

POULTRY DEVELOPMENT SCHEMES

3.1 INTRODUCTION

Poultry sector plays a pivotal role among the sub-sectors in potentiating the role of animal husbandry in the process of rural economic development of the state. The Indian Poultry Sector within 7.3 per cent growth in poultry population, has witnessed one of the fastest annual growth of about 6 per cent in Eggs and 10 per cent in meat production over the last decade amongst all animal based sectors. The high growth has placed India at 3rd position in Egg production and 5th in Chicken meat production on global basis. Even with this development, the per capita availability is only 52 eggs and 2.3 kg of poultry meat against the recommended levels of 180 Eggs and 11 kg of meat per annum.

Tamil Nadu is leading the states in broiler production with a record production of 397 thousand tonnes in 2009-10. Tamil Nadu ranks second in the country's egg production with a production of 10.8 billion eggs. Tamil Nadu accounts for 17.71 per cent of the poultry population of the country. More than 90 per cent of poultry or poultry products exported from India originates from Tamil Nadu. At present poultry concentration is restricted to certain poultry belts such as Namakkal, Erode and Coimbatore. The poultry keeping has evinced great interest among poultry farmers. There is a good potential for export of eggs, egg products and frozen chicken meat from our State to Gulf countries, Russia *etc.* Further, due to the changes in consumption behavior of the people in the state towards *desi* chicken and *desi* eggs, there is great scope for the development of backyard poultry.

Animal husbandry is still mainly in the hands of small and marginal farmers and landless labourers. Though poultry farming has developed into an industry, eco-friendly backyard poultry rearing is a profitable enterprise in providing regular income to the rural resource poor people and ensuring nutritional security. It still continues to be the livelihood proposition of several poor farmers in the rural areas and contributes 3.5 per cent of the total egg production in the state.

3.2 BACKYARD POULTRY OR FAMILY POULTRY

Rural Family Poultry (RFP) represent an appropriate system for supplying the fast growing human population with high quality protein and providing additional income to resource-poor small farmers, especially women. Requiring low levels of inputs (i.e. housings, cages, feeds, breeds, vaccines, drugs, equipment and time/attention), FP contributes significantly to food security, poverty alleviation and the ecologically sound management of natural resources. RFP produce, being lower in quantum is almost consumed at the village level itself.

Rural Poultry Sector though contributing nearly 30 per cent of the national egg production is the most neglected one in the state. The fact is that village poultry eggs and meat fetch a much higher price than that of commercial hybrid poultry. However, 70 per cent of the poultry products and eggs are consumed in urban and semi-urban areas and their consumption in rural areas is very low. This low consumption is attributed to limited availability and to some extent poor purchasing power of rural people. In order to overcome this problem, it may be necessary to take up specific rural poultry production programmes with low input technology to meet the requirements of the rural sector, where poultry farming constitutes a source of subsidiary occupation, generating subsistence, income to boost the nutritional standards and health of rural masses. The rural family poultry (backyard poultry) units require very little hand feeding and provide handsome returns with minimum investment. Thus, rural poultry farming not only increases income levels, employment opportunities to small farmers including women but also bring about desired socio-economic change in rural areas which are vital for rural development and rural prosperity.

Desi Poultry Stock maintained in Livestock Farms

Sl. No	Location	Breeds of Desi Fowl maintained
1	District Livestock Farm, Hosur, Krishnagiri District	Giriraja
2	District Livestock Farm, Abishekapatti, Tirunelveli District	Vanaraja
3	District Livestock Farm, Orathanad, Thanjavur District	Giriraja
4	District Livestock Farm, Chettinadu, Sivagangai District	Giriraja
5	Poultry Farm, Kattupakkam, Kancheepuram District	Vanaraja, Giriraja,
6	Poultry Extension Centre, Masinagudi	Giriraja
7	Poultry Extension Centre, Kodaikanal	Giriraja, Vanaraja
8	Poultry Extension Centre, Gandhigramam.	Giriraja

3.3 CONTROL OF POULTRY DISEASES

To protect the poultry from Ranikhet disease, the department is providing vaccination against this disease on specified days at the veterinary institutions and sub centres every week and also in the camps conducted under '*Kalnadai Padukappu Thittam*'. Apart from this, the department also conducts a Statewide Two Weeks Vaccination drive against Ranikhet disease during the month of February every year.

