

# **Socio Economic Implications of Poultry Farm Entrepreneurs: A Descriptive Analysis**

**Dr. R. Karthikeyan<sup>1</sup>, Dr. B. Kumutha<sup>2</sup>**

<sup>1,2</sup> Faculty Members, Dept of Economics, A V C College (Autonomous),  
Mayiladuthurai, Tamil Nadu.  
Email: [drkavc@gmail.com](mailto:drkavc@gmail.com)

## **Abstract**

The poultry farming plays an important role in the cattle economy of India. Rapid growth of poultry industry has been encouraging many entrepreneurs to adopt poultry farming as business. It plays an important role in converting grain and other products into eggs and poultry meat for the non-traditional benefit of mankind. Agriculture and poultry are interdependent as the cereals form part of feed for poultry and poultry wastages are inputs for agriculture. In India, it is a vibrant fast growing and dynamic subsector of agriculture with an annual growth rate of 8-10% and production of 54 billion eggs and 2.63 million tones of chicken meat. It has also been recognized as a vital sector for sustainable generation of employment and income that ensures food security. The share of livestock and poultry sector together to the national gross domestic product is about 7% of which the contribution of poultry sector alone is about 2%. Tamil Nadu accounts for 20% of eggs produced in India, the export of eggs and egg powder is highest from Tamil Nadu. Exports generally start picking up during the winter season. There have been a number of development measures taken by both the Central and state governments to promote poultry sectors in the country. In spite of various developments in modern poultry farming, disease problems remain as a major constraint affecting its successful functioning. The present study makes an attempt to study the Socio Economic Profile of the selected Poultry Farm Entrepreneurs and the incidence of problems in one of the pioneering states of India, Tamil Nadu. The present study has adopted the Multi Stage Random Sampling Technique; has been based on Primary Data which have been collected from the selected respondents through a well structured and pre tested interview schedule. Further, for the primary data collection, a total sample of 120 Farms has been chosen based on convenience Sampling Strategy, consisting of 40 Small Farms 40 Medium Farms and 40 Large Farms. The Tamil Nadu Vision 2023 advocates that the Government would promote private industry and Public Private Partnerships in the poultry processing and egg processing industry. Favorable investment climate will be created for private investors who are willing to invest in the sector. It is a fond hope that the overall success of poultry farming depends on the efficient management of production, finance, marketing and distribution of poultry products and hence there is need for greater concentration of efforts on the improvement of activities and associated socio-economic variables of the poultry farmers.

**Keywords:** Poultry Farms, Farm Size, Socio Economic Profile, NECC, Entrepreneurs

## Rationale

Animal Husbandry sector plays a crucial role in the welfare of rural population. A majority of farmers depend on animal husbandry for their livelihood. With increase in production of livestock products, livestock rearing is also considered as an avocation with high export potential. In the livestock sector, poultry is the most efficient enterprise for increasing the supply of desired proteins, fats and vitamins in a short period. Poultry farming in India, in spite of several constraints has progressed considerably during the last decade. Poultry production in India was confined to backyards till recently. Local breed of birds were reared for the supply of eggs and meat. The increasing demand for poultry products necessitates augmenting the supply by importing the improved breed of poultry birds. It is appreciable to observe that it is one of the faster growing segments of the agricultural sector in India with around eight percent growth rate per annum. Due to technological advancement, the poultry sector in India has undergone paradigm shift in structure and operation which has been its transformation from a mere backyard activity into a major commercial agro based industry over a period of four decades. The growth of the poultry sector in India is also marked by an increase in the size of the poultry farm. In earlier years broiler farms had produced on average a few hundred birds (200–500 chicks) per cycle. Today units with fewer than 5,000 birds are becoming rare, and units with 5,000 to 50,000 birds per week cycle are common. Similarly, in layer farms, units with a flock size of 10,000 to 50,000 birds have become common. Small units are probably finding themselves at a disadvantage because of high feed transport costs, expensive vaccines, and veterinary care services and the non – availability of credit. According to EMR Market Research, India poultry market currently valued USD 28.18 billion which is expected to grow at a CAGR of 8.1% during the period of 2024-2032 will be reaching to the tune USD 44.97 billion by 2032.

