

Original Research Article

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An Assessment of Marketing Channels of Poultry Products and Constraints Faced by Poultry Producers in Udaipur and Ajmer Districts of Rajasthan

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ABSTRACT

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The present study was carried out in Udaipur and Ajmer districts of Rajasthan. The primary data were collected from ten poultry farms from each district through a well structured questionnaire. The results revealed that the most popular marketing channel in Udaipur district was identified as channel-III (Producer-Wholesaler-Retailer-Consumer) for both broilers as well as eggs marketing, while in case of Ajmer district channel-V (Producer-Super market-Consumer) and channel-III (Producer Wholesaler-Retailer-Consumer) has been found as best for broilers and eggs, respectively. The per cent average broiler sold through this channel is 30.26 per cent and 26.45 per cent is sold through channel-V in Ajmer. The per cent average egg marketed through popular marketing channel of Udaipur and Ajmer district was 33.67 and 21.85, respectively. Major constraints faced by poultry producers were identified as high cost of feed, day old chicks, medicine and veterinary charges, high disease incidence, high fluctuations in selling prices, high rate of mortality, high cost of variable inputs, high cost of establishment, non-availability of government policies and subsidies and non-availability of resources has been found as major problems in poultry production.

Introduction

Livestock are an integral component of farming system in Indian agriculture. It contributes manifold to the growth and development of agriculture sector. On one hand, it helps to improve food and nutritional security by providing nutrient rich food products on the other hand, it generates income, employment and gives cushioning effect against crop failure. It also provides draft power, manure inputs to the crops and contributes to foreign exchange through

exports. Livestock is emerging as a driving force in the growth of agricultural sector of India. Animal Products plays an important role in the socio-economic life of the country. It is a rich source of high quality of animal products such as milk, meat and eggs. India has emerged as the largest producer of milk with 18.48 percent share in total milk production in the world and accounts for about 5.25 percent of the global egg production (19th Livestock Census, GoI, 2012). The processed poultry market is

mainly concentrating in serving hotel, restaurant and institutional consumers. Indian poultry and egg consumption continues to grow up and is expected to double by 2020. While agricultural production was rising at the rate around 2 per cent per annum over the past two to three decades, whereas poultry production has been rising at the rate of around 8 per cent per annum, with an annual turnover of US \$7500 million. Livestock population of India is highest in the world; it contributes approximately 4 per cent to GDP and 27 per cent to agricultural GDP (Economic Survey 2015-16). Poultry Industry is providing nutritional security to the poor and also offering employment to millions of people in rural and urban areas. The future for Indian poultry Industry appears to be very favorable and is driven by rising purchasing power, changing food habits, contract poultry farming and rapid urbanization are certain key reasons for this constant upswing in poultry sector.

Livestock sector contributes approximately 4 per cent to GDP and 25.6 per cent to agricultural GDP (Economic Survey 2018-19). Eggs and poultry meat has emerged next to milk as a contributor to the output from livestock sector in recent years. The percentage contribution of eggs and poultry meat was 4.47 percent in 1951-52, which reached to a little over 9 per cent in 2017-18. Total percentage share of poultry production in total export is 0.53 percent. The egg availability is 74 eggs per person per year in India, while as per National Nutrition Institute this should be about 180 eggs per person per year. Rajasthan ranks 14th in egg production and contributes 10 per cent of meat production in India.

Unlike other farm products, the shelf life of poultry products is very poor. This forces the producers to use it quickly within a short period in order to avoid loss. The return not

only depends on productivity but also on sale price of poultry products. Marketing of poultry products is equally important as its production. Due to lack of efficient marketing system, the poultry producer's rupee is forfeited by intermediaries.

An efficient system of marketing of poultry products will result in reduction of marketing cost and middleman's margin on one hand and increase in returns to the producer's on the other hand. Therefore, the study pertaining to marketing aspects is important and relevant to the present need. If proper marketing channels for disposal are not available then it affects returns adversely. As eggs and poultry meat is perishable in nature, there should be effective market and marketing channels.

Materials and Methods

Marketing channels

Marketing channels were searched out on the basis of the poultry product reaches from producer to consumer i.e., route followed by producer for marketing his product. The information collected from poultry producers and market traders, regarding disposal pattern and quantity of product sold through the particular channel was pooled together to identify marketing channels in poultry product trading.

Constraints faced by poultry producers

Constraints faced by poultry growers in egg and chicken production in both the areas were identified and ranked by using their frequency of occurring. In this technique the poultry farmers has been asked to rank the factors that are limiting the poultry production. The order of the merit given by the respondents was changed into ranks.

