

Chapter 1: Introduction of Poultry Farming

Sub: Poultry Management

By: Dumbare Y.K.

What is Poultry

Definition

- Poultry are domesticated birds kept by humans for their eggs, meat or feathers.
- According to agriculture diary, poultry refers to a wide range of birds of various species and it applies to them generally alive or dressed that is killed and prepared for sales.
- It involves chickens, turkeys, ducks, geese, guinea fowl, pigeons, peacock, peafowl, ostriches, quails and even other game birds.
- Most of them may be classified based on the basis of utility, economic value or purpose and this may include meat type, Egg type, dual purpose, game, ornamental etc.
- In India, poultry, is very often used as synonymous to chicken as they are more commonly found in our country and are of great importance for meat and egg.
- Chicken, and upto certain extent, ducks are kept for commercial production of both eggs and meat. Turkey, guinea fowl, geese and others are maintained for meat.

Cont....

- These birds are most typically members of the super-order Galloanserae (fowl), especially the order Galliformes (which includes chickens, quails and turkeys).
- Poultry science is the study of practices and principles involved in production and marketing of poultry and its products. It include breeding, nutrition, management, housing, disease control and marketing.

Importance of poultry farming and poultry development in India

Poultry development in India

- History testifies the dominance of India in poultry even during 1000 B.C
- The first missionary poultry farm was set up in Uttar Pradesh in 1907.
- A modest beginning towards commercial poultry farming was launched in a pilot project in **Orissa** in the beginning of **1950**.
- During this period, **33 extension centers** were started in different parts of the country to supply improved breeds of layer fowls to interested farmers.

➤ **Middle of 1950s**

- During the middle of 1950s, the Orissa pilot project was developed into an all India Poultry.
- This was the first large scale organized effort towards modern poultry farming in the country.

- Development Project to encourage backyard rearing in rural areas with improved varieties of fowls and to popularize layer poultry farming on commercial scale in urban areas.
- Five regional poultry breeding farms were established in various parts of the country.

➤ **In 1960s**

- Through the adaptation of scientific rearing systems and practices like deep litter housing, balanced feeding, preventive vaccination, etc., poultry farming emerged as a commercially viable enterprise in the 1960s.
- During this period that the intensive egg and poultry „production-cum-marketing programme with an area development and package approach“ was introduced. This was considered a landmark in poultry development in India.
- This period witnessed dramatic growth in the number of layer poultry farms.

➤ **In 1970**

- In the beginning of the 1970s, thrust was given to expansion of poultry marketing facilities.
- The permission to breed layer and broiler chicks in private hatcheries and the launching of modern poultry complex

➤ **In 1980s**

- It was during the middle of the eighties that the government made sufficient provision for the **research and development in poultry** sector, with special emphasis on poultry meat processing.

➤ **In 1990s**

- The beginning of 1990s witnessed a transition in poultry farming. The phenomenal expansion in broiler production compelled layer poultry farmers and private layer hatcheries to shift to broiler fowls because of its relative financial advantage.
- This gestation period showed visible variations in the movement of layer parent stock, layer feed production and egg production whereas the broiler poultry business in the same period was growing up gradually.
- the number of hatcheries in India since 1990, it was found that the number of poultry hatcheries in the private sector declined in the beginning. This was due to the decline of layer poultry farming in many states and the time lag for converting the layer poultry farms into broiler poultry farms.
- In 2012, the UN Food and Agricultural Organization ranked India the sixth largest chicken meat producing country and the third largest egg producing country.

Importance of poultry farming

1. Business or source of income:

- Poultry can be a small scale or large scale business.
- It is very good source of income generation option for the marginal and small income farmer.
- It provides source of income and opportunities of employment at poultry farms, hatcheries, poultry processing units, equipments manufactures, meat and egg marketing channels etc.
- In rural areas, since less investment is required to start the enterprises, it has attained a status of “Cottage Industry”.
- Quick returns can be expected from the investment. For e.g hatchries enterprises return is possible under 21 days.
e.g Eggs are started 18 to 21 days

2. Fertilizer

- Poultry manure is extremely rich source of nitrogen and organic matter. It contains 1.0-1.8% nitrogen. 1.4-1.8% P_2O_5 and 0.8-0.9% K_2O , hence is very good fertilizers.

3. As a Food:

- poultry egg and meat are the best source of vitamin and minerals
- Also rich source of protein

4. Bug and Weed Control

Poultry are exceptionally good at eating the unwanted weeds and pests that could harm your desired plants. They must be placed in targeted areas in gardens & fields to avoid harming crops.

5. Breeding Stock

Some Poultry are kept for the sole purpose of breeding in order to increase your stock and productivity. Most breeders select a specific set of characteristics (i.e. rate of egg laying, meat quality) and breed poultry that have said traits.

6. Education

In animal and medical research, birds are used as experimental unit.

Eggs use in vaccine preparation.

Perspective of Poultry farming in India

- Poultry is the fastest growing segment of agricultural sector in India with an average 8 to 10% per year.
- As a result, India is now the world's fifth largest egg producer and the eighteenth largest producer of broilers.
- Poultry meat is the fastest growing component of global meat demand, and India, the world's **second largest** developing country, is experiencing rapid growth in its poultry sector.
- Poultry sector in India is valued at about Rs. 80,000 crore (2015-16) broadly divided into two sub-sectors –
 - One with a highly organized commercial sector with about 80% of the total market share (Rs. 64,000 crore)
 - Other being unorganized with about 20% of the total market share of Rs. 16,000 Crore.

Status of Poultry Industry in India

- Today, India is one of the world's largest producers of eggs and broiler meat.
- The poultry industry in India has undergone an exemplary transformation in structure and operation over the last two decades, evolving from a **simple backyard poultry** farming that appears to be very fast into a mega-industry with a large number of workers.
- India is the world's **third largest egg producer and sixth largest broiler producer**.
- Commercial poultry farms **contribute 75% of egg production**, while household/backyard poultry farms contribute the remaining **25%**, and **broiler production** is 4.9 million MT (4th in Broiler Production).
- During the fiscal year 2021-22, the country **exported 320,240.46 MT of poultry products** to the world for a total value of Rs. 529.81 Crores/71.04 USD Millions.
- **Oman, Maldives, Indonesia, Vietnam, Bhutan, Japan, and Russia** are the major **export destinations** for India.
- **Contribution of Poultry in country economy is enormous . The role of poultry in enhancement of nutrition status of family of poor family as well as economy generation**

- The total poultry population in the country has increased by 16.8% over the previous census (DAHD, 2019).
- Nearly four million tonnes of broiler meat and about 103.32 billion of eggs are produced annually in India. • Broiler production is mainly concentrated in the states of Tamil Nadu, Andhra Pradesh, Maharashtra, Uttar Pradesh, and Telangana.