3.4 PERFORMANCE OF POULTRY SECTOR DURING 11th FIVE YEAR PLAN

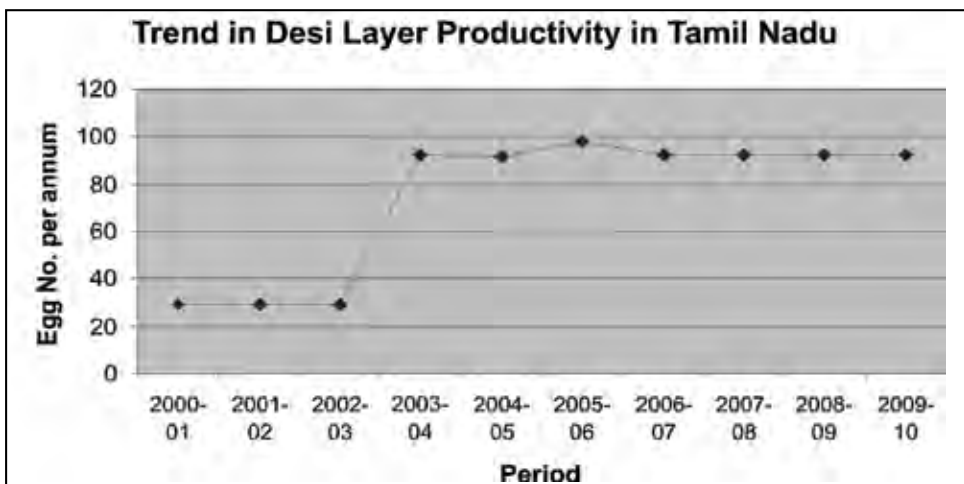
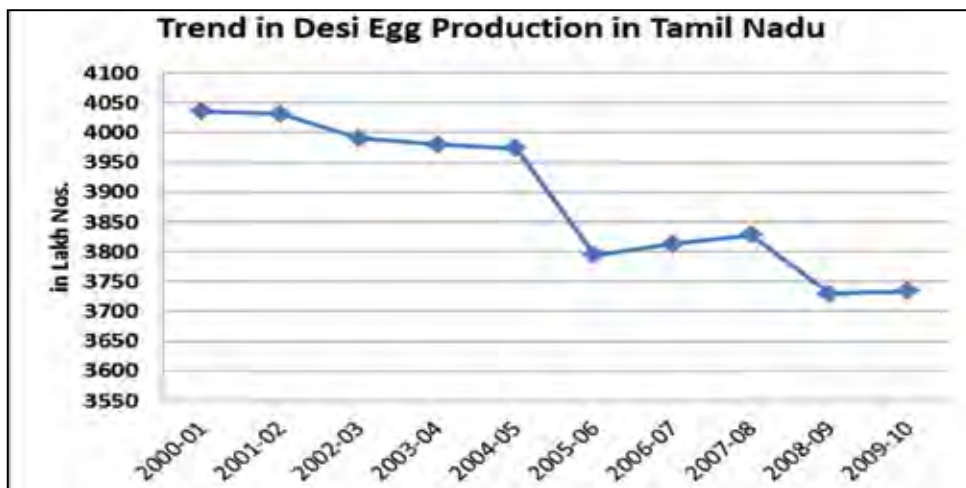
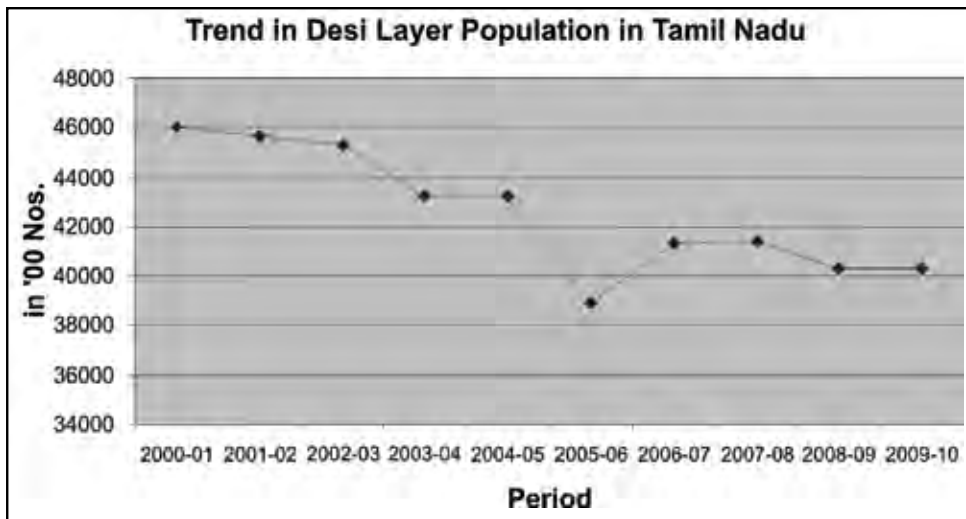
The performance of poultry sector is analysed in terms of production and productivity and presented below:

