Investment Scenario in Poultry Industry in Jaipur District of Rajasthan State

Vikash Pawariya, Ajit Singh

Department of Agricultural Economics, SKN College of Agriculture, Jobner, Jaipur, Rajasthan- 303329

ABSTRACT

Among the Indian livestock based vocations, poultry farming occupies a pivotal position due to its enormous potential to bring about rapid economic growth with low investment. The present study has been made to calculate the investment scenario of poultry farms that how the different components in the poultry farm effect to the cost and benefit analysis. The organised sector of Indian poultry industry contributes nearly 70% of the total output whereas the rest emanates from the unorganized sector. In Rajasthan, Jaipur district is the second in organized poultry farms. Poultry industry contributes about Rs. 400 billion accounting for about 0.7 per cent of the national GDP and about 10% of the Livestock GDP. In Rajasthan egg and layer production was 6697 lakh, 3032 thousands in 2010-11 respectively. In Poultry farms feed cost, day old chicks, veterinary expense, transportation and labour expenses etc. are majorly investment components which are most affected with the investment pattern.

The main purpose of this study was to gain insight into the farm economics of poultry farms of Jaipur district and estimate the investment scenario in poultry industry.

Keywords: poultry industry, investment scenario, cost and benefit

1. INTRODUCTION

Livestock industry is important for increasing productivity in agriculture sector. Among the Indian livestock based vocations, poultry farming occupies a pivotal position due to its enormous potential to bring about rapid economic growth with low investment. Poultry industry contributes about Rs. 400 billion accounting for about 0.7 per cent of the national GDP and about 10% of the Livestock GDP. In livestock 65 per cent is contributed by meat product, 22.5 per cent by dairy product and 12.5 per cent by poultry product (FAO Statistical Book, 2011). Dependable research indicates that in India with every egg consumed per capita, there is a potential for 25, 000 more jobs. Similarly, with every 50 grams of poultry meat consumed per capita, there is a potential to create 20, 000 additional jobs and if a growth rate of 10 per cent in egg production and 15 per cent in broiler production can be sustained for the next 10 years, the per capita consumption of egg will increase to 140 and per capita consumption of meat to 9.70 kilograms. The contribution to GNP will be 12,

0000 crores and the employment generated will go up to 10 million. Sluis & van der (2003) showed that it is reported that despite the fact that India's poultry industry is the fastest growing in the world; the sector's potential to attract big-time foreign investment is negligible and will necessitate a host of changes, including greater integration, better cost-efficiencies and improvement in distribution. Value of output from livestock was 388370 crore in 2010-11 in which sharing of eggs was 15123 crore and poultry meat was 30293 crore, respectively. (National accounts division, CSO, M/O statistic and programme implementation). The organised sector of Indian poultry industry contributes nearly 70% of the total output whereas the rest emanates from the unorganized sector. In Rajasthan, Jaipur district is the second in organized poultry farms in Rajasthan. The major components in the costing sense involved in poultry industry are feed, veterinary, day old chick, transportation etc. and other fixed costs.

2. METHODOLOGY

For the present study, the Jaipur district was purposely selected as it has second rank under number of organized poultry farms among all the districts of Rajasthan. Further, there were 200 poultry farms in Jaipur district. A ten percent size of sample that is 20 out of 200 farms was selected randomly. Farms different birds sizes were taken randomly. Both primary and secondary data were collected for the study. The primary data for the study from all 20 poultry farms were collected by interviewing the farmers personally and from the records maintained by them with the help of pre-prepared schedules.Secondary data were collected from various sources like Respective balance sheets of poultry farms, The National Egg Coordination committee and poultry training institute, Different publications, Directorate of animal husbandry, Jaipur etc. Data were collected from August 2013 to January 2014.

3. RESULT AND DISCUSSION

Poultry farms which were taken for the analysis i.e. 20 farms out of 200 organized farms. Three consecutive year 2012-13, 2011-12, 2010-11 with the different bird size have been analyzed in the manner of investment and output to depict the scenario of investment in the poultry industry in the Jaipur district of Rajasthan. The Bird size was different from each other and has been categorized in Small, Medium and Large with the bird numbers less than 5000, 5000-10000 and more than 10000, respectively.

Table 1.1 - Categories of Bird size

S. No.	No. of Birds	Category
1	<5000	Small
2	5000-10000	Medium
3	>10000	Large

The investment pattern and output were in the different 20 poultry farms in Jaipur district as in year 2012-13 the bird size of poultry farms were 185250 birds, total investment were made Rs. 47, 93, 0586 and Total output is Rs. 59, 34, 2254. Likewise, in year 2011-12 the bird size of poultry farms were 177500 birds, total investment were made Rs. 42, 56, 1821.5 and Total output is Rs. 51, 22, 9066. And in year 2010-11 the bird size of poultry farms were 153000 birds, total investment were made Rs. 35, 88, 2645 and Total output is Rs. 41, 84, 1904.

