IOSR Journal of Business and Management (IOSR-JBM)
e-ISSN:2278-487X, p-ISSN: 2319-7668. Volume 26, Issue 11. Ser. 1 (November. 2024), PP 80-85
www.iosrjournals.org

A Study on The Socio-Economic Characteristic of Poultry Farmers in Ajmer District

Priya Rawat
Research scholar, MDS University Ajmer

Aaradhya Sharma
Scholar, Army Institute of Law

Prof. Sneh Saxena
Former Principal, Govt. College, Pushkar

ABSTRACT
Within the context of India, the chicken industry is an essential component in the enhancement of rural lives, the provision of nutritional security, and the generating of revenue. Within the context of the Ajmer district of Rajasthan, the purpose of this study is to investigate the socio-economic features of poultry farmers, with a particular emphasis on gaining a knowledge of their demographic profiles, farm practices, income levels, and the issues they confront. Using a mixed-methods approach, primary data was acquired from a representative sample of poultry farmers across chosen blocks in the Ajmer district. This was accomplished through the use of structured questionnaires and interviews. According to the findings, the majority of poultry farmers are small to medium-scale producers who have restricted access to institutional loans, veterinarian services, and market connections. The majority of the people who participated in the survey are members of marginal and small landholding households, and poultry farming is frequently used as a supplemental source of income for these families. Additionally, the study underlines the significant gender involvement that occurs in backyard poultry units, with women having an active role in the administration of these units. It was discovered that the degree of education, the amount of training exposure, and the availability of government programs are significant factors in determining productivity and profitability. The most significant limitations that have surfaced are the occurrence of disease outbreaks, the fluctuation of feed prices, and the lack of suitable cold storage facilities. In its conclusion, the research makes recommendations for policy interventions that are centred on capacity building, access to inexpensive inputs, veterinarian outreach, and solid market infrastructure. These recommendations are intended to empower poultry farmers and boost the sector's socio-economic effect in the region.

KEYWORDS: *Correlation, Poultry Entrepreneurs, Socio-Economic Factor*

I. INTRODUCTION

Poultry farming has developed into a substantial agribusiness activity in India, making a contribution to the alleviating of poverty, maintaining food security, and providing employment opportunities in rural areas. In addition to providing a dependable supply of nutrition in the form of eggs and meat, it also creates income for millions of people, particularly in semi-arid and dry regions such as Rajasthan. Due to its diverse agricultural activities, developing livestock methods, and rising interest in poultry raising, both at the commercial and private levels, Ajmer stands out among the different districts that make up the state of Rajasthan. In Ajmer, the poultry industry is characterised by small and marginal farmers who frequently lack access to new technology, institutional financing, and organised marketplaces. These farmers are the source of the business. Irrespective of these constraints, chicken farming has emerged as a significant means of subsistence, notably among landless labourers and households led by women. It not only contributes to the financial well-being of the family but also acts as an important source of sustenance for the home. It is important to note that the performance and longevity of poultry enterprises are highly impacted by socio-economic characteristics such as age, education, caste, the amount of landholdings, access to financing, and participation in cooperatives. For the purpose of establishing efficient development programs, properly focussing subsidies, and increasing productivity, it is essential to have a solid understanding of the socio-economic profile of poultry producers. Therefore, the purpose of this study is to evaluate the demographic features, income patterns, education levels, agricultural techniques, and the most significant issues that poultry farmers in the Ajmer area are confronted with. In addition to this, it intends to evaluate the impact that government programs, technical assistance, and extension services play in enhancing the standard of living of these farmers. The Rashtriya Gokul Mission, the Livestock

Health and Disease Control Programme, and the National Livestock Mission are all examples of government programs that have been implemented in recent years with the intention of providing assistance to farmers who raise livestock and poultry. On the other hand, investigations of the effects of such initiatives at the grassroots level in areas such as Ajmer continue to be lacking. The purpose of this study is to provide knowledge to policymakers, researchers, and local administration in order to facilitate focused planning and policy formation. This will be accomplished by offering insights into the socio-economic situations of chicken producers. In addition to this, it intends to contribute to the greater conversation on sustainable rural development by bridging the knowledge gap about the particular requirements and limitations faced by poultry producers in semi-arid rural areas.

