

**A STUDY ON SATISFACTION LEVEL AND PROBLEMS FACED
BY POULTRY FARM OWNERS' WITH SPECIAL REFERENCE TO
NAMAKKAL DISTRICT, TAMILNADU**

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ABSTRACT:

In recent years there has been growing recognition among the development community of the role of poultry production is accelerating the pace of poverty reduction and reaching out to the poorest of the poor. There is also growing evidence to demonstrate the role of poultry marketing in enhancing the food and nutrition security of the poorest households and in the promotion of gender equality. At the same time, the market and production context of poultry production has been changing rapidly over the last decades.

This paper argues that the satisfaction level and problems of poultry farm owners towards production and marketing of poultry products. Based on a review of available evidence, the paper includes that it is production and marketing level to continue to promote poultry to contribute towards poultry farm owners and livelihood support but concerted efforts must be made to find organizational solutions to minimize public health risks and government provide appropriate extension support on issues like disease prevention, predation, improving hatchability, etc.. Unfortunately most government extension programs in the developing countries are not oriented towards addressing the needs of poor advice to poultry farmers. Poultry is one of the fastest growing segments of the agricultural sector in India. Major factors behind the fast growth of the sector are growth in per capita income, a growing urban population and falling real poultry prices. Besides increased investments in breeding, hatching, rearing and

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processing have also contributed significantly towards the growth of the sector. Total egg production in India in 2005 was 46 billion. The four southern states - Andhra Pradesh, Tamil Nadu, Maharashtra and Punjab are the major producing centers. Per capita consumption of eggs was highest in Andhra Pradesh, Lakshadweep, Punjab and A & N Islands.

Key words: Poultry Production, Consumption Trends, Issues and Challenges.

INTRODUCTION:

Poultry industry in has made a rapid progress in the last three decades. India occupies the 2nd place in the world for egg production and 3rd place in the world for poultry meat production. Poultry meat is the fastest growing component of the global meat is the demand, India, the world's second largest developing country, is contributing to the expansion through the rapid growth of its poultry sector. In India, poultry sector growth is being driven by rising income, together with the emergence of vertically integrated poultry producers that have reduced consumer prices by lowering production and marketing costs. Additionally poor transport infrastructure and a lack of cold chain facilities currently limit the feasibility of handling significant volumes of chilled or frozen product. In this context, the researcher felt it relevant to analyses the satisfaction level of poultry farm owners towards production and marketing of poultry business.

Poultry is one of the fastest growing segments of the agricultural sector in India. Total egg production in India in 2005 was 46 billion. The four southern states - Andhra Pradesh, Tamil Nadu, Maharashtra and Punjab are the major producing centers. Per capita consumption of eggs was highest in Andhra Pradesh, Lakshadweep, Punjab and A & N Islands As per the FAO Statistics India is the 4th largest in egg production in world National Egg Coordination Committee in India, the largest single association of poultry farmers in the world, has played a significant role for the betterment of the poultry industry in general, and the egg industry in particular, through its various programmes like market intervention, price support operations, egg promotion campaigns, consumer education, market research, rural market development and liaisons with the government on vital issues concerning the industry.

Table 1: Estimates of Production and Per Capita Availability of Egg 1950-51 to 2006-07 - All India

Year	Egg (million nos.)	Per Capita Availability (nos/head/annum)
1955-56	1908	5
1960-61	2881	7
1968-69	5300	10
1973-74	7755	14
1979-80	9523	14
1980-81	10060	15
1981-82	10876	16
1982-83	11454	16
1983-84	12792	18
1984-85	14252	19
1985-86	16128	21
1986-87	17310	22
1987-88	17795	23
1988-89	18980	24
1989-90	20204	25
1990-91	21101	25
1991-92	21983	26
1992-93	22929	26
1993-94	24167	27
1994-95	25975	29
1995-96	27198	30
1996-97	27496	29
1997-98	28689	30
1998-99	29476	30
1999-00	30447	32
2000-01	36632	36
2001-02	38729	38
2002-03	39823	39
2003-04	40403	40
2004-05	45201	42
2005-06	46166	42
2006-07	** 47343	42

(Source: Basic, Animal Husbandry, Statistics, 2006, Department of Animal Husbandry, Dairying and Fisheries, 2006-07)

Table: 2 Production of Eggs by Major Countries of the World during 1999-04
(Million tonnes)

