

RURAL POULTRY PRODUCTION THE NEED AND STRATEGY FOR SUSTAINABLE DEVELOPMENT

Poultry farming in India has transformed into a techno-commercial industry from the status of backyard farming since three decades. India stands as third largest egg producer and fifth chicken meat producer in the world with about 60 billion eggs and 2.2 million metric tons of chicken meat. This production is achieved generally by commercial poultry operations; however a significant contribution comes from rural poultry also. Poultry farming is the practice of raising poultry, chickens, turkeys, ducks, and geese, as a subcategory of animal husbandry, for the purpose of farming meat or eggs for food. More than 50 billion chickens are reared annually as a source of food, for both their meat and their eggs. Chickens farmed for meat are called broilers, whilst those farmed for eggs are called egg-laying hens. In total, for eggs are called egg-laying hens. Rural Poultry Sector though contributing nearly 30% of the national egg production, is the most neglected one. The fact is that village poultry eggs and meat fetch a much higher price than that of commercial poultry. However, 70% 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 the poultry farming constitute a source of subsidiary occupation, generating subsistence income to boost the nutritional standards, income levels and health of rural masses. This book to bring together these findings to update the poultry farming practices to get maximum returns. The compact information is provided on breeds of poultry, conservation and bio-diversity, nutrition, housing and hatchery management, poultry diseases and poultry products technology. Brief information on other poultry species has also been incorporated.

Contents: Rural Poultry Production; Backyard Poultry Farming- A Source of Better Livelihood for Rural Farmers; Rural Market for Poultry; Rural System of Breeding and Breeds; Feeding and Feeds; Egg Production; Analysis of Participation of Farmers in Participatory Poultry Production; Impact of Climate Change on Rural Poultry; Nutritional Requirements of Rural Poultry; Immunity and Disease Resistance in the Perspective of Rural Poultry Production; Poultry Packaging; Poultry Production and Consumption.

About the Author



Dr. Ram Prakash Verma received his B.Sc. and M.Sc. degree from the Faculty of Agriculture University, Kaushambi, UP and His Ph.D. from the same university. His books provides Poultry Science information and help to create new feedstuffs for poultry and farm animals from the agro-industry and to mobilize the neglected waste as a feedstuff to lower the price of animal products such as eggs, white and red meat, milk, etc. He has authored and co-authored many scientific international articles. At Present time, he is an associate professor in the Department of Chemical Technology a reputed institute of Fatehpur, UP.



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Sustainable Development**

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educated people in urban areas , have begun to accept eggs as a regular supplemental part of their vegetarian diet .The forecast surveys indicate that as the present younger generation goes to the adulthood, the acceptability and demand for eggs and chicken meat in next 2-3 decades is likely to increase many-folds very rapidly.

This book to bring together these findings to update the poultry farming practices to get maximum returns. The compact information is provided on breeds of poultry, conservation and bio-diversity, nutrition, housing and hatchery management, poultry diseases and poultry products technology. Brief information on other poultry species has also been incorporated.

– Author

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Rural Poultry Production

Though poultry development in the country has taken a quantum leap in the last three decades, the growth has been mainly restricted to commercial poultry. Rural backyard poultry, though still contributing nearly 30% to the national egg production, is the most neglected one. This is in spite of the fact backyard their poultry eggs and meat fetches a much higher price than that from commercial poultry. Seventy per cent of the poultry products and eggs are consumed in urban and semi urban areas and the rural consumption is quite low. The major limiting factor in the way of increasing consumption of egg and poultry meat in rural area is poor availability. Most of the commercial poultry egg and meat production is centered in the urban and semi-urban areas. Owing to industrial nature of operation, the private sector is not inclined to go to the rural areas, particularly to small farmers and landless farmers including women. The commercial poultry sector is doing business, through integrated approach of contract farming using high-input and high-output birds. For the poorest of the poor and the landless farmers the major issues are food security and risk spreading through subsidiary income, which are not addressed by the private commercial sector. 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 the poultry farming constitute a source of subsidiary occupation, generating subsistence income to boost the nutritional standards, income levels and health of rural masses. The rural poultry (backyard poultry) units require very little hand feeding and provide handsome returns with minimum investment. Thus rural poultry farming not only generates income levels, employment opportunities to small farmers including women but also bring about desired socio-economic changes in rural areas which are vital for rural development and rural prosperity.

STATUS OF RURAL POULTRY PRODUCTION IN TAMIL NADU

Animal Husbandry contributes significantly to rural employment and rural income in Tamil Nadu besides fulfilling the nutritional requirements of the population. Poultry sector plays a pivotal role among the sub-sectors in