II. MATERIAL AND METHOD

In order to provide you with the information you need to make an educated choice, we have created a detailed list of all the potentially available poultry farms in Ajmer. In accordance with a chronological order that is determined by the number of chickens, the list is separated into two size groups: small (ranging from 1,000 to 15,000 birds) and large (ranging from more than 15,000 birds). Ten chicken farms were selected at random, with five coming from smaller farms and five coming from bigger farms. The total number of farms selected was ten.

Cost And Return Estimation

It is required to make an assessment of the expenses and returns connected with a business endeavour in order to decide whether or not it is financially sustainable to pursue the enterprise in the agricultural or industrial sector. In it, the outputs of the manufacturing process, as well as the constant and variable inputs to the process, are computed in a systematic manner. The majority of the cost component is comprised of various overhead charges, including but not limited to raw materials, labour, equipment, feed, maintenance, and electricity. On the other hand, refunds are the term used to describe the money that is received as a consequence of the sale of products or services. With precise cost and return predictions, it may be possible to make better decisions about profitability, break-even criteria, investment, production scale, and resource allocation. This research takes on a greater level of relevance in sectors such as chicken farming, where the costs of inputs and the prices they command on the market are subject to continuous fluctuation.

Fixed Costs

The expenditures of a corporation that remain constant over time and are not affected by the amount of money they produce are referred to as fixed expenses. The costs associated with these expenditures are fixed and will not change regardless of how little production there is in the near future. Common examples of expenses are rent or mortgage payments, insurance premiums, depreciation of machinery and equipment, salary of permanent staff, and interest on long-term loans. Other examples include expenses such as rent or mortgage payments. When it comes to agricultural or industrial businesses, having a comprehensive understanding of fixed expenditures is necessary for financial planning and break-even calculations. These expenses have a direct influence on the cost structure of the organisation as well as its potential to be profitable over the long term. The capacity to make informed decisions about investments and to evaluate overall profitability are both facilitated by the effective management of fixed expenditures.

Variable Cost

The expenditures that are known as variable costs are those that are directly linked to the quantity of production performed. In contrast to fixed costs, these expenditures are variable, which means that they increase in proportion to production and decrease in proportion to output. Examples of variable expenditures that are incurred by agricultural or commercial businesses include things like feed, seeds, fertilisers, gasoline, pay for temporary employment, power used in production, and materials required for packaging. As an example, the cost of feed and pharmaceuticals in the poultry sector increases in proportion to the number of birds that are being raised. In order to make decisions about day-to-day operations, it is necessary to keep a careful eye on variable costs. This is due to the fact that these expenses have an impact not only on the marginal cost of production but also on the overall profitability. When variable costs are handled effectively, there is the potential for improved utilisation of resources as well as increased economic benefits.

Total Cost

The term "total cost" refers to the aggregate of all expenditures that are associated with manufacturing, which includes both both fixed and variable costs. This is a representation of the overall cost that is incurred in order to produce a certain quantity of goods or services during a particular period of time. All expenses, both permanent (such as rent for land and equipment) and variable (such as the cost of raw materials, labour, fuel, and utilities) are included in the total cost of an agricultural or industrial operation. This includes both fixed and

variable costs. Understanding the whole cost is essential for determining whether or not a business is profitable, establishing pricing, and developing budgets. When it comes to evaluating the break-even point and net returns, it is an essential component that assists producers in identifying the lowest potential selling price at which a product may be sold without suffering losses.