Country	Years						Percentage share in World to total					
	1999	2000	2001	2002	2003	2004	1999	2000	2001	2002	2003	2004
Argentina	0.32	0.33	0.3	0.26	0.3	0.3	0.59	0.59	0.52	0.43	0.49	0.48
Bangladesh	0.16	0.16	0.16	0.16	0.16	0.16	0.29	0.28	0.28	0.27	0.26	0.26
Brazil	1.51	1.57	1.6	1.61	1.61	1.62	2.81	2.81	2.79	2.69	2.62	2.58
Canada	0.36	0.37	0.39	0.39	0.39	0.38	0.66	0.67	0.67	0.66	0.64	0.6
China	21.74	22.83	23.76	25.01	26.45	27.61	40.4	40.91	41.28	41.89	43	43.91
Colombia	0.34	0.32	0.43	0.41	0.45	0.47	0.63	0.58	0.74	0.69	0.73	0.74
France	1.05	1.04	1.02	0.99	1	1.04	1.96	1.86	1.77	1.66	1.62	1.65
Germany	0.87	0.9	0.89	0.87	0.81	0.8	1.62	1.61	1.54	1.45	1.32	1.27
India	1.68	2.01	2.15	2.22	2.37	2.46	3.12	3.61	3.74	3.71	3.85	3.92
Indonesia	0.64	0.78	0.85	0.95	0.97	1.03	1.19	1.4	1.48	1.58	1.58	1.64
Iran, Islamic Rep of	0.57	0.58	0.58	0.59	0.63	0.61	1.06	1.04	1.01	0.98	1.02	0.97
Italy	0.8	0.69	0.66	0.69	0.71	0.71	1.48	1.23	1.14	1.16	1.15	1.12
Japan	2.54	2.54	2.52	2.53	2.53	2.48	4.72	4.54	4.38	4.24	4.11	3.94
Korea, Republic of	0.48	0.5	0.55	0.56	0.56	0.59	0.9	0.9	0.96	0.94	0.92	0.94
Malaysia	0.4	0.4	0.41	0.42	0.43	0.44	0.74	0.72	0.71	0.71	0.7	0.7
Mexico	1.63	1.79	1.89	1.9	1.87	1.91	3.04	3.2	3.29	3.18	3.04	3.03
Netherlands	0.65	0.67	0.66	0.64	0.46	0.6	1.2	1.2	1.14	1.06	0.75	0.95
Nigeria	0.44	0.4	0.44	0.45	0.46	0.48	0.81	0.72	0.76	0.75	0.75	0.76
Pakistan	0.33	0.35	0.36	0.37	0.38	0.39	0.61	0.63	0.63	0.62	0.61	0.62
Philippines	0.51	0.52	0.52	0.57	0.57	0.55	0.94	0.93	0.9	0.95	0.93	0.88
Poland	0.41	0.42	0.45	0.5	0.51	0.51	0.77	0.76	0.78	0.83	0.83	0.82
Romania	0.29	0.29	0.32	0.35	0.36	0.4	0.55	0.51	0.56	0.59	0.59	0.64
Russian Federation	1.86	1.9	1.97	2.03	2.04	2.01	3.45	3.41	3.42	3.4	3.32	3.19
South Africa	0.33	0.32	0.33	0.34	0.33	0.34	0.62	0.57	0.57	0.57	0.53	0.54
Spain	0.57	0.66	0.67	0.74	0.77	0.7	1.06	1.18	1.16	1.23	1.25	1.11
Thailand	0.78	0.81	0.79	0.84	0.86	0.7	1.44	1.45	1.38	1.41	1.39	1.11
Turkey	0.84	0.81	0.66	0.72	0.79	0.7	1.56	1.45	1.15	1.21	1.29	1.11
Ukraine	0.5	0.51	0.55	0.66	0.66	0.68	0.93	0.91	0.96	1.1	1.07	1.09
United Kingdom	0.6	0.59	0.59	0.57	0.57	0.57	1.12	1.05	1.02	0.95	0.92	0.9
United States of America	4.91	5	5.09	5.16	5.18	5.28	9.13	8.96	8.83	8.65	8.42	8.39
Other Countries	5.69	5.77	6.02	6.22	6.31	6.39	10.58	10.33	10.45	10.42	10.27	10.17
WORLD+	53.81	55.8	57.57	59.7	61.51	62.89	100	100	100	100	100	100

(Source: Basic, Animal Husbandry, Statistics, Department of Animal Husbandry, Dairying and Fisheries, 2006)

REVIEW OF LITERATURE:

Saha (2005)¹ Poultry rearing has been an integral part of many a households in rural areas. The present study was planned and carried out among 150 respondents in six villages of North 24 Parganas district of West Bengal State to find out the socio-economic profile of the poultry farm owners. The respondents were predominantly young, had education above primary level, were females belonging to Hindu religion from schedule caste/ schedule tribe/ other backyard

caste with medium sized nuclear family. Agriculture was the major occupation and Animal Husbandry the subsidiary occupation. They had marginal land and small livestock holding with a low annual income. Majority of respondents were found to have a medium level of urban contact and low information source utilization.

Fee (1995)² pointed out that the power that exists in having knowledge must be provided through educational programmes. **Adhikari (1987)³** who opined that poultry can give women the financial independence much required even in illiterate families. **Panda and Nanda (2000)⁴** also reported similar findings. Whereas, one third of the respondents belonged to the general caste even from the Hindu religion. This may be because of the progressiveness of the state and also since West Bengal ranks second in poultry production.

Mannon (1997) and Panda (1979)⁵ were of the view that poultry keeping is one of the tools available for an integrated rural development and for bringing about socio-economic transformation of small entrepreneurs. It was found to be the major occupation for a few and subsidiary occupation for almost all the respondents. **Swain and Mohanty (1996) and Iqbaluddin (1998)⁶** also reported similar findings. Poultry were reared along with fish, duck and agriculture also in the study area. **Thian (1986)⁷** also bruited that rural women raise poultry for the purpose of being able to meet unexpected family expenses.

Okine (1993)⁸ pointed out that since extension officers rarely meet with rural women they have no idea of what the women need and certainly do not transmit any of the new technology to them. **Iqbaluddin (1996)⁹** opined that in most of the poultry pockets in India, the marketing is still in the control of private traders. Fluctuation in the prices of poultry products is one of the main constraints for attracting investment in the sector. Market Intervention Scheme (MIS) for procurement of eggs in Andhra Pradesh, Tamil Nadu, Punjab, Haryana, Madhya Pradesh and Rajasthan by NAFED has shown encouraging results though the magnitude of operation is very small.

Seetharaman (1996)¹⁰ studied the pattern of poultry development. He observed that out of 9 states with well-developed poultry industry, only in two states, i.e., in Gujarat and Maharashtra, the poultry cooperatives were doing well. He recommended that poultry

cooperatives have to be extended in all the poultry producing states. **Bhardwaj et al. (1996)¹¹**, in the study of broilers in Haryana, concluded that the supply of broiler was affected by the mortality and culling rates of broilers, which are governed by age of birds and size of poultry farms. The depletion rate decreases as the size of poultry farm increases. The study further showed that the marketing practices were influenced by the size of farms and seasons.

Pandey et al. (1996)¹² studied the status of poultry production in India and also analyzed the behaviour of production cost of poultry products in the selected areas. This study shows that Poultry had become a vital component of the farm economy as it generates additional income and employment in the rural area. The cost estimates revealed that feed alone accounts for about two-thirds of the total cost. The study concluded that availability of feed at reasonable prices would provide an incentive to the producers for more poultry production.

