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POULTRY FARMING IN DISTRICT PULWAMA AND ITS IMPACT ON LOCAL ECONOMY**Dr. D. N. PUROHIT****PROFESSOR****SABV GOVERNMENT ARTS AND COMMERCE COLLEGE****INDORE****TAWSEEF AHMAD WANI****RESEARCH SCHOLAR****SCHOOL OF COMMERCE****DEVI AHILIYA VISHVIVIDALYA****INDORE****ABSTRACT**

The following paper describes and contextualizes poultry industry in district Pulwama of Jammu and Kashmir and its impact on the local economy. The present set up in the valley is too skimpy to meet the challenges thrown open by the changing lifestyle of the common Kashmiri and the expected rumble in the tourism industry a holistic approach of the whole issue will lead us to the conclusion that such an enterprising industry is dependent on imports which are increasing with every passing day and the situation will go out of hand if not taken care of the appropriate time the economy gets drained to outside side states.

KEYWORDS

poultry, economy, imports, drained.

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INTRODUCTION

The poultry development programme in Kashmir division was initiated during the year 1957-1958 to introduce the improved breeds and also to meet the growing demands of eggs and table birds subsequently realizing the progress and potential the programme was extended to generate the employment through establishment of commercial farms with the sustainable efforts of the department both these objectives have been achieved to a considerable extent thousands of small and medium scale farms have emerged all over the valley providing both direct and indirect employment opportunities to a large chunk of people through poultry development wing and extension programme of the department the poultry population in Kashmir division is about 42-43lac out of which 25 are of improved varieties.

The state of Jammu and Kashmir has been badly disheveled by unemployment dilemma which is assuming dangerous enormity with every passing day educated youth prefer government jobs but due to scarciness of resources the state government cannot provide jobs to most of them the self-employment schemes provide bountiful employment generation avenues to tackle unemployment besides improving the economy of the state. The poultry industry is one of the such endeavor which could gratify to such a problem as poultry production is a prime example of vertically integrated agricultural industry with intensive rearing system of birds of efficient feed conversion ratios and products of handy size and ready marketability it is not surprising that it is currently showing the strongest growth in output of any category of meat worldwide it is a huge industry the national committee on human nutrition in India has recommended per capita availability of 108 eggs one egg every two days and 10.8 kgs of meat per year in comparison to the present availability of off 33 eggs and 630 grams of poultry meat at the national level this shows that there is implausible scope for growth.

OBJECTIVES OF THE STUDY

1. To identify the biggest challenges poultry industry is facing in the district.
2. To study the impact of poultry industry on local economy.

RESEARCH METHODOLOGY

Structured interview schedule: - Interview was the principle method of primary data collection. The interviews have been conducted at the place of work, of poultry farm owners. Significant part of the study depends on primary sources. But information has also been obtained from secondary sources which include comments, observations, opinion, notes, etc. of the persons concerned with the poultry industry.

CHALLENGES OF POULTRY INDUSTRY IN THE DISTRICT

Poultry industry is achieving heights day by day in Kashmir valley but still there are lot of challenges to the industry like the major challenges poultry farmers have high costs of feed, labour problems, import of hatchery from other states at high costs, financial problems fluctuating rates of prices, insufficient power supply huge gap in demand and supply as per the latest data available about 400 lakh birds are being annually consumed in Kashmir province alone while as about 140 lakh birds are being reared locally the inputs like day old chicks feed etc. also being imported which is indicative of substantial imports of about 100 percent from outside valley annually economy in the order of rs.400 crore from Kashmir valley is being sapped to outside states for the poultry imports the huge production potential of poultry needs to be harnessed by the un employment youth which is capable of generation of employment to thousands in valley the major

STIFF COMPETITION FROM IMPORTS AS THEIR PRODUCTION COSTS ARE LOW

The greatest cost savings potential is in the feed enterprise, there are no small or large scale private feed mills or feed analytic labs in the valley. The farmers import feed the quality of which is often of poor quality and relatively expensive, and based on Ingredients that may not maximize growth of chick as projected. Poorly made feed can also be a carrier of important toxins, molds and diseases. Since feed contributes at least 70% of the total cost of producing a kilogram of chicken meat which ultimately increase the cost of a per chicken on the other side the rates of imported are less which causes stiff competition to local farm holders.