Growth of Poultry sector during the last decade in Tamil Nadu

Year	No. of Layers in '00 Nos.		Egg Production in lakh numbers		Yield per annum in numbers	
	Desi	Improved	Desi	Improved	Desi	Improved
2000-01	46009	65097	4036.016	13891.12	29.242	71.131
2001-02	45683	66071	4030.963	14202.57	29.456	70.892
2002-03	45294	66541	3990.523	14263.98	29.367	71.455
2003-04	43221	143245	3979.337	33856.5	92.07	236.354
2004-05	43239	237376	3973.833	59973.82	91.904	252.653
2005-06	38892	243520	3794.633	58430.77	97.569	239.942
2006-07	41315	313162	3812.774	76622.44	92.285	244.673
2007-08	41395	328557	3828.139	80108.5	92.478	243.819
2008-09	40312	338602	3729.825	84367.91	92.524	249.165
2009-10	40330	454270	3733.795	104742.1	92.581	230.572
Annual Compound Growth Rate in Percentage						
2000-01 to 2009-10	-1.65	26.88	-0.98	28.76	15.79	16.76

Comparison of 17th and 18th Livestock Census (in lakhs)

Species	17 th Census 2004	18 th Census 2007 (Provisional)	Percentage increase / decrease
Total Poultry	865.91	1281.08	48



Scheme activities during the 11th Five Year Plan

Poultry rearing is an important economic activity for the rural people. It generates more value both economically and socially. To improve the economic conditions and living standards of rural people by encouraging them in poultry rearing, to create additional avocations, employment opportunities and supplement the income of weaker sections of the society and thereby improving their living standards, the department has implemented this scheme.

Part II Scheme for the Year 2008-09 on

“RURAL LIVELIHOOD IMPROVEMENT THROUGH BACKYARD POULTRY REARING”

G.O.(D) No.160 Dated.29.05.2008 of the Department of Animal Husbandry, Dairying and Fisheries (Poul) Department, Govt. of Tamil Nadu.

Though the poultry farming is growing rapidly in the state, the growth is mainly restricted to commercial poultry. Backyard poultry requiring hardly any infrastructure set-up is a potent tool for upliftment of the rural poor. Besides income generation, rural backyard poultry provides nutrient supplementation in the form of valuable animal protein and empowers women. In anticipation of these benefits to the weaker section of the community, the scheme on 'Rural livelihood improvement through backyard poultry rearing' was implemented in five districts of Tamil Nadu viz., Dindigul, Pudukkottai, Ramanathapuram, Sivagangai and Thoothukkudi. Since the desi chicken that are commonly reared in rural backyard are poor in production, the strains of poultry like Giriraja resembling Desi chicken in plumage with higher productivity were provided to the beneficiaries. Each unit consisting of 9 hens and a cock was provided to the beneficiaries. The beneficiaries were selected from 198 Self Help Group from the five districts. Three SHGs per block in Dindigul, Pudukkottai, Ramanathapuram and Sivagangai districts four SHGs per block in Thoothukkudi districts with each group consisting of 15 members were identified as beneficiaries. Thus, 2970 SHG members were engaged in rearing of Giriraja birds in their backyard at a cost of Rs.15 lakhs during the year 2008-09.