STATEMENT OF THE PROBLEM:

The electronic development of a country depends on the development of the core industry which is the majority of its people have been engaged for quite a long time. India economy has been largely based on poultry marketing time immemorial. Therefore systematic package practices in poultry production will greatly improve production and enable the farm owners to organized marketing system for poultry products will give a suitable reward to people actively participating in the system. The rapid modernization and expansion has led to plentiful supplies, necessitating efforts to develop domestic consumption and expand exports if producers are to remain profitable. Rising per capita income 5.33% per annum along with high income elasticity for poultry products, growing urbanisation and consumerism, and increasing non-vegetarianism among India's 1,027 million population and 250 million middle class hold the key to rising consumption. The Watt Executive Guide 2008-2009 shows the average Indian consumed only 1.9kg of poultry meat in 2007 while in the United Arab Emirates per capita consumption stood at 97.6kg, in the US 45.4kg, Kuwait 44.7kg and some 38kg in Hong Kong, Brazil and Malaysia. Moreover, the poultry farmers, after marketing the poultry products have been suffering with lot of problems, particularly with regard to raw material problems, marketing problems, power

supply problems, transport problems, managerial problem, labour problems, natural diseases problems and the problems with financial institutions. At this juncture, it is very essential to study the innumerable problems faced by the poultry farmers, the poultry products and also the problems faced by the poultry farmers on various dimensions such as legal, political, global threats, natural diseases etc. based on the above issues, the following questions were probed by the researcher to take up this study.

1. To what extent the poultry marketing is affected by the globalization scenario?
2. How far the farmers are suffering to market the poultry products?
3. What strategies may be adopted for effective selling of poultry products?

OBJECTIVES OF THE STUDY:

The general objectives of the study are.

1. To find out the poultry farm owners' awareness towards marketing and production of poultry products.
2. To analyse the satisfaction level of poultry farm owners' in production and marketing.
3. To identify the problems faced by the poultry farm owners in production and marketing of poultry products.
4. To offer suggestions to improve the production and marketing of poultry products.

RESEARCH METHODOLOGY:

The validity of any research depends on the systematic method of collecting the data and analyzing the same in a logical and sequential order. In the present study, extensive uses of both primary and secondary data were made.

Sampling Design

For collecting primary data, field survey technique was employed in the study area. First-hand information pertaining to the behavior, satisfaction, benefits accrued and the problems faced by various poultry farm owners were collected from five hundred respondents.

Data Collection

Primary Data

In order to fulfill the objectives set, a sample study was undertaken by using a well framed questionnaire that was duly filled in by the respondents. The respondents with varying backgrounds were selected based on the important aspects of their occupation, education, age, area and so forth, hailing from both rural and sub-urban areas of Namakkal District, Tamil Nadu State. A noteworthy feature was that all the five hundred respondents were filled the questionnaire with much zeal. This was due to the significant level of literacy among the respondents.

Secondary Data

Secondary data pertaining to the study was gathered from the records published by various poultry manufacturers. Latest information was gathered from well equipped libraries in Bangalore, Mysore, Chennai and Coimbatore and from Internet web resources. Further, the secondary data were also collected from various leading journals inclusive and exclusive of poultry. A number of standard texts were studied to obtain pertinent literature on poultry marketing.

Tools of Data Collection

By virtue of a mass of data obtained from research survey, as well as data from secondary sources collected and presented in the present report, descriptive and analytical research was considered the most appropriate for the study. The research problems and the questionnaire were all framed accordingly. The suggestions offered in the final chapter of the study are the sample

respondents' information who are selling poultry products is arranged in the open-end questions and closed-end questions in the questionnaire to collect the necessary primary data.

Approach to assess the marketing of poultry farmers

The difference in the marketing of poultry was studied among the different types of respondents based on their Age, Gender, Marital Status, Occupation, Experience, Income Level, Family Size, Nature of the family, Wealth Position, Poultry farm owners expectation from the government and the Reason for selecting poultry business was studied by means of Two-Way tables, and Chi-square test.

LIMITATIONS OF THE STUDY:

The study suffers from the following limitations:

The market survey was conducted only in Namakkal District, Tamil Nadu State. Hence, the results arrived from the study may or may not be applied to other states of India. Further, the survey which was adopted for collecting the data in the study has got its own limitations.

Out of the total population of poultry-owners in the study area, only five hundred poultry owners were selected for eliciting first-hand information. In view of the time and monetary constraints, it was not possible to contact more than the selected number of respondents.

Certain respondents had given information about their economic backgrounds like annual income, wealth and like, from their memory as they had no account of them or out of fear of income tax stipulations. Hence, the generalization of the findings of the study is subject to these limitations.

AGE AND LEVEL OF SATISFACTION (TWO-WAY TABLE):

To determine the degree of association between age and the level of satisfaction of the respondents with respect to their poultry business, a two-way table was prepared and the result is shown in the following table.

TABLE 1 AGE AND LEVEL OF SATISFACTION (TWO-WAY TABLE)

S. No	Age	Level of satisfaction			Total
		Low	Medium	High	
1.	Young	35 (32.1)	65 (37.1)	64 (29.6)	164
2.	Middle	28 (25.6)	67 (38.2)	62 (28.7)	157
3.	Old	46 (42.2)	43 (24.5)	90 (41.6)	179
	Total	109	175	216	500

It is found from Table 1 that the percentage of high level of satisfaction of the respondents with respect to their poultry business was the highest (41.6) among the old aged respondents and the lower (28.7) among the middle age respondents. The percentage of medium level of satisfaction of the respondents was the highest (38.2) among the middle aged respondents and it was the lowest (24.5) among the old respondents. On the other hand, the percentage of low of satisfaction perceived by the respondents with respect to their poultry business was the highest (42.2) among the old age respondents and was the lowest (25.6) among the aged respondents.

TABLE 1.1 AGE AND LEVEL OF SATISFACTION (CHI-SQUARE TEST)

Factor	Calculated χ^2 Value	Table Value	D.F	Remarks
Age	15.441	9.488	4	Significant at 5% Level

It is noted from the above Table 1.1 that the calculated chi-square value is greater than the table value and the result is significant at 5% level. Hence, the hypothesis “Age of the respondents and level of satisfaction perceived by the poultry farm owners are associated” holds good. From the analysis, it is inferred that there is a close relationship between the age of the respondents and their level of satisfaction in poultry business.

SEX AND LEVEL OF SATISFACTION (TWO-WAY TABLE):

With a view to find the degree of association between the sex of the respondents and their level of satisfaction in poultry business, a two-way table was prepared and the result is depicted in the following table.