Receipts or returns from poultry

Each chicken farm has its own one-of-a-kind approach to computing gross returns, which are carried out on an annual basis for each individual bird. In the course of this investigation, the money that is derived from the sale of eggs, dead birds that are intended for human food, agricultural manures, and empty gunny sacks is taken into consideration. On a daily, monthly, and annual basis, the net return of each farm is calculated by deducting the entire cost from the gross revenues. This process is repeated three times.

Net Returns = Gross Returns – Total Cost

Marketing channels

When we were looking for marketing channels, we focused on the road that the producer takes from producer to consumer, also known as the path that the producer takes to sell his chicken. Data was collected from both producers and market traders in order to ascertain the marketing channels that are engaged in the sale of chicken products. This data included specifics on the pattern of disposal and the acquisitions of poultry items.

III. Results and Discussion

Cost and returns from broiler and layer farming

Table 1 presents the average cost per bird for broiler production on farms of varying sizes, including both small and large farms. The data presented in Table 1 makes it abundantly evident that when it comes to broiler farming, large-scale farms incur fewer total expenses than small-scale farms. The cost of feed is the most expensive in the business, followed by the cost of day-old chicks and the cost of compensation for permanent employees.

Table.1 Per bird cost of broiler production for small size and large size poultry farms in Ajmer district (in)

S. No.	Particulars	Small scale farms	Large scale farms
A.	Fixed cost		
1.	Depreciationonbuilding@5%valueof the building	2.50 (2.04)	2.80 (2.45)
2.	Depreciationonequipments@2%valueof the equipments	2.20 (1.79)	2.68 (2.35)
3.	Salary to permanent labour	23.14 (18.86)	20.00 (17.53)
4.	Interestonfixedcapital@10%per annum	6.50 (5.30)	6.54 (5.73)
Total Fixed Cost(TFC)		34.34	32.02
		(27.99)	(28.06)
B.	Variable cost		
1.	Day old chicks @5 % mortality	37.00 (30.16)	37.00 (30.16)
2.	Feed@ 4 kg per bird	39.20 (31.96)	39.20 (31.96)
3.	Wages for casual labour	5.56 (4.54)	5.56 (4.54)
4.	Medicine and veterinary charges	4.36 (3.55)	4.36 (3.55)
5.	Water and electricity	1.76 (1.43)	1.76 (1.43)
6.	Cost of litter	0.22 (0.18)	0.22 (0.18)
7.	Repair and maintenance charges	0.16 (0.13)	0.16 (0.13)
8.	Other miscellaneous expenses	0.07 (0.06)	0.07 (0.06)
Total Variable Cost (TVC)		100.79 (72.27)	88.33 (72.01)

Total Cost (TFC+TVC)	139.47 (100.00)	122.67 (100.00)

Table.2 Per bird returns from broiler production for small and large size poultry farms in Ajmer district (in)

S .No.	Particulars	Small scale farms	Large scale farms
1.	Sale of birds (broilers)	175.00 (96.08)	170.00 (96.53)
2.	Sale of manure	7.00 (3.84)	6.00 (3.40)
3.	Sale of empty gunny bags	0.14 (0.08)	0.12 (0.07)
Gross Returns		**182.14** **(100.00)**	**176.12** **(100.00)**
Net Returns **(Gross Returns-Total Cost)**		**59.47**	**62.00**

Table.3 Per bird cost of small and large size layer farms in (in)