To evaluate the implementation of the scheme, a response group discussion was conducted with the beneficiaries of the scheme in Sivagangai district. (Thirubhuvanam block). The beneficiaries were asked to express their opinion on the prospects and constraints of the scheme.

3.5 SWOC Analysis

Strengths

- ❖ The birds supplied to the beneficiaries had higher productivity with respect to egg yield than desi-chicken i.e., yielded 180-190 eggs per annum

- ❖ The eggs were sold at the rate of Rs.4-5/egg similar to the eggs of other desi-chicken
- ❖ No clutch period when compared to the Desi-chicken. Hence continuous egg production was observed as evinced by the beneficiaries
- ❖ Ensured economic security to the beneficiaries by providing regular income
- ❖ Provided nutritional security - Since the yield was higher, the family members especially the children who hardly take eggs in their food had chance to consume eggs regularly. (As reported by one of the beneficiaries who were consuming 2 eggs per capita per week are now consuming 7 eggs per capita per week)
- ❖ The fertility of the supplied birds were also better
- ❖ The beneficiaries further propagated the birds by hatching them with the help of other desi chicken and better hatchability was reported by the beneficiaries.
- ❖ Since the marketability of these birds for meat purpose was poor, they were mainly meant for home consumption and contributed further to the nutritional security by providing good quality animal protein for consumption.
- ❖ Since the supplied birds have puffy plumage and good look, they were liked by the younger people of the beneficiary family and reared like a pet in their backyard.

Weaknesses

- ❖ The birds supplied (Giriraja birds) are not fit for rearing for meat purpose because of poor taste than Desi-chicken and Aseel
- ❖ The marketability of these birds for meat purpose was poor
- ❖ Reaches 1.5 to 1.8 Kg in 5 months. Market price Rs.45 per kg live weight
- ❖ These (Giriraja) birds are poor brooders. Hence the eggs have to be hatched with the help of other desi chicken. Need home setters for brooding.

Opportunities

- ❖ No clutch period when compared to the Desi-chicken. Hence continuous egg production is possible in back yard rearing of poultry with the strains like Giriraja.
- ❖ Since this rearing is profitable they like to rear at large scale
- ❖ They want day old chicks with subsidised pricing for inputs
- ❖ The supplied birds are adoptable to any scavenging conditions.They are night soil eaters and able to convert any feed into acceptable food

- ❖ Back yard poultry rearing act as biological control. They eat insects and housefly and control mosquitoes by feeding on the larva in the sewage

Challenges

- ❖ Housing for birds (Scheme components should consist of investment on housing also)
- ❖ For RD vaccination, the beneficiaries need to take the birds to the dispensaries located atleast 2 km away from the farmers' premises
- ❖ Non-availability of oral pellet vaccine
- ❖ Non-availability of home setters. (they prefer provision of one incubator for every panchayat)

3.6 SUGGESTIONS GIVEN BY THE BENEFICIARIES DURING RESPONSE GROUP DISCUSSION

- ❖ All the SHGs in the area can be given
- ❖ Provision of incubator @ Rs. 30,000 per SHG
- ❖ Provision of Feed mixer per SHG
- ❖ Supply of day old chicks with subsidised pricing for inputs, Since this rearing is profitable they like to rear at large scale
- ❖ Supply of oral pellet vaccine (against Ranikhet Disease) to avoid traveling to distant places (veterinary dispensaries) for injectable vaccines
- ❖ They prefer to rear *Aseel* for meat purpose because of better acceptability

ANNEXURE

POULTRY DEVELOPMENT SCHEMES: RESPONSE GROUP DISCUSSION



Response Group Discussion held at KVK, Kundrakudi

Objective of the Response Group Discussion is being explained by the Principal Investigator



Discussion between the beneficiary and the Co-Principal Investigator

POULTRY DEVELOPMENT SCHEMES: RESPONSE GROUP DISCUSSION



Feedback by the scheme beneficiary

Suggestions offered by Officials of the line Department



Vote of Thanks by the Associate Professor and Head KVK, Kundrakudi

TREND IN DESI POULTRY POPULATION IN TAMIL NADU - DISTRICTWISE (00" Nos.)