TABLE 2 SEX AND LEVEL OF SATISFACTION (TWO-WAY TABLE)

S. No	Sex	Level of Satisfaction			Total
		Low	Medium	High	
1.	Male	90 (83.4)	125 (71.4)	175 (81)	390
2.	Female	19 (16.5)	50 (28.5)	41 (18.9)	110
	Total	109	175	216	500

It is found from the table that the percentage of high level of satisfaction perceived in poultry business, among the respondents was at its highest (81) among the male respondents and was at its lowest (18.9) among the female respondents. The percentage of medium level of satisfaction perceived in poultry business was the highest (71.4) among the male respondents and the lower (28.5) among the female respondents. The percentage of low of satisfaction perceived in poultry business was the highest (83.4) among the male respondents and the same was the lowest (16.5) among the female respondents.

TABLE 2.1 SEX AND LEVEL OF SATISFACTION (CHI-SQUARE TEST)

Factor	Calculated χ^2 Value	Table Value	D.F	Remarks
Sex	6.898	5.991	2	Significant at 5% Level

It is found from the above table that the calculate chi-square value is greater than the table value and the result is significant at 5% level. Hence, the hypothesis “Sex of the respondents and the level of satisfaction in poultry business are associated”, holds goods. From this analysis, it is conclude that there is a close relationship between the sex of the respondents and the level of satisfaction in poultry business.

MARITAL STATUS AND LEVEL OF SATISFACTION (TWO-WAY TABLE):

With a view to find the degree of association between marital status of the respondents and their level of satisfaction perceived in poultry business, a two-way table was formed and is presented below.

TABLE 3 MARITAL STATUS AND LEVEL OF SATISFACTION (TWO-WAY TABLE)

S. No	Marital status	Level of Satisfaction			Total
		Low	Medium	High	
1.	Married	96 (88.1)	150 (85.8)	182 (84.2)	428
2.	Unmarried	13 (11.9)	25 (14.2)	34 (15.8)	72
	Total	109	175	216	500

It was found from the above table that the percentage of high level of satisfaction perceived by the respondents’ poultry business was the highest (84.2) among the married

respondents and the same was the lowest (15.8) among the unmarried respondents. The percentage of medium level of satisfaction perceived by the respondent's poultry business was the highest (85.8) among the married respondents and the same was the lowest (14.2) among the unmarried respondents. On the other hand, the percentage of low level of satisfaction perceived by the respondents was the highest (88.1) among the married respondents and the same was the lowest (11.9) among the unmarried respondents.

TABLE 3.1 MARITAL STATUS AND LEVEL OF SATISFACTION (CHI-SQUARE TEST)

Factor	Calculated χ^2 Value	Table Value	D.F	Remarks
Marital Status	0.889	5.991	2	Not Significant

It could be inferred from the above table that the calculated chi-square value is less than the table and the result is significant at 1% and 5% level. Hence, the hypothesis "Marital status of the respondents and their level of satisfaction in poultry business are associated" does not hold good. From the analysis, it is concluded that there is no close relationship between the marital status of the respondents and their level of satisfaction in poultry business.

OTHER OCCUPATION AND LEVEL OF SATISFACTION (TWO-WAY TABLE):

With a view to find the degree of association between the occupation (other than poultry business) and the level of satisfaction perceived by the respondents in poultry business, a two-way table was prepared and the details are depicted in the following table.

TABLE 4 OTHER OCCUPATION AND LEVEL OF SATISFACTION (TWO-WAY TABLE)

S. No	Occupation	Level of Satisfaction			Total
		Low	Medium	High	
1.	Businessmen	41 (37.7)	58 (33.1)	66 (30.5)	165
2.	Agriculturist	17 (15.5)	25 (14.2)	60 (27.8)	102
3.	Government employee	12 (9.8)	27 (15.4)	8 (3.7)	47
4.	Private sector employee	25 (22.9)	22 (12.6)	50 (23.1)	97
5.	Professionals	14 (12.9)	43 (24.5)	32 (14.9)	89
	Total	109	175	216	500

It is highlighted from the table that the percentage of high level of satisfaction perceived by the respondents with respect to their poultry business was the highest (30.5) among the respondents of 'business' group and the same was the lowest (3.7) among the respondents working in the government sector organization. The percentage of medium level of satisfaction perceived by the respondents was the highest (33.1) among the 'business' category of respondents and the same was the lowest (12.6) among the respondents working in the private sector organization. On the other hand, the percentage of low level of satisfaction perceived by the respondents with respect to their poultry business was the highest (37.7) among the businessmen respondents and the lowest (9.8) among the respondents working in government sector organization.

TABLE 4.1 OCCUPATION AND LEVEL OF SATISFACTION (CHI-SQUARE TEST)

Factor	Calculated χ^2 Value	Table Value	D.F	Remarks
Occupation	20.531	15.507	8	Significant at 5% Level

It is divulged from the above table that the calculated chi-square value is great than table and result is significant at 5% level. Hence, the hypothesis “The occupations (other than poultry business) of the respondents and their level of satisfaction perceived with respect to their poultry business, are associated” holds good. From the analysis, it is found that there is a close relationship between occupation of the respondents and their level of satisfaction in poultry business.

EXPERIENCE AND LEVEL OF SATISFACTION (TWO - WAY TABLE):

With a view to the degree of association between the experience and the level of satisfaction perceived by the respondents in poultry business, a two-way table was prepared and the same is shown in Table 5.

TABLE 5. EXPERIENCE AND LEVEL OF SATISFACTION (TWO-WAY TABLE)

S. No	Experience	Level of Satisfaction			Total
		Low	Medium	High	
1.	Less than 5 years	30 (27.5)	38 (21.8)	52 (24.0)	120
2.	5-10 years	14 (17.4)	51 (29.1)	41 (19.9)	106
3.	Above 10 years	65	86	123	274

		(59.7)	(49.7)	(56.9)	
	Total	109	175	216	500

It is learned from the above table that the percentage of high level of satisfaction perceived by the respondents with respect to owning poultry business was the highest (56.9) among the above 10 years experienced respondents, and the same was the lowest (19.9) among the respondents having 5-10 years experienced. The percentage of medium level of satisfaction perceived by the respondents was the highest (49.7) among the respondents having above 10 years experience and the lowest (21.8) among the respondents possessing an experience of below 5 years. On the other hand, the percentage of low level of satisfaction perceived by the respondents in poultry business was the highest (59.7) among the respondents having above 10 years experience and the lowest (17.4) among the respondents having 5-10 years experience.