Results and Discussion

Marketing channels in Udaipur district

Marketing channels for broiler and eggs marketed by small and large broiler and layer producers in Udaipur district has been shown in Figure 1 (Table 1 and 2).

Marketing channels prevailing in Ajmer district

The marketing channels prevailing in Ajmer district for small and large poultry farms have been presented in Figure 2 (Table 3 and 4).

Table.1 Marketable surplus and marketing of broiler in different marketing channels in Udaipur

Size of broiler farms	Total no. of broiler / Cycle / Farm	Mortality & Home Consumption of broiler	Marketing channels				Broiler marketed
			I	II	III	IV	
Small	1,050	80 (8.24)*	252.00 (25.98)	237.00 (25.77)	250.00 (24.43)	231.00 (23.82)	970 (100.00)
Large	6,300	350 (5.88)*	1,249.00 (21.00)	1,547.00 (26.00)	1,844.00 (30.99)	1,310.00 (22.01)	5,950 (100.00)
Average	3,675	215 (6.21)*	750.50 (21.69)	892.00 (25.78)	1,047.00 (30.26)	770.50 (22.27)	3,460 (100.00)

Figures in parentheses indicates percentage share in total broilers marketed
 * Percentage of total broiler production mortality and home consumption

Table.2 Marketable surplus and marketing of layer egg in different marketing channels in Udaipur

Size of layer farms	Small	Large	Average
Total no. of layers/ farm	4,200	9,450	6,825
No. of eggs produced/ birds /year	280	284	282
Total no. of eggs produced/farms	1,176,000	2,683,800	1,929,900
Broken & Home Consumption of eggs	6,000 (0.51)*	10,000 (0.37)*	8,000 (0.41)*
Marketing Channels			
I (P-C)	245,750.00 (21.00)	521,150.00 (19.50)	383,450.00 (19.95)
II (P-R-C)	315,870.00 (27.00)	615,700.00 (23.03)	465,785.00 (24.24)
III (P-W-R-C)	304,220.00 (26.00)	990,250.00 (37.03)	647,235.00 (33.67)
IV (P-H/R-C)	304,160.00 (26.00)	546,700.00 (20.44)	425,430.00 (22.14)
Eggs marketed	1,170,000 (100.00)	2,673,800 (100.00)	1,921,900 (100.00)

Figures in parentheses indicates percentage share in total eggs marketed
 * Percentage of total eggs production broken and consumed at home

Table.3 Marketable surplus and marketing of broilers in different marketing channels in Ajmer district

Size of broiler farms	Small	Large	Average
Total no. of broiler / Cycle /farm	1,050	6,300	3,675
Mortality & Home Consumption of broiler	120 (12.90)*	500 (8.62)*	325 (9.65)*
Marketing Channels			
I	150.00 (16.13)	500.00 (8.62)	325.00 (9.66)
II	200.00 (21.50)	1,000.00 (17.24)	600.00 (17.84)
III	250.00 (26.88)	1,500.00 (25.86)	875.00 (26.01)
IV	150.00 (16.13)	1,200.00 (20.69)	675.00 (20.01)
V	180.00 (19.36)	1,600.00 (27.59)	890.00 (26.45)
Broiler marketed	930 (100.00)	5,800 (100.00)	3,365 (100.00)

Figures in parentheses indicates percentage share in total broilers marketed
* Percentage of total broiler production mortality and home consumption

Table.4 Marketable surplus and marketing of layer egg in different marketing channels in Ajmer district

Size of layer farms	Small	Large	Average
Total no. of layers/ farm	4,200	9,450	6,825
No. of eggs produced/ birds /year	285	290	287.50
Total no. of eggs produced/farms	1,197,000	2,740,500	1,968,750
Broken & Home Consumption of eggs	10,000 (0.84)*	12,000 (0.44)*	11,000 (0.56)*
Marketing Channels			
I	296,750.00 (25.00)	409,275.00 (15.00)	353,012.50 (18.03)
II	250,000.00 (21.06)	545,700.00 (20.00)	397,850.00 (20.32)
III	237,400.00 (20.00)	682,125.00 (25.00)	459,762.50 (23.48)
IV	1,75,000.00 (14.74)	463,845.00 (17.00)	319,422.50 (16.32)
V	227,850.00 (19.20)	627,555.00 (23.00)	427,702.50 (21.85)
Eggs marketed	1,187,000 (100.00)	2,728,500 (100.00)	1,957,750 (100.00)