S. No.	Year / District	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	Growth Rate (in per cent)
1.	Chennai	76	73	76	330	348	84	86	81	93	80	-1.79
2.	Coimbatore	1215	1216	1228	1045	795	1280	1125	1086	1395	1100	0.09
3.	Cuddalore	1350	1274	1430	1091	1291	1209	1065	1076	1182	1270	-1.58
4.	Dharmapuri	2215	2148	2041	2628	1295	1653	1617	1662	1644	1700	-3.86
5.	Dindigul	1496	1487	1425	1274	1174	1129	1284	1727	1733	1766	1.19
6.	Erode	1342	1343	1421	2688	2854	1481	1700	1661	1680	1640	1.29
7.	Kanchipuram	1723	1677	1555	1521	1559	1080	1229	1214	1248	1230	-4.35
8.	Kanyakumari	2331	2888	2158	1643	1852	1010	1138	1075	1120	840	-11.69
9.	Karur	1166	1101	1227	1106	1301	677	1572	1576	1573	1760	4.88
10.	Krishnagiri	-	-	-	-	1470	1166	854	897	880	960	-8.02
11.	Madurai	1769	1752	1787	1790	1545	1235	1661	1592	1362	1540	-2.42
12.	Nagapattinam	1851	1791	1677	1280	1521	985	1045	1122	1249	1020	-6.41
13.	Namakkal	1432	1415	1944	1485	1652	1374	1163	1479	1310	1660	-0.90
14.	Perambalur	1294	1222	1222	784	807	1114	898	1022	903	1050	-2.49
15.	Pudukottai	2707	2615	2699	1617	2125	1200	1316	1296	1120	1240	-10.24
16.	Ramnad	1269	1256	1294	774	871	891	1051	1245	1111	1190	-0.42
17.	Salem	1963	1936	2202	2396	2102	2113	2742	2544	2577	2680	3.66
18.	Sivagangai	1932	1914	1695	2046	1533	1328	2052	1935	2105	2000	0.92
19.	Thanjavur	2025	1947	1893	2228	1975	2741	2087	2147	1588	1880	-0.81
20.	The Nilgiris	321	310	286	200	172	209	273	262	718	200	1.41
21.	Theni	775	771	696	1147	947	777	883	860	851	990	1.82
22.	Thiruvallur	1940	1856	1670	2041	1876	1674	1541	1493	1315	1580	-3.44
23.	Thiruvanamalai	1700	1833	1711	1466	1336	789	598	621	733	940	-11.43
24.	Thiruvarur	1940	1846	1748	1799	1802	1349	1203	1139	932	850	-9.16
25.	Thoothukudi	2171	2156	1873	1201	1838	1641	1483	1586	1257	970	-6.64
26.	Tiruchirappalli	1312	1231	1295	1831	1119	874	1199	1258	1278	1020	-2.20
27.	Tirunelveli	1470	1459	1669	1284	1263	1683	2121	2105	1989	1860	4.49
28.	Vellore	2133	2045	2181	2129	2068	1459	1525	1323	1252	1450	-6.31
29.	Villupuram	2070	2034	2092	1531	1834	2194	1719	1628	1635	1920	-1.76
30.	Virudhunagar	1093	1087	1099	866	959	2338	2642	2680	2446	2420	13.93

DISTRICTWISE TREND IN DESI POULTRY POPULATION IN TAMIL NADU (00" Nos.)
During the Plan Period