TABLE 5.1 EXPERIENCE AND LEVEL OF SATISFACTION (CHI-SQUAGE TEST)

Factor	Calculated X² Value	Table Value	D.F	Remarks
Experience	12.098	9.488	4	Significant at 5% Level

It is noted from the above table that the calculated chi-square value is great than the table value and the result is significant at 5% level. Hence, the hypothesis, "Experience of the respondents and their level of satisfaction perceived in poultry farm owners are associated", holds good. From the analysis, it is found that there is a close relationship between the experience of the respondents and their level of satisfaction in poultry business.

INCOME PER ANNUM AND LEVEL OF SATISFACTION (TWO-WAY TABLE):

With a view to find the degree of association between the annual income and the level of satisfaction obtained by the respondents, a two-way table was prepared and is presented in the following table.

TABLE 6 INCOME PER ANNUM AND LEVEL OF SATISFACITION (TWO-WAY TABLE)

S. No	Income	Level of Satisfaction			Total
		Low	Mediu m	High	
1.	Below Rs.3,00,000	63 (57.7)	98 (56.0)	97 (44.9)	258
2.	Rs.3,00,001-6,00,000	30 (27.5)	43 (24.5)	78 (36.1)	151
3.	Above Rs.6,00,000	16 (14.6)	34 (19.4)	41 (18.0)	91
	Total	109	175	216	500

It is found from the above table that the percentage of high level of satisfaction perceived in poultry business was the highest (44.9) among the respondents earning below Rs.3,00,000 and the same was the lowest (18.0) among the respondents earning above Rs.6,00,000. The percentage of medium level of satisfaction perceived in poultry business was the highest (56) among the respondents earning below Rs.3,00,000 as annual income and the lowest (19.4) among the respondents earning above Rs.6,00,000 per annum. The percentage of low level of satisfaction perceived in poultry business was the highest (57.7) among the respondents earning below Rs.3,00,000 as annual income and lowest (14.6) above Rs 6,00,000 as annual income.

TABLE 6.1 INCOME PER ANNUM AND LEVEL OF SATISFACITION (CHI-SQUARE TEST)

Factor	Calculated χ^2 Value	Table Value	D.F	Remarks
Income per annum	8.891	9.488	4	Not Significant

It is witnessed from the above table, the calculated chi-square value is less than the table value and the result is not significant at 1% and 5% level. Hence, the hypothesis “The annual income of the respondents and their level of satisfaction in poultry business are associated” does not hold good. From the analysis, it is concluded that there is no close relationship between the annual income of the respondents and their level of satisfaction in poultry business.

SIZE OF THE FAMILY AND LEVEL OF SATISFACTION (TWO-WAY TABLE):

With a view to find the degree of association between the size of the family and the level of satisfaction in poultry business, a two-way table was prepared and it is shown in the following table.

TABLE 7 SIZE OF THE FAMILY AND LEVEL OF SATISFACTION (TWO-WAY TABLE)

S. No	Size of the family	Level of Satisfaction			Total
		Low	Medium	High	
1.	Small	43 (39.4)	76 (43.4)	75 (34.7)	194
2.	Medium	44 (40.3)	81 (46.2)	99 (45.8)	224
3.	Large	22 (20.1)	18 (11.4)	42 (19.4)	82
	Total	10	175	216	500

It could be observed from the above table that the percentage of high level of satisfaction perceived by the respondents in poultry business was the highest (45.8) among the respondents of medium size family and its lowest (19.4) among the respondents of large size family. The

percentage of medium level of satisfaction perceived by the respondents in poultry business was the highest (46.2) among the respondents of medium size family and the lowest (11.4) among the respondents of large size family. On the other hand, the percentage of low level of satisfaction perceived by the respondents in poultry business was the highest (40.3) among the respondents of medium size family and lowest (20.2) among the respondents of large family category.

TABLE 7.1 SIZE OF THE FAMILY AND LEVEL OF SATISFACTION (CHI-SQUARE TEST)

Factor	Calculated χ^2 Value	Table Value	D.F	Remarks
Size of the family	8.589	9.488	4	Not Significant

It is noted from the above table, that the calculated chi-square value is less than the table value and the result is not significant at 1% and 5% level. Hence, the hypothesis, “The size of the family and the level of satisfaction perceived by the respondents in poultry business are associated” does not hold good. From the analysis, it is concluded that there is no close relationship between the size of the family and the level of satisfaction perceived by the respondents in poultry business.

NATURE OF THE FAMILY AND LEVEL OF SATISFACTION (TWO-WAY TABLE):

With a view to find the degree of association between the nature of the family of the respondents of the study area and the level of satisfaction perceived in poultry business, a two-way table was prepared and the details are depicted in the following table.

TABLE 8 NATURE OF THE FAMILY AND LEVEL OF SATISFACTION (TWO-WAY TABLE)

S. No	Nature of the family	Level of Satisfaction			Total
		Low	Medium	High	
1.	Nuclear family	58 (53.2)	132 (75.4)	168 (77.8)	358
2.	Joint family	51 (46.8)	43 (24.5)	48 (22.2)	142
	Total	109	175	216	500

It is clear from the above table that the percentage of high level of satisfaction perceived by the respondents in poultry business was the highest (77.8) among the respondents of nuclear family and the same was the lowest (22.2) among the respondents of joint family. The percentage of medium level of satisfaction perceived by the respondents in poultry business was the highest (75.4) among the respondents of nuclear family and the lowest (24.5) among the respondents of joint family. On the other hand, the percentage of low level of satisfaction perceived by the respondents in possessing poultry business was the highest (53.2) among the respondents of nuclear family and the lowest (46.8) among the respondents of joint family.

TABLE 8.1 NATURE OF THE FAMILY AND LEVEL OF SATISFACTION (CHI-SQUARE TEST)

Factor	Calculated χ^2 Value	Table Value	D.F	Remarks
Nature of the family	13.147	9.210	2	Significant at 1% Level

It is identified from the above table that the calculated chi-square value is great than the table value and the results are significant at 1% level. Hence, the hypothesis, "Nature of the family and the level of satisfaction perceived by the respondents in poultry business are

associated” holds good. From the analysis, it is concluded that there is a close relationship between the nature of the family and the level of satisfaction perceived by the respondents in poultry business.