India ranks 3<sup>rd</sup> in egg production and 7<sup>th</sup> in chicken meat production in the world. The total egg production in India in 2014-15 was 78.48 billion and it has increased to about 140 billion in 2024; Meat production has also increased from 6.69 million tons to 9.2 million tons during the period. The poultry industry which is contributing about Rs.70, 000/- crores to the national GDP and providing employment to more than 4 million people either directly or indirectly. According to National Egg Coordination Committee India exported 11.36 core eggs till June, 2025, it was 6.55 crore eggs in the whole of last year (DT NEXT, 2025). About 2-2.5 million tons of poultry litter, a valuable organic fertilizer, is produced as by – product every year. The poultry industry is concentrated in certain pockets of the country. The State of Andhra Pradesh, Telangana, Tamil Nadu leads the country followed by Maharashtra, Punjab and West Bengal. The popularity of poultry meat is on the rise during the last two decades. It is presently accounting for about 45% of the total meat consumed and is the most popular meat from any single live stock species. Chicken dominates the poultry production in India with nearly 95% of the total egg production and the rest is contributed by ducks and other. Majority of ducks are found in certain states on the eastern and southern coast like West Bengal, Assam, Orissa, Kerala, Andhra Pradesh, Tamil Nadu etc. Other species turkeys, guinea fowls, ostriches, emus etc. are reared only in small numbers in areas having specific market demand. India is the home for many breeds of native chicken like Aseel, Kadak Nath, Tellicherry, Haringhata Black, Nicobari, Danki etc., Which are still popular among the rural and tribal areas for backyard/free range farming (Chatterjee and Haunshi, 2014). For the commercial farming, high yielding crosses developed and supplied by the private sector like Babcock, Bovans and Cobb, Ross, Hubbard (meat type) are being used. The crosses developed

under the public sector like Krishilayer, Krishibro are popular in certain areas. (Kumutha B and R.Karthikeyan, 2020)

As poultry farming proved to be profitable, entrepreneurs started expanding their layer capacity and dropped other livestock and agriculture operations. They also started preparing their own feed and got into direct marketing to reduce production cost and improve profit margin. The poultry farms are no longer under thatched sheds. They have moved to modern multi-storied buildings. Everything is automated from breeding, feeding and watering and egg collection. This has resulted in closure of small farms. By 2050, it is expected that the population in India would increase by 34% and to fulfill the dietary recommended levels of the livestock products by Indian Council for Medical Research (ICMR) for a population of 1.7 billion people, the livestock sector should produce 306 billion eggs per annum. From the current level of production, the eggs have to increase by 4.7 folds respectively. As per nutritional requirement half an egg a day is optimal for an average healthy person, who translates into 180 eggs/person/annum and present availability is around 69 only. Therefore, there is a huge gap in demand and supply. However, the limiting factor for growth is the prohibitive prices of important feed ingredients for the hen, namely, maize and soya. Therefore, it is proposed doubling of egg production assuming that adequate feed would be available at reasonable price. Egg production is currently having a 5-6% CAGR. However, with newer scientific advances like 500 eggs in 100 weeks compared to present 320+ eggs in 72 weeks we can expect an achievable substantial increase in egg production by 2022-23, provided suitable policy support is provided to poultry industry. Government can limit its fiscal intervention to rural backyard poultry which is about 29% of total egg production. Tamil Nadu accounts for 20% of eggs produced in India, of which 80% comes from the Namakkal region. However, the export of eggs and egg powder is highest from Tamil Nadu. Almost 95% of the export of shell eggs from India is from this state. More than 1,000 million eggs are exported, mostly to Afro-Asian countries, from India, of which 95% comes from Namakkal. Exports generally start picking up during the winter season. There have been a number of development measures taken by both the Central and state governments to promote poultry sectors in the country. The Department of Animal Husbandry, Dairying & Fisheries is implementing the various schemes to increase milk and poultry production and productivity, directly or indirectly, in the country; namely, National Livestock Mission, National Programme for Bovine Breeding and Dairy Development, National Dairy Plan-I, Dairy Entrepreneurship Development Scheme, Livestock Health & Disease Control. Similarly, there have been a number of schemes exclusively initiated by the governments for poultry development. However, under different plan programmes like Integrated Rural Development Programme, Pradhan Mantri Gramin Sadak Yojana, Development of Women and Children Area, etc. Central and State governments are providing assistance for poultry farming. The present study makes an attempt to study the Socio Economic Profile of the selected Poultry Farm Entrepreneurs in one of the pioneering states of India, Tamil Nadu.