HUGE GAPE IN DEMAND AND SUPPLY

Poultry occupies a unique position in the livestock economy of the district, in last few decades Pulwama has rapidly transited from backyard to commercial poultry. The prospect of commercial poultry farming in the district is considered excellent based on the domestic market, when it is considered from, in terms of supply and demand of the industry. On the supply aspect, the production capacity of the poultry farms has yet to reach the real production capacity as is evident from the increasing import of Live birds, Day old chicks, Table eggs, Poultry feed and Poultry medicine from outside the state, it is an indication that the prospects of commercial poultry development are yet to be explored.

NON AVAILABILITY OF HATCHERY AND FEED UNITS

Apart from few Hatchery units there are non-availability of hatchery units in Kashmir valley as well as in district Pulwama which force the poultry farm holders to buy day long old chicks for production from other states on high costs which ultimately affects the rate of every single chick and makes it costly than the imports from other neighboring states the other major problem to farm holders is purchase of feed at very high costs from outside side which hurts the farm owners.

FLUCTUATING RATES

Fluctuating rates is the another challenge which hampers the poultry farm holders when the concerned departments while fixing rates don't take it into consideration how much it takes to a farm holder to bring up a one chicken in farm which force the farm holders to fix their own rates which in turn creates fluctuation of prices

IMPACT OF POULTRY INDUSTRY ON LOCAL ECONOMY

Kashmir valley used to import all of its poultry meat from states like Punjab, Haryana and Himachal Pradesh. But at present, it is fulfilling almost 70 per cent of its poultry demand, by rearing chicks locally. In a place where 85 per cent of the population is non-vegetarian, the demand for poultry meat never seems to fall. With government acting as a facilitator, poultry farming has entirely become a private sector in Kashmir. According to official estimates, the valley has an annual demand of 4-5 crore kg of poultry meat, out of which 3.4 crore kg is being supplied by local poultry farms a remarkable jump from what it was about a decade ago. From a negligible contribution to the state economy, the local poultry industry currently has an annual turnover of Rs 1,300 crore.

There were 300 privately owned poultry farms in 1996-97. The number went up to 3,196 in 2011-12. Besides improvement in poultry meat production, employment opportunities have got a push through this industry. At least 15,000 people are currently associated with poultry farming in Kashmir for their livelihood. There is a tremendous scope for poultry in Kashmir. The industry has a huge employment potential, which besides serving as an assistant manager in a government poultry farm, also runs valleys first and only private poultry consultancy service. Another 20,000 youth can easily be absorbed in poultry sector.

A good example of the thriving poultry industry is south Kashmir's Pulwama district. In the last decade, the district has seen a massive shift of people taking up poultry rearing. District Pulwama leads in poultry production and is rightly called as "Ludhiana Of Kashmir" for highest poultry production of about 287 lac Broilers. Under poultry sector the district has backyard poultry population of 2.25 lacs and an annual broiler production of 287 lac birds. There are 1504 registered broiler poultry farms ranging from 500 to 30,000 chicks catering the demands of the human population with an annual meat production of 429.90 lac Kgs amounting to an annual revenue generation of around 400 Crores approximately. The district has not only seen cropping up of poultry farms but locals have also taken up tertiary business like supplying feed, medicines and transportation for these units.

TABLE 1: AGE GROUP OF RESPONDENTS

| Age group | No. of respondent | Percentage |
|--------------|-------------------|------------|
| 20-30 | 41 | 27.33 |
| 30-40 | 68 | 45.33 |
| 40-50 | 24 | 16.00 |
| 50-60 | 17 | 11.33 |
| Total | 150 | 100 |

Source: primary data

Age is the key variable in understanding the socio economic status of an individual. It is one of the important variables in understanding status in society. With change in age, status & role also changes. The young and middle age group people can actively participate in the socio-economic activities, which is true in the activities of poultry farming in the study area

The table 1 above depicts that the maximum number of poultry farm owners are from the age group of 30-40 comprises of the 45.33% in district Pulwama followed by the age group of 20-30 years consists of 27.33% whereas the people who are busy with poultry farming of the age group of 40-50 years consist of 16.00%, while the age group of 50-60 years form the least 11.33% among the total respondents. These suggest that most of the SHG numbers are in productive age group. This can lead higher impacts on the poultry farming.