S. No.	Year / District	2007-08	2008-09	2009-10	Growth Rate (in per cent)
1.	Chennai	81	93	80	-0.62
2.	Coimbatore	1086	1395	1100	0.64
3.	Cuddalore	1076	1182	1270	8.64
4.	Dharmapuri	1662	1644	1700	1.14
5.	Dindigul	1727	1733	1766	-13.39
6.	Erode	1661	1680	1640	-0.63
7.	Kanchipuram	1214	1248	1230	0.66
8.	Kanyakumari	1075	1120	840	-11.60
9.	Karur	1576	1573	1760	5.68
10.	Krishnagiri	897	880	960	3.45
11.	Madurai	1592	1362	1540	-1.65
12.	Nagapattinam	1122	1249	1020	-4.65
13.	Namakkal	1479	1310	1660	5.94
14.	Perambalur	1022	903	1050	1.36
15.	Pudukottai	1296	1120	1240	-2.18
16.	Ramnad	1245	1111	1190	-2.23
17.	Salem	2544	2577	2680	2.64
18.	Sivagangai	1935	2105	2000	1.67
19.	Thanjavur	2147	1588	1880	-6.42
20.	The Nilgiris	262	718	200	-12.63
21.	Theni	860	851	990	7.29
22.	Thiruvallur	1493	1315	1580	2.87
23.	Thiruvanamalai	621	733	940	23.03
24.	Thiruvarur	1139	932	850	-13.61
25.	Thoothukudi	1586	1257	970	-21.80
26.	Tiruchirappalli	1258	1278	1020	-9.95
27.	Tirunelveli	2105	1989	1860	-6.00
28.	Vellore	1323	1252	1450	4.69
29.	Villupuram	1628	1635	1920	8.60
30.	Virudhunagar	2680	2446	2420	-4.97

TREND IN DESI EGG PRODUCTION IN TAMIL NADU - DISTRICTWISE (in Lakh" Nos)

S. No.	Year / District	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	Growth Rate (in per cent)
1.	Chennai	6.657	6.426	6.65	30.029	30.858	7.154	7.604	7.359	8.61	7.252	-1.36
2.	Coimbatore	105.264	105.742	107.15	96.162	73.222	119.75	103.16	101.07	118.69	109.603	0.96
3.	Cuddalore	116.673	111.58	124.62	100.366	117.293	19.822	98.64	98.944	111.97	120.531	-1.60
4.	Dharmapuri	197.023	197.867	181.05	242.278	119.004	153.455	148.71	153.58	160.54	166.001	-3.01
5.	Dindigul	130.994	130.818	125.18	116.764	103.802	129.209	161.11	161.28	166.32	126.639	2.35
6.	Erode	116.28	118.095	125.21	250.872	264.136	154.796	164.59	157.91	158.51	164.187	2.78
7.	Kanchipuram	148.655	147.985	137.37	140.479	171.059	100.468	111.39	110.97	116.42	115.609	-3.71
8.	Kanyakumari	209.674	258.233	191.24	150.792	119.395	93.61	104.6	99.184	111.27	82.85	-10.81
9.	Karur	104.255	98.048	108.07	102.54	136.54	57.756	147.45	146.42	143.55	170.25	5.50
10.	Krishnagiri					143.185	102.436	78.396	82.358	84.197	82.842	-8.93
11.	Madurai	157.753	157.296	157.59	163.952	142.247	124.994	153.87	147.34	125.01	140.592	-1.98
12.	Nagapattinam	168.952	159.741	148.17	117.474	140.082	87.91	96.708	102.76	117.86	83.704	-6.64
13.	Namakkal	126.516	125.504	172.27	139.32	151.405	148.628	107.65	136.99	113.53	151.544	-0.61
14.	Perambalur	112.614	107.054	108.49	71.283	74.527	136.725	82.449	93.681	72.408	94.008	-2.43
15.	Pudukottai	236.49	229.082	237.05	147.73	195.979	109.761	120.04	118.37	97.54	119.331	-9.68
16.	Ramnad	114.838	112.788	112.99	69.524	78.637	80.116	97.193	116.66	100.35	119.951	0.46
17.	Salem	175.578	169.402	192.75	223.304	192.81	211.337	265.7	242.83	255.33	271.13	5.32
18.	Sivagangai	156.147	171.425	150.02	186.296	137.732	119.608	189.23	179.14	186.28	184.848	1.77
19.	Thanjavur	174.803	168.206	166.08	205.72	181.766	266.912	195.05	201.05	145.96	174.239	0.10
20.	The Nilgiris	27.419	27.235	24.777	18.691	15.413	18.661	25.293	24.383	59.349	18.346	1.75
21.	Theni	67.969	69.02	61.41	105.516	87.587	67.761	81.644	80.185	75.155	95.657	2.44
22.	Thiruvallur	166.151	157.148	145.66	188.159	173.195	158.993	139.61	136.44	131.89	139.494	-2.46
23.	Thiruvananthai	149.676	161.186	152.02	134.857	123.604	77.619	55.059	56.749	75.845	86.716	-10.48
24.	Thiruvarur	167.306	159.944	152.81	164.788	166.263	123.269	109.51	103.72	87.754	77.428	-8.47
25.	Thoothukudi	192.323	191.191	165.44	109.259	168.307	168.29	133.7	144.53	119.54	86.108	-6.40
26.	Tiruchirappalli	112.045	110.688	149.19	168.19	103.772	82.11	108.29	115.59	122.51	93.08	-2.27
27.	Tirunelveli	129.482	131.388	115.15	118.397	115.741	155.221	194.49	193.49	170.01	157.808	4.94
28.	Vellore	181.721	178.347	191.58	196.158	191.106	151.934	139.43	121.04	116.43	128.089	-5.70
29.	Villupuram	182.737	178.889	185.03	141.559	168.101	246.16	156.81	149.7	159.98	160.583	-1.39
30.	Virudhunagar	100.921	96.635	95.524	78.878	87.065	230.168	235.81	244.41	217.07	208.375	13.67

