

CONSTRAINTS FACED BY THE POULTRY FARMERS IN REARING AND MARKETING OF POULTRY IN DIBRUGARH DISTRICT OF ASSAM

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ABSTRACT

A survey of 100 farmers revealed that lack of suitable marketing facility to receive remunerative price of the poultry products was the major constraints reported by 100% farmers, followed by high cost of chick and feed (80%), incidence of disease like CRD and Ranikhet (60%).

KEY WORDS : Poultry Farmers, Constraints, Rearing, Marketing, Dibrugarh.

INTRODUCTION

Poultry production is one of the fastest growing sector of Indian Agriculture. Egg production is increasing at a rate of 6-8% per annum broiler production is increasing @12-15%. India at present is also the 3rd largest producer of egg (only next to China and USA) and 5th largest producer of poultry meat (next to USA, China, Brazil and Mexico) in the world (Mohapatra and Misra, 2008). Poultry farming in Assam is not keeping so much pace in comparison to the nation as a whole. Unlike other parts of the country almost all people (95%) of Assam are nonvegetarian and the people have their traditional reservation on poultry egg, poultry meat and fish in their daily dishes. About 10 lakhs of eggs are brought daily to Assam. Keeping this in view, the present study was conducted with specific objective of investigating the constraints faced by the poultry farmers in rearing and marketing of poultry in Dibrugarh district of Assam.

MATERIALS AND METHODS

The present study was carried out in Dibrugarh district of Assam. For this study, Dibrugarh district was divided into four zones namely Dibrugarh central, east, west and south. Four lists (one from each zone) of poultry farmers were prepared. Twenty five such farmers from each of the zones were randomly selected to make the sample size hundred. Keeping in view the objective of the study, a structured interview schedule was prepared and used for data collection by incorporating the schedule of measurement for selected variables.

RESULTS AND DISCUSSION

Lack of suitable marketing facility to receive remunerative price of the poultry products was the major constraints which was reported by 100% farmers, followed by high cost of chick and feed (80%), incidence of disease like CRD, Ranikhet (60%), lack of veterinary service (40%). This finding is in line with that of Bhat (1990), Patil and Ambadkar (1993), Dahiya and Aggarwal (1994) and Sarma (1999). Few of the respondents also reported non availability of high quality feed like Uttara, Handrique etc and problem of malpractice by the dealer in providing quality chicks.

Lack of suitable marketing facility to receive remunerative price of the poultry products was the prime constraints faced by the poultry farmers in Dibrugarh district. For that purpose the farmers should unite, work together and actively participate to remove all marketing intermediaries. A poultry cooperative society with a name "Dibrugarh poultry cooperative society" is already there in Dibrugarh district, which is not functioning properly due to lack of unity among the farmers. So the welfare departments specially the Animal Husbandry should take the initiative to provide organized markets and to give information about different marketing strategies already in operation.

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