TABLE 2: GENDER OF THE RESPONDENTS

| Gender | No. of respondents | Percentage |
|--------------|--------------------|------------|
| Male | 115 | 90% |
| Female | 35 | 10% |
| Total | 150 | 100 |

Source: primary data

Table 2 above reveals that 90% of respondents who are doing poultry farming are male respondents. Whereas 10% of respondents are female who are directly are indirectly involved in poultry farming.

TABLE 3: EDUCATIONAL QUALIFICATION OF RESPONDENTS

| Educational qualification | No. of respondents | Percentage |
|---------------------------|--------------------|------------|
| Illiterate | 13 | 8.66 |
| Middle pass | 19 | 12.66 |
| 10 th | 22 | 14.66 |
| 12 th | 29 | 19.33 |
| Graduation | 38 | 25.33 |
| Post-graduation | 18 | 12 |
| Above | 11 | 7.33 |
| Total | 150 | 100 |

Source: primary survey

Table 3 above illustrates that most of the respondents who have poultry farms have education of qualification of graduation 25.33%. Followed by intermediate with 19.33%. Whereas respondents who have completed matric consists of 14.66% followed by respondents. Who have completed post-graduation are 12%. Respondents completed class 8th consist of 12%. There are respondents also who have no formal education form 8.66% of respondents while high educated respondents make the share of 7.33%.

TABLE 4: YEARS ATTACHED WITH POULTRY FARMING

| Years | No. of Respondents | Percentage |
|--------------|--------------------|------------|
| 01-03 | 17 | 11.33 |
| 03-06 | 43 | 28.66 |
| 06-10 | 59 | 39.33 |
| 10-above | 31 | 20.66 |
| Total | 150 | 100 |

Source: primary data

Table 4 above reveals that respondents 39.33% are attached with poultry farming from almost 6 to 10 years. Followed by those respondents who are attached with farming from last 3 to 6 years and consist of 28.66%. After that 20.66% of respondents are doing farming since 10 years are above. While 11.33% of respondents are doing farming from almost 1 to 3 years form 11.33%.

TABLE 5: DO YOU HAVE OWN POULTRY FARM?

| Poultry farm | No. of respondents | Percentage |
|--------------|--------------------|------------|
| own | 121 | 80.66 |
| Rented | 29 | 19.33 |
| Total | 150 | 100 |

Source: primary data

Poultry farm is the important constitute for poultry farming most of the owners prefer to have their own for poultry farm to minimize the expenses to some extent as Table 5. Above depicts that 80.66% of respondents have their own poultry farms. While 19.3% of have rented forms.

TABLE 6: HOW YOU DO ARRANGED FINANCE FOR POULTRY FARM?

| Arranged finance | No. of respondents | Percentage |
|----------------------------|--------------------|------------|
| Self-finance | 72 | 48.00 |
| Loan from bank | 21 | 14.00 |
| From friends/relatives | 25 | 16.66 |
| Seed capital fund scheme | 19 | 12.66 |
| Youth start up loan scheme | 13 | 8.66 |
| Total | 150 | 100 |

Source: primary data

Table 6 above reveals that finance is the main thing required for construction of farm as mention above 48% of invested their own savings on construction of poultry farm. While 16.66% of respondents have borrowed money from friend are relatives. Followed by 14% of respondents have taken loans from various banks. 12.66% of respondents have taken advantage of seed capital scheme whereas 8.66% of respondents have set up forms under youth start up loan scheme from Jammu and Kashmir entrepreneurship development institute after receiving proper training course from the institute.