TREND IN DESI EGG PRODUCTION IN TAMIL NADU - DISTRICTWISE
During the Plan Period

(in Lakh" Nos)

S. No.	Year / District	2007-08	2008-09	2009-10	Growth Rate (in per cent)
1.	Chennai	7.359	8.61	7.252	-0.73
2.	Coimbatore	101.069	118.694	109.6	4.14
3.	Cuddalore	98.944	111.971	120.53	10.37
4.	Dharmapuri	153.581	160.54	166	3.96
5.	Dindigul	161.281	166.32	126.64	-11.39
6.	Erode	157.913	158.51	164.19	1.97
7.	Kanjipuram	110.974	116.421	115.61	2.07
8.	Kanyakumari	99.184	111.265	82.85	-8.60
9.	Karur	146.42	143.554	170.25	7.83
10.	Kirushnagiri	82.358	84.197	82.842	0.29
11.	Madurai	147.337	125.007	140.59	-2.32
12.	Nagapattinam	102.762	117.861	83.704	-9.75
13.	Namakkal	136.987	113.53	151.54	5.18
14.	Perambalur	93.681	72.408	94.008	0.17
15.	Pudukottai	118.37	97.54	119.33	0.41
16.	Ramnad	116.661	100.345	119.95	1.40
17.	Salem	242.834	255.33	271.13	5.67
18.	Sivagangai	179.139	186.277	184.85	1.58
19.	Thanjavur	201.046	145.962	174.24	-6.91
20.	The Nilgiris	24.383	59.349	18.346	-13.26
21.	Theni	80.185	75.155	95.657	9.22
22.	Thiruvallur	136.435	131.886	139.49	1.11
23.	Thiruvanamalai	56.749	75.845	86.716	23.61
24.	Thiruvarur	103.724	87.754	77.428	-13.60
25.	Thoothukudi	144.53	119.541	83.108	-24.17
26.	Tiruchirappalli	115.589	122.509	93.08	-10.26
27.	Tirunelveli	193.494	170.009	157.81	-9.69
28.	Vellore	121.038	116.433	128.09	2.87
29.	Villupuram	149.701	159.976	160.58	3.57
30.	Virudhunagar	244.411	217.066	208.38	-7.67