WEALTH POSITION AND LEVEL OF SATISFACTION (TWO-WAY TABLE):

With a view to find the degree of association between the wealth position of the respondents and the level of satisfaction perceived in poultry business, two-way table was prepared and it is given below.

TABLE 9 WEALTH POSITION AND LEVEL OF SATISFACTION (TWO-WAY TABLE)

S. No	Wealth position	Level of Satisfaction			Total
		Low	Medium	High	
1.	Normal (below Rs.10,00,000)	33 (30.2)	86 (49.1)	99 (45.8)	218
2.	Medium (Rs.10,00,001 to Rs.20,00,000)	62 (56.9)	47 (26.8)	66 (30.5)	175
3.	High (Above Rs.20,00,000)	14 (12.8)	42 (24.0)	51 (23.6)	107
	Total	109	175	216	500

It is found from the above table that the percentage of high level of satisfaction perceived by the respondents in poultry business was the highest (45.8) among the respondents of normal wealth position and the lowest (23.6) among the respondents of high wealth position. The percentage of medium level of satisfaction perceived by the respondents in poultry business was the highest (49.1) among the respondents with normal wealth position and the lowest (24.0) among the respondents having high wealth position. On the other hand, the percentage of low level of satisfaction perceived by the respondents in poultry business was the highest (56.9)

among the respondents with medium wealth position and the lowest (12.8) among the respondents of high wealth position.

TABLE 9.1 WEALTH POSITION AND LEVEL OF SATISFACTION (CHI-SQUARE TEST)

Factor	Calculated χ^2 Value	Table Value	D.F	Remarks
Wealth Position	32.608	13.277	4	Significant at 1% Level

It is noted from the above table that the calculated chi-square value is great than the table value and the result is significant at 1% level. Hence, the hypothesis, “wealth position of the respondents and the level of satisfaction perceived by the respondents in poultry business are associated” holds good. From the analysis, it is concluded that there is a close relationship between the wealth position of the respondents and the level of satisfaction perceived by the respondents in poultry business.

PURPOSE OF DOING POULTRY BUSINESS AND LEVEL OF SATISFACTION (TWO-WAY TABLE):

With a view to find the degree of association between the purpose of doing poultry business by the respondents and their level of satisfaction, a two-way table was prepared and it is presented in the following table.

TABLE 10 PURPOSE OF DOING POULTRY BUSINESS AND LEVEL OF SATISFACTION (TWO-WAY TABLE)

S. No	Purpose	Level of Satisfaction	Total
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		Low	Medium	High	
1.	Availability of Raw Material	27 (24.8)	41 (23.4)	46 (21.3)	114
2.	Demand for the product in the market	47 (43.1)	104 (59.4)	137 (63.4)	288
3.	Available human resources	19 (17.4)	17 (10.3)	15 (6.9)	51
4.	Others	16 (14.7)	13 (7.4)	18 (8.3)	47
	Total	109	175	216	500

It is found from Table 5.10.1 that the percentage of high level of satisfaction perceived by the respondents doing poultry business was the highest (63.4) among the respondents having good demand for the poultry product in the market and the lowest (6.9) among the respondents using it for available human resources. The percentage of medium level of satisfaction perceived by the respondents in poultry business was the highest (59.4) among the respondents having good demand for the poultry product in the market and the lowest (7.4) among the respondents doing for other purposes. On the other hand, the percentage of low level of satisfaction perceived by the respondents in poultry business was the highest (43.1) among the respondents having good demand for the poultry product in the market and it is the lowest (14.7) among the respondents doing poultry business for other purposes.

TABLE 10.1 PURPOSE OF DOING POULTRY BUSINESS AND LEVEL OF SATISFACTION (CHI-SQUARE TEST)

Factor	Calculated χ^2 Value	Table Value	D.F	Remarks
Purpose	17.856	16.812	6	Significant at 1% Level

It is divulged from the above table that the calculated chi-square value is greater than the table value and the result is significant at 1% level. Hence, the hypothesis “Purpose of doing poultry business and level of satisfaction perceived by the respondents are associated” holds good. From this analysis, it is conclude that there is a close relationship between the purpose of doing poultry business by the respondents and their level of satisfaction.

EXPECTATIONS AND LEVEL OF SATISFACTION (TWO-WAY TABLE):

With a view to find the degree of association between expectation of the respondents and the resultant level of satisfaction perceived in poultry business, a two-way table was prepared and is depicted in the following table.

TABLE 11 EXPECTATIONS AND LEVEL OF SATISFACTION (TWO-WAY TABLE)

S. No	Expectations	Level of Satisfaction			Total
		Low	Medium	High	
1.	To increase loans & subsidies	49 (44.9)	73 (41.7)	99 (45.8)	221
2.	To provide right kind of education which will bread poultry farmers	25 (22.9)	46 (26.3)	50 (23.1)	121
3.	Change National poultry policy which will favour small scale units	17 (15.6)	24 (13.7)	22 (10.2)	63
4.	To increase the range of marketing	18 (16.5)	32 (18.3)	45 (20.8)	95
	Total	109	175	216	500

It could be observed from the table 5.1.1 that the percentage of high level of satisfaction perceived by the respondents in poultry business was the highest (45.8) among the respondents expecting to increase loans & subsidies and the same was the lowest (10.2) among the

respondents expecting change National poultry policy which will favour small scale units. The percentage of medium level of satisfaction perceived by the poultry farm owners was the highest (41.7) among the respondents expecting to increase loans & subsidies and the same was the lowest (13.7) among the respondents expecting change National poultry policy which will favour small scale units. On the other hand, the percentage of low level of satisfaction perceived by the respondents poultry business was the highest (44.9) among the respondents expecting to increase loans & subsidies and the same was the lowest (15.6) among the respondents expecting to change National poultry policy which will favour small scale units.

TABLE 11.1 EXPECTATIONS AND LEVEL OF SATISFACTION (CHI-SQUARE TEST)

Factor	Calculated χ^2 Value	Table Value	D.F	Remarks
Expectations	3.601	12.592	6	Not Significant

It is noted from the above table that the calculated chi-square value is less than the table value and the result is not significant at 1% and 5% level. Hence, the hypothesis “Expectations of the respondents and the level of satisfaction perceived in poultry business are associated” does not hold good. From the analysis, it is concluded that there is no close relationship between the expectations of the respondents and the level of satisfaction in poultry business.