S. No.	Particulars	Small scale farms	Large size farms
A.	**Fixed cost**		
1.	Depreciation on building @ 5% value of the building	6.24 (1.28)	7.13 (1.59)
2.	Depreciation on equipments @ 2% value of the equipments	6.00 (1.23)	6.50 (1.45)
3.	Salary to permanent labour	20.45 (4.18)	20.40 (4.55)
4.	Interest on fixed capital @10 % per annum	12.87 (2.63)	14.54 (3.25)
Total Fixed Cost(TFC)		**45.56** **(9.32)**	**48.57** **(10.84)**
B.	**Variable cost**		
1.	Day old chicks @ 5 % mortality	21.50 (4.40)	18.00 (4.02)
2.	Feed @ 40 kg per bird	360.56 (73.72)	324.89 (72.49)
3.	Wages for casual labour	1.89 (0.39)	1.80 (0.40)
4.	Medicine and veterinary charges	46.65 (9.54)	43.44 (9.69)
5.	Water and electricity	8.50 (1.74)	7.54 (1.68)
6.	Cost of litter	1.30 (0.27)	1.00 (0.22)
7.	Repair and maintenance charges per annum	1.98 (0.40)	1.24 (0.28)
8.	Other miscellaneous expenses	1.12 (0.22)	1.73 (0.38)
Total Variable Cost (TVC)		**443.50** **(90.68)**	**399.64** **(89.16)**
Total Cost(TFC+TVC)		**489.06** **(100.00)**	**448.21** **(100.00)**

Table.4 Per bird returns from small and large size layer farms (in)

S. No.	Particulars	Small scale farms	Large scale farms
1.	Sale of eggs	718.00 (92.37)	708.00 (93.16)
2.	Sale of birds(cocks)	38.65 (4.97)	35.00 (4.60)
3.	Sale of manure	18.40 (2.37)	15.50 (2.04)
4.	Sale of empty gunny bags	2.28 (0.29)	1.50 (0.20)
Gross Returns		**777.33** **(100.00)**	**760.00** **(100.00)**

Net Returns (Gross Returns-Total Cost)	**288.27**	**311.79**

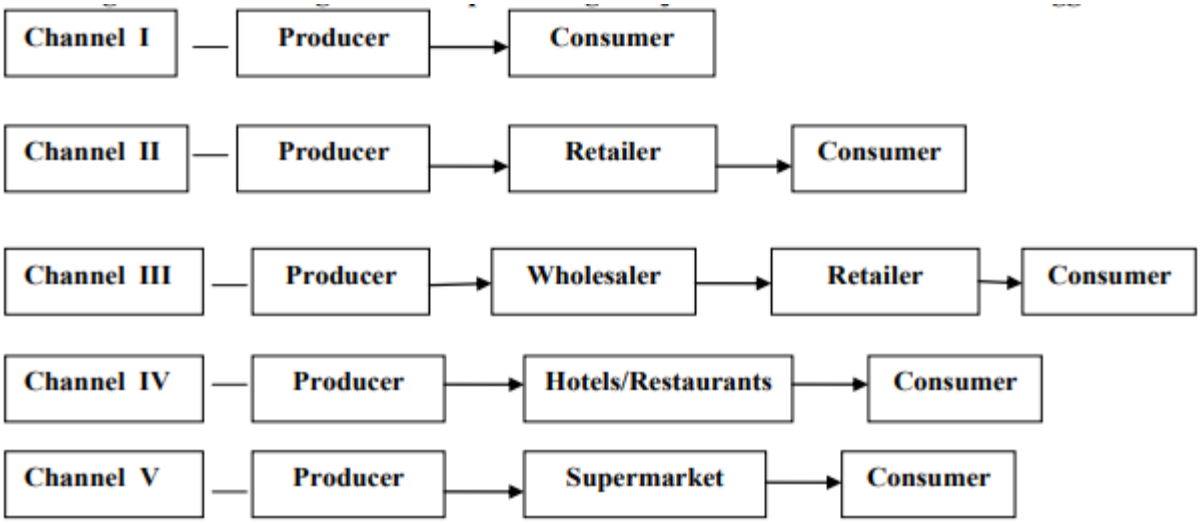

Figure 1 Marketing Channels prevailing in Ajmer District for broiler and eggs

In accordance with Table 2, the outcomes for large farms were 176.12 and 62.00, but for small farms, the results were 182.14 and 59.47, respectively. Large-scale farms had higher net returns than small-scale farms did because their total expenses were lower. On the other hand, small-scale farms had higher gross returns.