Table 1.2- Total Investment and Total Output in the raisings of different numbers of birds size in the poultry farms in Jaipur district of Rajasthan year 2012-13, 2011-12, 2010-11.

S No.	Year 2012-13			Year 2011-12			Year 2010-11		
	Birds Size(No.)	Total Investment (In Rs.)	Total Output (In Rs.)	Birds Size(No.)	Total Investment (In Rs.)	Total Output (In Rs.)	Birds Size(No.)	Total Investment (In Rs.)	Total Output (In Rs.)
1	6000	616584	847200	5000	526672	684850	4000	433736	521820
2	17000	2169339.5	2332456	20000	2469990	2783260	15000	1835834	1889800
3	10000	1142524	1532625	8000	1007976	1160150	8000	882899.2	1071000
4	6000	631384	860080	7000	683576	940686	5000	508432	637275
5	7000	866576	1097224	8000	942444	1138175	6000	638594.4	809987.5
6	2000	199590	286430	3000	252580	402055	2500	203298	309120
7	15000	1845794	2283970	14000	1677191	2006354	13000	1433599	1722827
8	8000	926904	1155558	7000	794391.2	958247	7000	746955.2	853452
9	4000	447720	549528	4500	482215.7	578332.8	3000	317770.8	357804.3
10	25000	2996381.7	3594500	22000	2701169	3009700	20000	2303364	2501400
11	3000	337768	421649	3500	288532	459053	2000	167544	237388
12	12000	1631031.4	1770375	11000	1419859	1395048	10000	1259062	1335638
13	12750	1524627	1781220	13000	1526463	1750828	11000	1258660	1390122
14	3000	274728	421849	3000	265320	404625	3000	234800	338950
15	5000	554740	701000	4000	485208	549148	4500	493452	546295
16	4500(L)*	3, 061, 898	3681800	4000	2, 538, 479	3048800	3500	2, 198, 903	2483575
17	9000(L)	5, 760, 413	7205180	8000	4, 713, 291	5946800	7500	4, 322, 747	5228900
18	13000(L)	8, 494, 886	10295460	12000	7, 225, 322	8827400	10000	5, 888, 490	6911150
19	3000(L)	1, 911, 046	2363650	2500	1, 555, 286	1857469	2000	1, 241, 068	1394630
20	20000(L)	12, 536, 651	16160500	18000	11, 005, 855	13328085	16000	9, 513, 435	11300770
Total	185250	47930586	59342254	177500	42561821.5	51229066	153000	35882645	41841904

**L stands for Layer farms.*

As the year is passing from 2010-11 to 2012-13 than the pattern of investment was in increasing trend and the output values as well. The layer farms were running through the big investment but the profit in the layer farms are more in the long run comparatively. Broiler farms were the fast money making process but because of the market fluctuation the broilers were not that much resulted. Total Investment and total output ratio i.e. benefit – cost ratio for 2012-13 was 1.238, for 2011-12 was 1.203 and for the 2010-11 was 1.166. This trend of benefit – cost ratio was recommended to the investment inflows. So the more investment was made in the recent year and the benefit was more as well.

4. CONCLUSION

It is evident from foregoing discussion that the investment made and the total output values with respect to the bird size were to be in increasing manner year after year. The benefit- cost ratio was increased comparatively. The layer farms investment was more as compared to broiler farms as well as the output is better than the broiler farms. Most of farmers adopted the broiler farms because of less initial investment. So the study concluded that investment and output in the poultry farms were increasing trend year after year with respect to the different bird size and benefit was occurred. It is suggested from this study that investment in the layer and broiler farms have to be rationalized in the manner of output and trend scenario.

REFERENCE

[1] Adegboye, M. A. (2011). Farmers' reason for going into poultry production in Plateau state. Journal of Agriculture, Forestry and Social Sciences; 9(1):78-83.

[2] Adewunmi, O. I. (2008) Economics of poultry production in Egba Division of Ogun State. Agricultural Journal;3(1):10-13. 13 ref.

[3] Emam, A. A. Hassan, A. M. (2010) Economics of egg poultry production in Khartoum State with emphasis on the open-system - Suda*n.* African Journal of Agricultural Research; 5(18):2491-2496. 11 ref.

[4] Kumar, B.G.; Rai, R. B. (2006).Cost and returns structure in commercial broiler farming in Andaman and Nicobar islands. Indian Journal of Animal Sciences;76(12):1064-1067. 5 ref.

[5] Mohanty, S.; Rajendran, K. (2003) 2020 vision for Indian poultry industry. International Journal of Poultry Science. 2(2):139-143. 9 ref.

[6] Sluis, W. van der(1994) India: unforeseeable growth in poultry industry. Misset World Poultry; 10(5):10-15.

Thirumurugan, P. and Singh, Y. (2007). Organic dairy production : significance of indigenous cattle and buffaloes. National Symposium on Recent Trends in Policy Initiative and Technological Interventions for Rural Prosperity in Small Holder Livestock Production Systems held at College of Veterinary Science, Tirupati, 20 to 22nd June, (68-72).