REASON FOR SELECTING A POULTRY BUSINESS AND LEVEL OF SATISFACTION (TWO-WAY TABLE):

With a view to find the degree of association between the reason for selection of a poultry business and the level of satisfaction perceived by the respondents in poultry business, a two-way table was prepared and the result are shown in the following table.

TABLE 12 REASON FOR SELECTING A POULTRY BUSINESS AND LEVEL OF SATISFACTION (TWO-WAY TABLE)

S. No	Reasons	Level of Satisfaction			Total
		Low	Medium	High	
1.	Self-employment	11 (10.1)	52 (29.7)	58 (26.8)	121
2.	Family Business	39 (35.8)	60 (34.2)	70 (32.4)	169
3.	Govt. encouragement	22 (20.2)	16 (9.1)	21 (9.7)	59
4.	Easy to start	23 (21.1)	27 (15.4)	48 (22.2)	98
5	Others	14 (12.8)	20 (11.4)	19 (8.8)	53
	Total	109	175	216	500

It is identified from Table 12 that the percentage of high level of satisfaction perceived by the respondents running poultry business as family business was the highest (32.4) among the respondents selecting poultry business and the same was the lowest (8.8) among the respondents exclusively doing poultry as other business. The percentage of medium level of satisfaction perceived by the respondents involved in poultry business was the highest (34.2) among the respondents of family business category and the same was the lowest (9.1) among the respondents encouraged by Government. On the other hand, the percentage of low level of satisfaction perceived by the respondents running poultry business was the highest (35.0) among the respondents running it as family business and the same was the lowest (10.1) among the respondents who are doing it as self-employment category.

TABLE 12.1 REASON FOR SELECTING A POULTRY BUSINESS AND LEVEL OF SATISFACTION (CHI-SQUARE TEST)

Factor	Calculated	Table Value	D.F	Remarks
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	χ^2 Value			
Reason for selecting poultry business	24.217	20.090	8	Significant at 1% Level

It is pinpointed from the above table that the calculated chi-square value is greater than the table value and the result is significant at 1% level. Hence, the hypothesis “Reasons for selecting a poultry business and the level of satisfaction perceived by the respondents are associated”, holds good. From this analysis, it is concluded that there is a close relationship between the reason for selecting a poultry business and the level of satisfaction perceived by the respondents in poultry business.

PROBLEMS FACED BY THE RESPONDENTS IN POULTRY BUSINESS:

If satisfaction accounts for the merits of the respondents, dissatisfaction accounts for the problems in using it. Hence, the routine problem faced by the respondents in poultry business was studied. For this purpose, five major problems were chosen by the researcher. They were lack of sufficient infrastructural facilities, absence of market facilities for your products, inefficient marketing system and market information, lack of proper training and knowledge, lack of sufficient guideline and counseling (NGO from the Government). The respondents were asked to pinpoint from the most burning issue to the less concerning problems. Henry Garrett ranking method was employed and the results are furnished in the following table.

TABLE 13 PROBLEMS FACED BY THE PESPONDENTS IN POULTRY BUSINESS

S. No	Factors	Mean Score	Total Score	Rank
1.	Lack of sufficient infrastructural facilities	27295	54.6	I
2.	Absence of market facilities for your products	25991	52.0	III
3.	Inefficient marketing system and market information	24911	49.8	IV

4.	Lack of proper training and knowledge	26997	54.0	II
5.	Lack of sufficient guideline and counseling (NGO from the Government)	23204	46.4	V

It is learned from the above table that among the various problems faced by the respondents, lack of sufficient infrastructural facilities was ranked first with a Garrett score of 27295 points. It is followed by lack of proper training and knowledge for in the poultry farm owner to maintain the farm with neat and hygiene as well as breed the chicks properly the second rank with the Garrett score of 26997 points. Absence of right market facilities for poultry products, poor marketing system and market information rank in third and fourth with the Garrett score of 25991 and 24911 points respectively. Lastly, lack of sufficient guideline and counseling (NGO from the Government) was rank fifth position with the Garrett score 23204 points. From the analysis, it is inferred that lack of infrastructure facilities for poultry farm is the major burning issue.

THE COMMON PROBLEMS FACED BY THE FARMERS:

The poultry farm owners are suffering from various problems with differing dimensions. Among these problems, the common issues related to the poultry farm owners were studied particularly in poultry business. For this purpose, the sample respondents were asked about their problems regarding their poultry business. The common problems faced by the poultry farm owners are financial problem, raw material problem, marketing problem, labour problem, power problem and managerial problem. The respondents were asked to rank the problems according to their choice. Henry Garrett ranking method was used for the analysis. The detailed analysis is shown in the following table.

TABLE 14 THE COMMON PROBLEMS FACED BY THE POULTRY FARM OWNERS

S.NO	Problems	Total Score	Mean Score	Rank
1.	Financial Problem	30293	60.6	I
2.	Raw Material Problem	25908	51.8	II
3.	Marketing Problem	24734	49.5	IV
4.	Labour Problem	25128	50.3	III
5.	Power Problem	22794	45.6	V
6.	Managerial Problem	22486	45.0	VI

It could be observed from Table 6.8 that the financial problem was ranked in the first place with a Garrett score of 30293 points. It is followed by raw material problem with a Garrett score of 25908 points. The problem of labour is placed in the third rank with a Garrett score of 25128 points. Marketing problem and power crisis were ranked in the fourth and fifth position with the Garrett scores of 24734 and 22794 points respectively. Lastly, the problem of managerial was placed in the sixth with a Garrett score of 22486 points.

SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION:

At one level, the study is aimed at measuring the level of satisfaction perceived by the poultry farm owners and at another level, aims at measuring the intensity of the major benefits enjoyed and problems faced by the poultry farm owners in the marketing of poultry products on the basis of issues faced. For this purpose, 500 sample respondents were selected at randomly from Namakkal District, Tamil Nadu state. Field survey technique was employed to collect the first hand information from the sample respondents. Questionnaire was the main tool employed to collect the pertinent data. The data thus collected were arranged in simple tabular forms and appropriate statistical tools were used for data analysis. Based on these analyses, interpretations were made systematically. In this chapter, an attempt is made to recapitulate the key findings and conclusion. Based on these findings, a few suggestions have also been made.