Cost And Returns From Small And Large Size Layer Farms

Table 3 illustrates the amount of money that is required to produce a single egg on both large and small layer farms. On average, the cost per bird for small-scale layer farms was 489.06 dollars, while the cost per bird for large-scale layer farms was 448.21 dollars. The majority of the funding was allocated to cover the costs of feed, medical care, and veterinary services.

The gross and net returns from each bird are shown in Table 4, which is applicable to both large and small layer farms. According to the table, the gross returns per bird for small-sized layer farms in the Ajmer district were calculated to be 777.33, while the gross returns per bird for large-sized layer farms were found to be 760.00. The net returns from each bird have been calculated to be two hundred and eighty-seven dollars for small-scale layer farms and thirty-one dollars for large-scale layer farms, respectively.

Marketing Channels

This figure illustrates the marketing channels that are most often used by both large and small poultry farms in the Ajmer region. In order to sell their products to consumers, chicken farmers in the Ajmer region make use of five different marketing channels, as shown in the figure.

IV. Conclusion

In the present study, unique insights into the socio-economic features of poultry farmers in the Ajmer district are provided. These insights show both the promise and the constraints of poultry farming as a viable choice for a sustainable existence in the region. Based on the data, it appears that the majority of poultry farming is carried out by small and marginal farmers. These farmers frequently have limited landholdings, poor educational levels, and restricted access to institutional assistance and modern agricultural practices. In spite of these limitations, chicken farming is a significant source of extra income, particularly for economically disadvantaged groups or individuals, such as women and landless labourers. The sector's significance in fostering gender inclusion and family nutrition is highlighted by the active engagement of women, particularly in operations involving backyard poultry. On the other hand, the expansion of poultry farming in Ajmer is still being hampered by a number of obstacles. Inadequate access to veterinary care, changing feed costs, a lack of technical expertise, restricted market access, and inadequate infrastructure for cold storage and transportation are some of the factors that contribute to these circumstances. Additionally, there is still a lack of understanding and accessibility to government programs and subsidies, which prevents farmers from taking use of the full benefits that are offered by institutional assistance.

References

[1]. Ahmad, H. S. and Hakim, I. A. 2010. Economics of Broiler Marketing in Allahabad District of Uttar Pradesh. Agriculture update, 5:375-379.

[2]. Biswas, S., Nath, S. K. and Sen, A. 2017. Marketing Channels, Net Margin of Eggs and their Problems with Suggestive Measures in Some Selected Areas at Narisingdi District in Bangladesh. International Journal of Advanced Research in Biological Sciences, 4:154-165.

[3]. Emam, A. A. and Hassan, A. M. 2010. Economics of Egg Poultry Production in Khartoum State with Emphasis on the Open-system – Sudan. African Journal of Agricultural Research, 5:2491-2496.

[4]. Khan, P.M., Chauhan, J. and Singh, K. B. 2004. Economics of Broiler Production in Chakwal District of Punjab. Indian Journal of Poultry Science, 1:63-65.

[5]. Sahu, R.M. and Shrivastava, D.K. 2000. Marketing of Broiler in Gwalior District of Madhya Pradesh. The Bihar Journals of Agricultural Marketing, 8:452.

[6]. Sidhartha,D. S. D (2001) Personality Traits of Poultry entrepreneurs. M.Sc (Agri.) thesis, G.A.U,Sardarkrushinagar.

[7]. Thorat, G.N. (2005) An analysis of poultry entrepreneurs knowledge about poultry management practices. M.Sc (Agri.) thesis submitted to G.A.U., Sardarkrushinagar (Guj.).

[8]. Esiobu, N. S. et al. (2014) Global Adv. Res. J. Agri. Sci, 3(7): 186-199.

[9]. Jha, P.N. and Singh, K.N. (1970) Interdisciplinary, 7 (1): 65-78.