

# *Revival of Agriculture and Rural Development*



*Edited by*

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### Contributors

## Impact of Covid-19 on Poultry farming in India

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The recent Covid-19 lockdown has impacted the domestic poultry industry severely, being the worst quarter in recent time. The industry incurred large net losses due to sharp decline in demand, realization and profitability. The spread of misinformation about poultry being a source of Covid-19 on social media heavily impacted consumption. The government countered the misinformation, but the losses between January and March 2020 amount to USD 236 million. Sales of poultry meat went down with a staggering 80 percent, and prices for poultry meat were halved. Over a million small poultry farmers and over half a million persons working in the sector have become unemployed. This also impacted feed producers as poultry farmers cancelled orders, some farmers even burying their chickens alive. The sector provides a direct benefit to more than 10 million maize and soya agriculture farmers. Poultry farming offers direct and indirect employment to over 50 million in poultry production, trading, feed manufacturing, agriculture crops, logistics, exports and others.

During this adverse period, the government and industry came together to discuss consumer awareness, and improving consumption to again gain the consumer confidence. The poultry industry recovered a bit following the clarification issued by Government, media and poultry professionals that eating chicken was safe. Still, issues relating to the inter-state movement of eggs and chickens in various parts of the country hurt the sector. Currently, the consumer fear linking chicken with Covid-19 is much lower. The main challenge for the past weeks has been logistics and keeping the shops open for the consumer. Presently, the logistics issue has been addressed in at least 60% of the country.

Poultry farming in India has transformed from a mere tool of supplementary income and nutritious food for the family to the major commercial activity generating the required revenue. Changing food habits, rising income of the middle class Indian, presence of private players, rising market demand of the Indian poultry produce in the export market are some of the contributing factors to the growth of the industry. Therefore, the study intends to examine the socio-economic background of the poultry farmers; to analyze the investment, cost and profit of the farmers and to identify the problems faced by the farmers. The study based on primary and secondary data collected from 120 poultry farmers by adopting purposive sampling during November 2013 to January 2014. Cost of feeding constitutes a major problem to most of the poultry farmers as it accounts for a larger percentage of total cost of production, since poultry birds cannot do without food.

### OBJECTIVES OF STUDY

The main objective of the study to analyze the investment, cost and profit of the farmers in Covid 19 and to identify the problems faced by the poultry farmers.

### METHODOLOGY

The present study based on primary data and secondary data collected from 100 poultry farmers by adopting purposive sampling method. A well-structured questionnaire was prepared and was pre-tested. After incorporating the necessary changes in the pre-tested questionnaire, it was administered and required information about the framing was collected from the respondents during December- January 2020. Besides averages and percentages were used.

### COST & PROFIT ASSESSMENT OF POULTRY FARMING

Cost of cultivation of poultry farmers per annum is presented in the table-1. The cost of broiler farming including variable cost and fixed cost. The fixed cost variable wise shows that it is accountings for 11.09 percent (Rs.1,47,380) on small farms followed by Rs12,04,706 on medium farms and its accounting for 30.90 percent of the total cost and Rs. 16,76,074/- on large farms, its accounting for 30.36 percent. The fixed cost of broiler farms is observed that there is direct relationship between farm size and fixed cost. In the fixed cost, building/shed and store room is high it is around 6.1% of the cost on small farms, 24.96 percent of cost for medium and 24.79 percent on large farms respectively. The amount spent on electricity, motor pump is Rs. 15,687 and Rs. 4,725/- on small farms Rs. 25,255/- and Rs. 7,666/-- on medium farms and Rs. 22,500/-- and Rs. 12,350/-- on large farms. And the expenditure on feeder water, brooder and flogger is found to high in medium and large broiler farms.

The variable cost of broiler farming is clearly shows that, the major cost of broiler farming is chick and fed cost. The cost of feed to the total cost is found to be high in small farms which is Rs. 74,119/-- which is accounting for 56.21 percent followed by Rs. 23,70,368/- on large broiler farms and Rs. 17,47,364/- on medium broiler farms which accounting for 44.83 percent. The expenditure on feed cost constituted the most important input it is inverse relationship between farm size and cost of feed. The cost of main variable is day old chick, the cost of chicks is found to be high in small poultry farms Rs. 2,97,500/- which is accenting for 22.60 percent followed by large poultry farms Rs. 10,50,000/- (19.02 percent) and Rs. 6,65,000 on medium farms, its accounting for 17.06 percent.

Next cost of poultry farming is interest on variable cost is found to be high in small poultry farms which is 5.03 percent followed by 3.94 percent on large and 3.91 percent on medium broiler farms. And interest on fixed cost is found to be high in medium farms which is accounting for 2.81percent, followed by large farms (2.76%) and small broiler farms (1.02%). The marketing cost like transport and advertising cost is found to be high is large farms small and medium farms are not spent on transport and advertisement. The cost of labour is found to be high on small farms Rs. 25,000/-, Rs. 55,000/- spent on medium and Rs. 60,000/- on large farms.