FINDINGS:

1. Age wise analysis of the poultry farm owners' satisfaction was studied and found that old age respondents have perceived the maximum level of satisfaction than the young and middle aged category. The chi-square analysis proved that there is a close relationship between the age of the respondents and their level of satisfaction perceived in poultry business.
2. The sex-wise analysis of the satisfaction level of the respondents highlights that male respondents have perceived the maximum level of satisfaction in poultry business than the female respondents and the chi-square analysis shows that there is significant association between the sex of the respondents and their level of satisfaction.
3. It was found from the analysis that married respondents have perceived the maximum level of satisfaction than the unmarried category. The chi-square test highlighted that there is no close relationship between marital status of the respondents and their level of satisfaction in poultry business.
4. Other occupations owned by the respondents were studied and the analysis showed that businessmen have perceived the maximum level of satisfaction in poultry business than the agriculturists and private sector employees' category. The chi-square test proved that there is a close relationship between respondents' occupation and their level of satisfaction in poultry business. The results are significant at 5% level.
5. Respondents' experience were studied and was found that the respondents who have above 10 years experience have perceived the maximum level of satisfaction than the respondents with an experience of below 5 years and 5-10 years. The chi-square test proved that there is a close relationship between experience of the respondents and their level of satisfaction in poultry business.
6. Income-wise analysis highlighted that the respondents who earns below Rs.3,00,000 per annum have perceived maximum level of satisfaction in poultry business than the respondents earning Rs.3,00,001-6,00,000 and above Rs.6 lakhs. The chi-square results revealed that there is no association between the respondent's annual income and their level of satisfaction.
7. It was found that family size plays a crucial role in the poultry business. The study revealed that respondents belonging to medium size family have perceived the maximum level of satisfaction than those the small size family and large size family.

8. While analyzing the nature of the family and the level of satisfaction in poultry business, it was found that the respondents belonging to nuclear family have perceived the maximum level of satisfaction than the joint family respondents. The chi-square analysis also proved that there is a close relationship between nature of the family and level of satisfaction in poultry business.
9. Wealth position of the respondents was also studied and it was found that the respondents who have normal (below Rs.10,00,000) wealth position have perceived the maximum level of satisfaction. The chi-square test also proved that there is a close relationship in poultry business.
10. Purpose of running poultry business was studied and it was learned that the respondents owning the poultry business due to heavy demand for the poultry product in the market and easy availability of human resources. The chi-square test too proved that there is a close relationship between purpose of starting poultry business and the level of satisfaction perceived by the poultry farm owners.
11. Poultry farm owners' expectation was also studied and it was found that the farmers are expecting the financial support from the government and loans subsidies.
12. The reason for selecting a particular poultry business was studied and it was found that it is a family business.
13. The common problem faced by the poultry farm owners in the poultry business was studied with the help of Henry Garrett ranking method. The farmers pinpointed that the financial problem was a major crisis for them. It is followed by the other problems in poultry business.
14. Problems faced by the respondents in poultry business was studied and found that lack of sufficient infrastructural facilities was ranked first. It is followed by lack of proper training and knowledge for the poultry farm owner to maintain the farm with neat and hygiene as well as breeds the chicks properly.

SUGGESTIONS:

1. The major problem faced by the poultry farm owners is power cut during summer season and irregular power supply, which very much affect the poultry production. Hence, it is

suggested that the poultry farm owners may avoid the power problems through an alternative energy sources like bio-gas with the help of government.

2. It is learned from the analysis that the poultry farm owners facing lack of guideline in entrepreneurship development and R & D facilities. Hence, their views may be collected and accordingly a remedial measure should be initiated.
3. The poultry farm owners facing the problems like “non-availability of marketing intelligence survey”. Hence, it is suggested that the poultry farm owners should know thoroughly about domestic and international market demand and consumers preference through marketing intelligence information system.
4. The majority of the poultry farmers prefer the poultry business as their family business but they were not having adequate experience. Hence, it is suggested that they may be given adequate information, education, communication and orientation training programmes.
5. The majority of the poultry farm owners are facing problems with price determination. Hence, it is suggested that the poultry farm owners organize the association and cooperative societies, and the price may be determine through it.
6. Most of the poultry farm owners feel that the poor consultancy services provided by private agencies and expensive one. Hence, it is suggested that the standard consultancy organizations may initiate the services on par with world class manufacturing/services.
7. The age-wise analysis and level of satisfaction of poultry farm owners showed that the old age poultry farm owners have perceived the maximum level of satisfaction than the young and middle age category. Hence, it is suggested that poultry entrepreneurs awareness programme may be conducted exclusively young generation and graduates.
8. Sex-wise analysis indicates that male poultry farm owners have perceived more satisfaction than the female respondents. Hence, it is suggested that the female poultry farm owners should get expertise advice, and motivated by the family members and government/banks to fulfill their expectation.
9. Study on the poultry farm owners experience in their poultry business revealed that those who have above 10 years of experience had perceived the maximum level of satisfaction than those have below 5 years. Hence, it is suggested that the poultry farm owners may be organize entrepreneurs meet, and share their views to analyse the present market conditions, and their weakness to find remedial measures.

CONCLUSION:

The world poultry industry has grown consistently since 1940s. The growth in poultry industry has been based on strong consumer demand for products that are perceived as affordable, safe and healthy. Consumers in certain region of the world are willing to pay a higher retail price for more tasty chicken meat produced in less confined conditions. Similarly, the Indian Poultry Industry has got significant growth potential, given its existing low penetration levels, fast growing economy and favorable demographics with significant selling growth, the burgeoning mid and high income group and the increasing urbanization. The domestic economic scenario is robust in the wake of the cyclical upturn in industrial activity, which is currently being witnessed and now this auger well for a demand for poultry products in India. With a strong poultry-based business, non-farm activities can also be initiated when the poultry farm owners are more experienced and capable of taking risk and can manage the programme better. The production and marketing of poultry products in India expected to double the progress in the next four years. This research is a rewarding exercise to the scholar and the researcher would feel delighted, if the suggestions and recommendations made here on the basis of the study undertaken are considered and implemented by the poultry farm owners and the government. It would also be gratifying if this research initiates further research on poultry business and necessary R&D in this field, a need of the hour.

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