TABLE 7: HOW MANY FAMILY MEMBERS/ EMPLOYEES ARE BUSY WITH POULTRY FARMING IN YOUR FARM?

| FM/ employees | No. of respondents | Percentage |
|---------------|--------------------|------------|
| 01-03 | 51 | 34 |
| 03-05 | 60 | 40 |
| 05-07 | 21 | 14 |
| 07-10 | 18 | 12 |
| Total | 150 | 100 |

Source: primary data

Table 7 above reveals that the number of family members/ employees busy with poultry farming varies with the capacity of poultry farm accommodating chicks. As above discussed 40% of poultry farms need three to five persons to take care of chicks. While 34% of respondent's need One to three men for taking care of poultry farm. Followed by 14% of respondents who need five to seven to carry out day to day activities at farm. Whereas 12% of respondents need seven to ten men to run the day to day operations on poultry farm.

TABLE 8: WHAT IS THE LAST YEAR PROFIT YOU HAVE FROM POULTRY FARMING?

| Savings | No. of respondents | Percentage |
|--------------|--------------------|------------|
| 300000 | 15 | 10 |
| 200000 | 57 | 38 |
| 100000 | 41 | 27.33 |
| 50000 | 23 | 15.33 |
| Below 50000 | 14 | 9.33 |
| Total | 150 | 100 |

Source: primary data

Table 8 above depicts that the savings of respondents managed to save during the year. The savings of 38% of respondents during year were ₹ 2 lakh as the savings differ due to size of the farm 27.33% of respondents managed to save ₹ 1 lakh while 15.33% of respondents managed to save ₹ 50k. whereas 9.33% of respondents managed to save below ₹ 50k. while 10% of respondents saved ₹ 3 lakhs in year.

TABLE 9: WHAT YOU DID WITH THE PROFITS YOU HAVE EARNED LAST YEAR?

| Profits | No of respondents | Percentage |
|------------------------|-------------------|------------|
| Build a house | 22 | 14.66 |
| Repaired house | 13 | 8.66 |
| Spent on family | 29 | 19.33 |
| Paid fee of children | 21 | 14 |
| Re-invested in farming | 31 | 20.66 |
| Deposited in bank | 19 | 12.66 |
| Build own poultry farm | 15 | 10 |
| Total | 150 | 100 |

Source: primary data

Table 9 above represents that 20.66% of respondents re-invested their profits in the business. Whereas 19.33% of respondents spend their profits on family expenses. 14.66% of respondents build a house and 8.66% of respondents modified their houses. While 12.66% of respondents deposited their profits in a bank. 14% of respondents used their profits for their children's education and 10% of respondents have managed to build their own poultry farm.

TABLE 10: DO YOUR THINK IT'S THE BEST TOOL FOR POVERTY ALLEVIATION?

| Poverty alleviation | No. of respondents | Percentage |
|---------------------|--------------------|------------|
| Yes | 79 | 52.66 |
| To some extent | 40 | 26.66 |
| No | 31 | 20.66 |
| Total | 150 | 100 |

Source: primary data.

Table 10 above reveals that poultry farming is an important tool to eradicate poverty from the district as 52.66% of respondents think it is an important means to alleviate poverty. While 26.66% of respondents think that to some extent it can help to remove poverty from the districts. Whereas 20.66% of respondents think it's not an important tool to eliminate poverty in the district.

TABLE 11: DO YOU AGREE THAT EDUCATED YOUTHS SHOULD TAKE POULTRY FARMING AS THEIR JOB?

| Poultry farming as job | No. of respondents | Percentage |
|---------------------------------|--------------------|------------|
| Yes | 92 | 61.33 |
| Only if they don't get govt job | 36 | 24 |
| No | 22 | 14.66 |
| Total | 150 | 100 |

Source: primary data

Table 11 above reveals that perception of respondents towards that whether that youth educated youth should take poultry farming as their permanent job are not is like.61.33% of respondents feel that that should take it while24% of feel that to some it extent they should take it as their permanent job only if they were un-able to find permanent government job. Whereas 14.66% of respondents feel that no they should not take it as their permanent job.

