% (3-4 weeks) death due to CRD and gumbaro and at the last stage broiler 1% death due to CRD CRII and gumbaro.

TABLE -11: PERCENTAGE DISTRIBUTION OF SALE TO DIFFERENT AGENCIES DURING LAST ONE YEAR

Sr.No	Agency	Wholesaler trader	Retail trader	Consumer
1	% to total sale	93%	05%	02%
2	Batch 1	14,250	750	30
3	Batch 2	14,275	725	30
4	Batch 3	14,000	800	60
5	Batch 4	14,300	600	25
6	Batch 5	14,500	350	5
7	Batch 6	14,200	600	15

From the table -11 it is observed that 93% of sale is made to the wholesalers, 05% sale is made to retailers and 02% sale is directly made to the customer. Overall it is observed that in the batch 3 productions there is increase in sale to consumers and decrease in wholesaler since this batch are coming under month of July and August the fast months of Hindu community

TABLE -12: MARKETING CHANNEL FOR BROILER FROM HATCHERY TO CONSUMER



From the table -12 it is observed that the broiler marketing is largely in the hands of big traders and commission agents in mandis (wholesaler market) in general middlemen are vital links between producers and consumers wholesalers/distributor sell live birds to retailer and retailer sell dressed birds to institutional customer/consumers.

TABLE -13: EMPLOYMENT GENERATION BY POULTRY FARMING

Sr.No	Employment	Percentage
A)	Direct employment	
1	Labours	30%
2	Transportation	20%
B)	Indirect employment	
1	feed	10%
2	Pharmaceuticals	10%
3	equipments	10%
4	Intermediaries (Wholesalers, retailers, etc.)	20%

From the table-13 it is observed that 50% of the employment is generated directly by the farm through labour, transportation etc where as 50% are engaged in feed, pharmaceuticals, equipments and other services required by the poultry sector.

TESTING OF HYPOTHESIS

The researcher has tested working hypothesis based on inferences drawn on primary data. to test the validity of hypothesis.

Poultry farming is emerging as backbone of rural economy.

Researcher has observed the **Table No-2, 5, 6, 8, 11 and 13** has proved the mentioned hypothesis that poultry farming is emerging as backbone of rural economy.

So the researcher has **Accepted** the given **Ho**

FINDINGS

1. The producer does not get remunerative price for his product, while the consumer pays high price because of cascading of margins with so many intermediaries.
2. It is found that relates to prices of feed resources. Maize or corn plays a major role in broiler production, as it constitutes 50-55 percent of broiler feed.
3. The broiler marketing is largely in the hands of big traders and commission agents in mandis (i.e. wholesale markets) In general, middlemen are vital links between producers and consumers.
4. The margin between the farm gate price of the broiler and the price paid by the consumer is about 20 to 25 per cent.
5. Wholesalers/distributors sell live birds to retailers; and retailers sell dressed birds to institutional customers/consumers.
6. Farmers transport live birds over long distances to trading centers or mandis. The birds undergo stress during transport that can result in loss of weight.
7. Poor road infrastructure increases transportation time. If vehicles are not equipped for safe transportation of live birds, there are chances of 5 to 10 per cent mortality.
8. Whereas 50 per cent of the employment is generated directly by these farms, 50 per cent are engaged in feed, pharmaceuticals, equipment, and other services required by the poultry sector.
9. The excreta of birds, whether in cages or through deep-litter is used as fertilizer by the agricultural farmers for different crops and as of today there is no such problem of excreta waste disposal.
10. As mentioned prices of eggs and broilers fluctuate due to seasonal variations, religious festivities, and demand-supply balance. A major function of NECC is to stabilize prices of eggs through market intervention. But for broilers, there is no such national organization like the one for eggs. Instead, there are several regional trade associations made up of traders and farmers .
11. These associations fix the price of the live bird (live bird rate = price of 1 kg of live bird) each day, taking into account demand-supply situation and the farmers’ production cost. The birds are sold to retailers at the live bird rate. Retailers add a factor of roughly 1.5 times to account for the weight loss in dressing and cleaning, as well as for transportation and handling. To this amount, the retailer’s margin is added to arrive at the final customer price.
12. The poultry industry, on the whole, has been facing a difficult situation for the past two to three years due to un remunerative price for the end products (eggs and broilers) on the one hand, and unprecedented increase in the cost of essential feed ingredients