Figures in parentheses indicates percentage share in total eggs marketed
* Percentage of total eggs production broken and consumed at home

Table.5 Constraints faced by poultry producers in Udaipur and Ajmer district of Rajasthan

S.No.	Constraints	Udaipur district	Ajmer district
1.	Lack of capital	IX	VIII
2.	High cost of establishment	VI	V
3.	High cost of variable inputs	I	IV
4.	Lack of government policies and subsidies	IV	VI
5.	Lack of management knowledge	V	XIII
6.	Unavailability of resources	VII	XI
7.	Lack of storage facilities	XIII	IX
8.	Disease severity	II	I
9.	Social factors	X	X
10.	Higher rate of mortality	IX	III
11.	Lack of veterinary facilities	VIII	VII
12.	High fluctuations in selling prices	XII	II
13.	Poor extension facilities	III	XII

Fig.1 Marketing channels prevailing in MPUAT service area

Figure 1 Marketing Channels prevailing in MPUAT service area

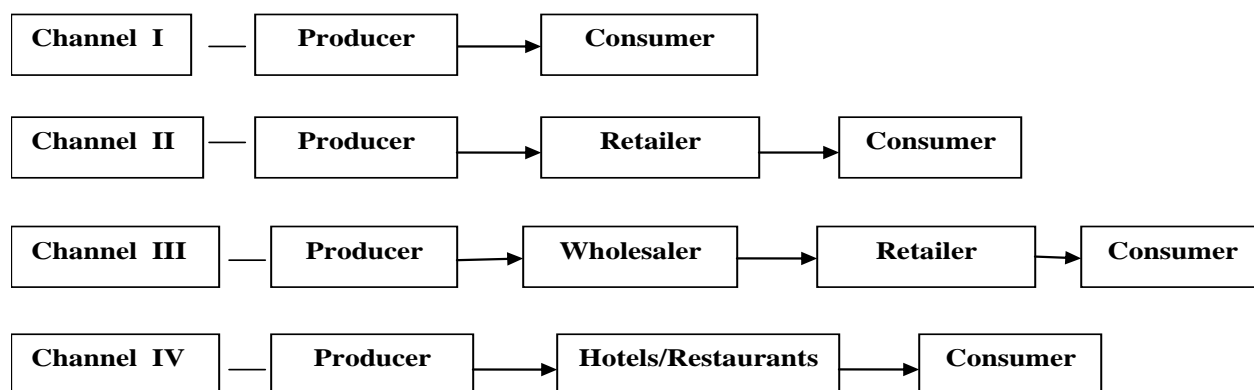
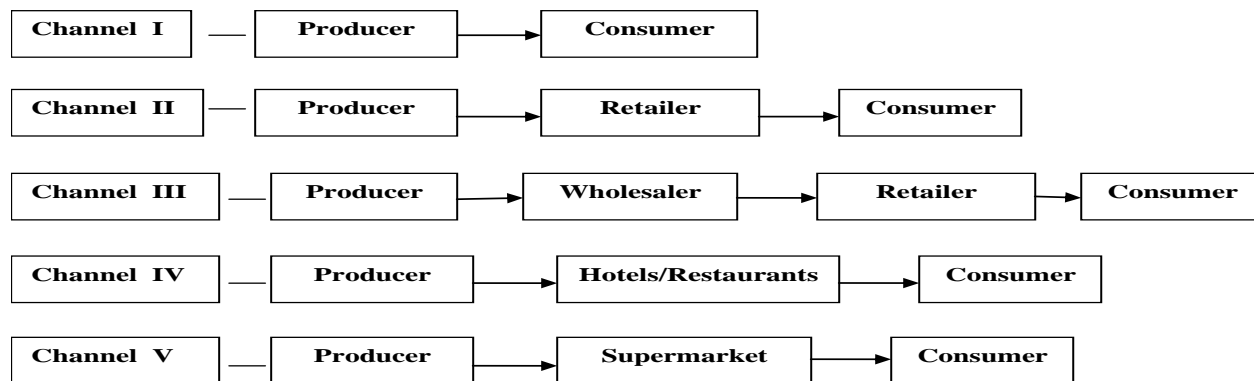


Fig.2 Marketing Channels prevailing in Ajmer District

Figure 2 Marketing Channels prevailing in Ajmer District



Constraints faced by poultry producers

There are thirteen major constraints have been found to be faced by poultry producers in study area presented in Table 5 with their ranks.

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