

Desi Fowl Marketing Constraints in the Villupuram District of Tamil Nadu: Garrett's Ranking Analysis

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Abstract : Poultry farming has emerged as one of the most significant income generating activities for the rural people Hence this survey was planned to study constraints faced by the farmers in the desi fowl marketing. Villupuram 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. Garrett'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

IndexTerms - Desi Fowls, Marketing, Constraints, Garrett's ranking technique.

I. INTRODUCTION

Backyard poultry production is an age old practice and an integral component of rural economy of India. Poultry farming has emerged as one of the most significant income generating activities for the rural people (Tadelle and Ogle, 2001). Pathak and Nath (2013) stated that poultry rearing give employment to the rural small scale and marginal farmers, provides additional income to the rural households, aids in enhancing the soil fertility in backyards (15 chickens produce 1- 1.2 kg of manure/ day), products from rural poultry farming fetches high price compared to those from intensive poultry farming, provides egg and meat with almost no or very less investment through backyard poultry farming in free range system, birds reared under free range conditions give eggs and meat of low cholesterol concentration compared to those produced under intensive poultry farming and lessens protein malnutrition in susceptible groups like pregnant women, feeding mothers and children.

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(Christy,R.J., 2000). 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 (Panda et al., 2008). 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 bottlenecks 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).

II METHODOLOGY

Villupuram 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 22 blocks of which, two blocks, viz., Sankarapuram and Thiyyadurgam were randomly selected. In the next stage, two villages from each selected block were chosen randomly. In total, 120 desi fowl rearing farmers 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, 2018 and the data collected from the sample units related to the year 2017-2018.

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 the 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

Garrett'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 fowl marketing were identified.

TABLE -1

KEY CONSTRAINTS IN DESI FOWL MARKETING IDENTIFIED IN THIS STUDY ARE LISTED BELOW WITH THEIR RANK.

Constraints	Garrett's Score	Mean 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

III 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), Shrivastava et al., (2002), Gueye (2003), Hailemichael (2007) and **Narroed et al., (2008)**.

1. 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..
2. Poultry farmers should be provided with organized marketing facilities like co-operative marketing and price protection
3. They should be given adequate credit facility, in the sense that they can wait for times when they could get better prices for their produce and not dispose of his stocks when the prices are very low.
4. They should be provided with adequate and cheap transport facilities which could enable them to take their products to the mandi rather than dispose it of in the village itself to the village money-lender-cum-merchant at low prices.
5. They 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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