CONCLUSIONS

Poultry is today one of the fastest growing segments of the agricultural sector in India. While production of agricultural crops in the country has been growing at a rate of 1.5 to 2 per cent per annum during the last two decades, that of poultry has been rising fast - 6 to 7 per cent per annum in the case of eggs. India

ranked fifth in the world in egg production - 37000 million eggs & Similarly, India produced around 1000 million broilers last year. The industry has also made significant progress in the areas of breeding, nutrition, management, and health care. Some of its major achievements include availability of several world known brands of commercial hybrid chicks essential equipment and machinery, medicines and vaccines, compounded poultry feed, disease diagnostic services, poultry training programme, and technical and skilled manpower. The industry can now be considered as self-sufficient to meet its requirements. The poultry industry in India is what it is because of its own concentrated efforts. In comparison to other livestock industries, the poultry industry in India is more scientific, better organized, and continuously progressing towards modernization. It is going through a phase of integration in broiler, which is likely to change the face of the industry. There will be rapid changes towards integration as more farmers find it increasingly difficult to run farms with marginal profits or negative margins. There are constraints and bottlenecks like high feed costs, lack of development of rural markets, seasonal/regional fluctuations in egg and meat prices, lack of cold storage facilities, etc. This paper is an attempt to probe deeply into these problems and challenges facing the industry. It attempts to describe the current status of the industry, identify problems and constraints facing the industry, trace future trends, and issues related to health and environment.

SUGGESTIONS

1. Improve infrastructure facilities which will help not only to stabilize the price of poultry products in the domestic market, but also make them available in far flung areas.
2. An efficient marketing channel that gives remunerative price to the producer, i.e. the marketing set up of the country should also grow on professional lines which may include traditional channels of traders to some extent in the intervening period
3. To increase maize production, we have to go for GMO varieties of seed, or alternatively find other sources/types of feed ingredients which can replace maize.
4. However, for broiler marketing, there is no similar national organization that looks after the producers' interest. Some regional organizations (example Broiler Growers' Association) have to set up, which are trying to organize farmers.
5. An infrastructure is in place at the government level to promote poultry industry by financing through nationalized banks and through National Bank for Agriculture and Rural Development (NABARD), though the interest rate is quite high.
6. The National Egg Coordination Committee (NECC) has to help in price support mechanisms through interventions during time of distress sales by marginal and small farmers.
7. As banks and National Cooperative Development Cooperation (NCDC) have to start financing small and marginal farmers in villages, poultry insurance have also to be introduced under the Indian Rural Development Programme.
8. Organization of seminars, workshops and awareness programmes on exports as well as latest farming processes.
9. Organization of buyer-seller meets and other business interactions and providing recommendatory, advisory, and other support services to the farmers
10. Reduction in the margin cost at various stages of marketing and opening of the Indian market to foreign suppliers.
11. Contract farmers, who are an important component in the production process. A number of small and medium farmers have to be start working as contract farmers, because they get fixed return and their risk gets reduced.

REFERENCES

1. Farms financial statements and different records.
2. Farms proposal report sent to the government to sanction project.
3. Jain, G.L. (2001) "Breeding Commercial Chickens under Tropical Conditions," paper presented at the *South Asian Regional Conference and Exhibition, Pune, September 24-26.*
4. Mandal M.K., Nita Kandekar and Tapan Rajak (2001) "Backyard Farming in Tribal Areas: Present Status and Future Strategies," paper presented at the *South Asian Regional Conference, Pune, September 24-26.*
5. Mani, M. and K. Viswanathn (2001), "Cold Storage of Chicken Eggs with Food Commodities," paper presented at the *South Asian Regional Conference, Pune, September 24-26.*
6. Mehta, R. (2001), *WTO, Liberalisation, and Industrial Sector: The Case of Market Access*, RIS Occasional Paper No. 63.
7. Ministry of Agriculture, Department of Animal Husbandry and Dairying (2001), *Procedure for Import of Livestock products into India*, Notification, G.O.I., July 7.
8. Ministry of Commerce and Industry (2002), *Export and Import Policy*, April 2002-March 2007.
9. Mishra S.C., C.K. Mohanty, P.K. Mishra and R. K. Dehuri (2001), "Present Scenario of backyard Poultry Farming Strategies for Improvement: A Case Report", paper presented at the South Asian Regional Conference, Pune, September 24-26.
10. Panda, B.K. and Rajvir Singh (2001), "Village Chicken Production India and Its Future Scope," paper presented at the South Asian Regional Conference, Pune, September 24-26.
11. Rai, R.B. and P. Balakrishnan (2001), "Women and Backyard Poultry Production in Andaman and Nicobar Islands: Prospects and Problems", paper presented at the South Asian Regional Conference, Pune, September 24-26.
12. Sathe, B.S., K.R. Rao, D. Ravindra and O.K. Mahadevan (2001) "Contract Broiler Farming in India - Key issues" paper presented at the South Asian Regional Conference of Exhibition, Pune, September 24-26.

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce, Economics & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mails i.e. **infoijrcm@gmail.com** or **info@ijrcm.org.in** for further improvements in the interest of research.

If you have any queries please feel free to contact us on our E-mail **infoijrcm@gmail.com**.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals

