



RESEARCH ARTICLE

**CONSTRAINTS IN THE MARKETING OF DESI FOWLS IN THE CUDDALORE
DISTRICT OF TAMIL NADU: A CASE STUDY**

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ABSTRACT

Backyard poultry production is an integral component of rural economy of India. About 70% of the population living in the rural areas face the problems of unemployment/ disguised employment poverty and malnutrition. Hence this survey is planned to study constraints faced by the farmers in the desi fowl marketing. Cuddalore District of Tamil Nadu was randomly selected for the present study. Multistage random sampling technique was used to select the respondents. Relevant data were collected from the chosen respondents through personal interview using a pre-tested interview schedule. Garett's ranking technique was used to analyse the importance of the constraints in desi fowl marketing. that presence of middleman, lack of price and Lack of organized marketing facility are three most important key constraints of desi fowl marketing. Taking steps to remove these constraints would encourage more farmers to take up desi fowl production to get additional income.

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INTRODUCTION

Backyard poultry production is an integral component of rural economy of India. About 70% of the population living in the rural areas face the problems of unemployment/ disguised employment poverty and malnutrition. Poultry farming has emerged as one of the most significant income generating activities for the rural people (Tadelle and Ogle, 2001). Many governments and institutions nowadays supporting desi fowl rearing to address the issues of hunger, women empowerment, poverty alleviation, increase quality animal protein to ensure household food security. If well integrated into the household economy, it shows more efficient use of family labour and secures a cash income spread over the entire year. An attempt has been made in the study to major marketing constraints faced by the desi poultry farmers. Though some of the constraints are obvious, lack of empirical evidence on the magnitude of these constraints limits our efforts in removing these bottle necks of desi fowl marketing. The main objective of the study is to examine constraints faced by the farmers in desi fowl marketing in the study area. The results of the study will be useful for the planners and scientists to conceive and launch unbiased policy decisions aimed at rural development using the tool of livestock, (Christy,R.J., 2000).

METHODOLOGY

Cuddalore District of Tamil Nadu was selected randomly for the present study, . Multistage random sampling technique was used to select the respondents.

The chosen district comprised 13 blocks of which, two blocks, viz., Virudhachalam and Panruti were randomly selected. In the next stage, two villages from each selected block were chosen randomly. In total, 120 dairy farmers making flavoured milk were chosen again randomly from the selected four villages, 30 from each village. The study was taken up during the months of April and May, 2009 and the data collected from the sample units related to the year 2008-2009.

Collection of data

Relevant data were collected from the chosen respondents through personal interview using a pre-tested interview schedule. Cross checks were made to minimise the errors due to recall bias and also to ensure reliability of the information provided by the respondents. The data collected included demographic particulars and they were asked to rank the constraints in the Desi Milk Products marketing.

Garett's Ranking Technique

Garett's ranking technique was used to analyse the importance of the constraints in desi milk products marketing. The respondents were asked to rank the constraints in the order of importance they felt . These orders of merit were transformed into units of scores by using the following formula:

$$\text{Percent Position} = \frac{100 (R_{ij} - 0.50)}{N_j}$$

where

$$R_{ij} = \text{Rank given for the 'i'th item by the 'j'th respondent}$$

$$N_j = \text{Number of items ranked by the 'j'th respondent}$$

The percent position is converted into scores by referring to the table given by Garrett. Then for each reason, the scores of individual respondents were added together and divided by the total number of respondents and the mean scores thus calculated were arranged in descending order and ranks were given (Prema, 1998). By this method, the key constraints of desi milk marketing were identified.

Key constraints in Desi Fowl Marketing identified in this study are listed below with their rank.

Table 1.

Constraints	Garrett's Mean Score	Rank
Presence Middlemen	74.17	I
Lack of pricing power	63.42	II
Lack of organized marketing facility	61.21	III
Inadequate credit facility	56.70	IV
Poor weight gain	44.56	V
Inadequate training facility	42.59	VI
Inadequate market information	31.73	VII
Lack of availability of free land	24.52	VIII

Conclusion

This study indicates that presence of middleman, lack of price and Lack of organized marketing facility are three most important key constraints of desi fowl marketing. Taking steps to remove these constraints would encourage more farmers to take up desi fowl production and marketing Abassa (1995), Gueye (2003) and Hailemichael (2007) .

- The number of intermediaries should be as small as possible, so that the middleman's profits are reduced. This increases the returns to the farmers..
- He should be provided with organized marketing facilities like co-operative marketing and price protection

- He should be given adequate credit facility, in the sense, that he can wait for times when he could get better prices for his produce and not dispose of his stocks when the prices are very low.
- He should be provided with adequate and cheap transport facilities which could enable him to take his products to the mandi rather than dispose it of in the village itself to the village money-lender-cum-merchant at low prices.
- He should have clear information regarding the market conditions as well as about the ruling prices, otherwise may be cheated. There should be organized and regulated markets where the farmer will not be cheated .

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