TABLE 12: WHO ARE THE ULTIMATE BUYERS OF YOUR END PRODUCTS?

| Buyers | No. of respondents | Percentage |
|------------------------|--------------------|------------|
| Households | 27 | 18 |
| Dealers | 67 | 44.66 |
| Hotels and restaurants | 22 | 14.66 |
| Retailers | 34 | 22.66 |
| Total | 150 | 100 |

Source: primary data

Table 12 illustrates that the ultimate buyers of end products are 44.66% of buyers are dealers while 22.66% of respondents sell their products to retailers. Whereas 18% of respondents sell their products to household who are in nearby vicinity and 14.66% of respondents sell their products to hotels and restaurants.

TABLE 13: DO YOU THINK POULTRY FARMING IN THE DISTRICT HAS GENERATED NEW JOBS?

| Jobs | No of respondents | Percentage |
|--------------------|-------------------|------------|
| Feed suppliers | 75 | 50 |
| Transporters | 37 | 24.66 |
| Medicine suppliers | 38 | 25.33 |
| Total | 150 | 100 |

Source: primary data

Table 13 above depicts that new jobs have been created under poultry farming. 50% of respondents feel the new jobs like feed suppliers have been created under poultry farming. While 25.33% of respondents feel that new jobs like transporters have been produced and 24.66% of respondents feel that medicine supplier jobs have been generated under poultry farming.

TABLE 14: WHAT DO YOU THINK ARE THE BIGGEST CHALLENGES TO POULTRY INDUSTRY IN DISTRICT PULWAMA?

| Major Challenges | No. of respondents | Percentage |
|--|--------------------|------------|
| Lack of finance | 13 | 8.66 |
| Fluctuating rates | 16 | 10.66 |
| Lack of hatcheries | 23 | 15.33 |
| Non- availability of feed etc. | 11 | 7.33 |
| Threat of diseases | 07 | 4.66 |
| Lack of veterinary doctors | 15 | 10 |
| Non seriousness of animal husbandry department towards poultry farming | 09 | 6 |
| Lack of modern technology | 12 | 8 |
| Lack of proper transportation and roads | 14 | 9.33 |
| Stiff competition from outside states | 17 | 11.33 |
| Non availability of govt schemes for poultry farming | 08 | 5.33 |
| Lack of advocate poultry equipments in local markets | 05 | 3.33 |
| Total | 150 | 100 |

Source: primary data

Table 14 above reveals there are lot of challenges to the poultry industry in the district the main challenges respondents are facing as 15.33% of respondents feel that there is lack of hatcheries in the district furthermore 11.33% of respondents feel that there is stiff competition from outside poultry farm owners. Whereas 10.66% of respondent think that there is fluctuating rates while selling end products 10% of respondents feel that there is lack of veterinary hospitals in the district. 9.33% of respondents consider the biggest challenge is Lack of proper transportation and roads in the district. Whereas 8% of respondents reflect that there is lack of modern technology in the district for poultry farming.

FINDINGS OF THE STUDY

The main findings of the study are as

- ❖ The maximum number of poultry farm owners are from the age group of 30-40 comprises of the 45.33% in district Pulwama.
- ❖ There are only 10% of female respondents who are doing poultry farming indirectly are directly in the district.
- ❖ Most of the respondents who have poultry farms have education of qualification of graduation 25.33%.
- ❖ 39.33% are attached with poultry farming from almost 6 to 10 years.
- ❖ 80.66% of respondents have their own poultry farms. While 19.3% of have rented forms.
- ❖ 48% of invested their own savings on construction of poultry farm.
- ❖ The savings of 38% of respondents during year were ₹ 2 lakh.

CONCLUSION

Poultry industry has a great potential of absorbing un-employed educated youth and contribute significantly to the economy of the district. The biggest drawback of the industry is the lack of hatcheries, as the main raw material itself takes a lot of time to owners to get chicks on time and on lower rates. The availability of hatcheries is not enough and the government has also failed to set up it here. The state Govt. should take such initiatives which will encourage those people who dependent on the poultry industry directly or indirectly. Govt should also come up with separate schemes for women to encourage them to take poultry farming as their job which will also help in women empowerment in the district as well as in the state.

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