The data on cost of broiler farming is clearly concluded that the fixed cost is increasing with increasing the poultry farm size. The cost of feed is important variable its share is found to be high in small poultry farms (56.21%), medium (44.83%) and large (42.94%). Another major

variable day old chick is found to be high in small farms (22.60%) large farm (19.02%) and medium poultry farms (17.06%)

**Table 1 Average Cost and Revenue of Poultry Farmers**

	Small	%	Medium	%	large	%
Building construction	35000	2.66	600500	15.40	1283255	23.25
Store room	35000	2.66	372500	9.56	85000	1.54
Motor pump	15687	1.19	25255	0.65	22500	0.41
Pipeline fitting	5000	0.38	7888	0.20	10166	0.18
Water tank	4000	0.30	8000	0.21	8000	0.14
Feeder	4543	0.35	10892	0.28	15800	0.29
Waterer	5000	0.38	15333	0.39	20700	0.38
Brooder	4875	0.37	7113	0.18	12333	0.22
Electricity fitting	4725	0.36	7666	0.20	12350	0.22
Ventilation cloth	5152	0.39	8790	0.23	15800	0.29
Sprayer	1500	0.11	3750	0.10	5000	0.09
Fogger	10000	0.76	12000	0.31	15000	0.27
Fan	3500	0.27	8000	0.21	10000	0.18
Spray pump	0	0.00	2500	0.06	2800	0.05
Weighing machine	0	0.00	5000	0.13	5000	0.09
Interest on total fixed cost @ 10%	13398.2	1.02	109519	2.81	152370.4	2.76
Total fixed cost	147380	11.19	1204706	30.90	1676074	30.36
Cost of chicks	297500	22.60	665000	17.06	1050000	19.02
Cost of fed	740119	56.21	1747364	44.83	2370368	42.94
Cost of litter	2000	0.15	4600	0.12	8500	0.15
Cost of medicine	15937	1.21	34546	0.89	58758	1.06
Cost of vaccination	6000	0.46	8000	0.21	14000	0.25
Electricity bill	15000	1.14	24000	0.62	56000	1.01
Transportation	0	0.00	0	0.00	5000	0.09
Human labour	25000	1.90	55000	1.41	60000	1.09
Miscellaneous (Repairing)	1500	0.11	2500	0.06	3500	0.06
Interest on total variable cost @ 6%	66183	5.03	152461	3.91	217568	3.94
Total Variable Cost	1169239	88.81	2693471	69.10	3843694	69.64
Total cost	1316619	100.00	3898177	100.00	5519768	100.00

Source: Primary Data

### PROBLEMS FACED BY THE POULTRY FARMERS

Poultry Farmers were asked to rank the problems faced by them while doing their farming. The problems were listed and the farmers were asked to rank these problems in their order of priority. The ranks were then converted into percent position and from the percent position the individual scores were determined on a scale of 100 points by using Garrett's Rating Scale. The average scores and the ranks corresponding to each problem are presented in table 2. The major problem faced by the farmers were High Feed Cost and Low Egg Prices (1st rank), followed by Labour Problems (2nd rank), Investment (3rd rank) Feed and Marketing (4th rank), insufficient Power Supply (5th rank), Managerial Problems (6th rank), Control Measures (7th rank), lack of Export Facilities (8th rank), Lack of Transport/Storage Facilities (9th rank), Health Coverage (10th rank), Availability of Raw Materials (11th rank), Extension and Training Facilities (12th rank) and cannot utilize Improved Technology (13th rank). In short the poultry farmers wanted to get high price for eggs, solution for labour problems, to encourage investment and continuous power supply for their industry production

**Table -2 Problems of the Poultry Farmers**

S.No	Problems	Mean	Rank
1.	Availability of Raw Materials	38.3083	11
2.	Improved Technology	32.3583	13
3.	Control Measures	48.025	7
4.	High Feed Cost and Low Egg Prices	73.775	1
5.	Lack of Transport/Storage Facilities	47.8333	9
6.	Investment	60.9417	3
7.	Labour Problem	61.5915	2
8.	Power Supply	53.2667	5
9.	Feed and Marketing	57.9	4
10.	Export Facilities	48.0167	8
11.	Health Coverage	43.625	10
12.	Managerial Problems	48.125	6
13.	Extension and Training Facilities	35.5833	12

Source: Primary Data

#### Conclusion:

The data on cost of broiler farming is clearly concluded that the fixed cost is increasing with increasing the poultry farm size. The cost of feed is important variable its share is found to be high in small poultry farms (56.21%), medium (44.83%) and large (42.94%). Another major

variable day old chick is found to be high in small farms (22.60%) large farm (19.02%) and medium poultry farms (17.06%). The major problem faced by the farmers were High Feed Cost and Low Egg Prices (1st rank), followed by Labour Problems (2nd rank), Investment (3rd rank) Feed and Marketing (4th rank), insufficient Power Supply (5th rank). The poultry sector is predicted to roll back by the end of this year, although capital for new investments may remain limited for some time. The Poultry Federation of India has asked the government for support such as rescheduling of loans, promotion of frozen/cold chicken meat, cold storage, feed subsidies, and introduction of eggs in mid-day meal schemes. All in all, \$2.7 billion in loans is needed. The sector has also requested government support to set up a Poultry Board. The government has not responded to these specific requests. Demand has increased recently and prices are currently good due to shortage in supplies. In the near future, the sector is expected to focus more on online retail, hygienic, high quality food, traceability and labelling. Meanwhile, India's biggest poultry event "Poultry India" has been cancelled for 2020; the next edition will take place on 24-26 November 2021. In the meantime, the next event will be VIV Asia 2021, scheduled for 10-12 March in Thailand. The agricultural office in Thailand (ban.lnv@minbuza.nl) is in close contact with the organizers to discuss the possibilities for a virtual, hybrid or physical (if safe) visit.

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