A STUDY ON FARMERS’ REASONS TO ENTER INTO POULTRY FARMING WITH SPECIAL REFERENCE TO SUGUNA BROILER CONTRACT FARMS IN COIMBATORE DISTRICT

A. SRIDHARAN*; DR. R.SARAVANAN**

*RESEARCH SCHOLAR, KARPAGAM UNIVERSITY
**DIRECTOR, SCHOOL OF MANAGEMENT, SRI KRISHNA COLLEGE OF TECHNOLOGY, COIMBATORE
RESEARCH GUIDE, KARPAGAM UNIVERSITY

ABSTRACT

Traditionally, an agrarian economy, India suffered hugely due to the ruling of foreign countries, who destroyed the very fabric of this great nation. Also, the truant monsoon did not help the matter and Indian farmers suffered heavily due to either more rain or no rain and were always in the clutches of moneylenders in Indian villages. In the event of rain failure or un-remunerative prices for agricultural produce, farmers had very little to do except borrow heavily, pledging their even marginal lands, thus remaining bonded labourers throughout their life time. Thus, the alternate livelihood, lesser dependence on monsoon, healthy and continuous working conditions made the Indian Poultry Industry a big success story. From a backyard venture, it has made a quantum leap to emerge as a dynamic industry. Over the last 3 decades, there have been significant developments in the poultry industry with each decade focusing on different sectors. The 70’s saw a spurt in egg production; the 80’s an acceleration of broiler production; the nineties advances in poultry integration, automation and feed production. In the current decade broiler industry is poised to exploit value added products and explore global trade. This research studies explores the various factors which enabled the farmers to enter into poultry farming.

KEYWORDS: Indian Farmers, Poultry Farming, Contract Farming, Integrators, Motivational Factors