### **Objectives and Hypothesis**

The core objective of the present study is to analyze the Economic and Environmental Implications of Poultry Farms in the state Tamil Nadu. However, the specific objectives are to analyze the Socio Economic Profile of poultry farm entrepreneurs in the study area; to know the factors influencing for starting poultry farms; to explore the problems of poultry farms in study area; and to suggest possible measures to strengthen the poultry sector in the state. Based on the objectives, it is

assumed that there is a significant difference registered among the different size of farms in the case of the incidence of problems in the poultry farming.

### **Materials and Methods**

The present study has adopted the Multi Stage Random Sampling Technique. In the First Stage the Study Areas, two districts Namakkal and Coimbatore have been purposively chosen as the Poultry rearing is well entrenched as a commercial activity in these districts of the State, Tamil Nadu. Further, two regions from each district where the maximum number of farms are functioning have been chosen as the study area as follows; from Namakkal District, Namakkal and Rasipuram; and from Coimbatore District, Annur and Saravanampatti. The present study has been based on Primary Data which have been collected from the selected respondents through a well structured and pre tested interview schedule. Further, for the primary data collection, a total sample of 120 Farms has been chosen based on convenience Sampling Strategy, consisting of 40 Small Farms 40 Medium Farms and 40 Large Farms.

### **Analysis and Discussion**

There have been number of empirical studies which proved the fact that the entrepreneurial success is influenced by the socio economic set up entrepreneurs and based on the primary data collected from the selected poultry entrepreneurs from the study districts, it is inferred that out of 120 Farm Owners, 98 (82%) respondents are male and 22 (18 %) respondents are female, with regard to the age distribution, majority 65 % respondents are under the age group 25-45 years and only 9% respondents are above 65 years old. Further, 72 Percent are Hindu 16 Percent are Christian and only 12 per cent belong to Muslim community; Majority of the respondents i.e. 74% are BC while 06 % are SC community and 20% MBC community.. Further, 76 percent of the respondents reside at nuclear family. With regard to the family size distribution Majority of households have the family members in between 5 and 8 and 89 Percent of the respondents are married. With regard to the Economic Profile of the sample Poultry Farm Entrepreneurs it is found that only 20 % (24 Entrepreneurs) of the respondents have earned less than Rs.50000/- monthly followed by 54 % belong to the income group of Rs.50001-75000; and it is to be appreciated that 21 % of the respondents have earned above Rs.100000. Similarly, among the sample entrepreneurs only 11% of them have saved less than Rs. one Lakh in one side and 10 % of the respondents have saved above Rs.5 Lakh on other. In between, more than half of them i.e. 56 % of the respondents has saved Rs 2 Lakhs to 5 Lakhs. Further, it is found that among the sample poultry entrepreneurs, 82 % are Crorepathis and only 18 % have owned assets worth below 1 crore, of them 40 Farm owners have owned assets worth above Rs. 4 crores.

It is found that 32 % the respondents have spent less than one lakh per annum on consumption while 23% have spent above Rs. 3 lakhs per annum and remaining 45 % of the entrepreneurs have spent inbetween Rs.2 lakhs to Rs.3 lakhs as consumption expenditure. On the other hand, similarly, all the respondents are indebted to some extent, 24 % have borrowed more than Rs.40 Lakhs and only 16 % have borrowed less than Rs 5 Lakh. It is observed from the analysis that this distribution of economic status may be positively attributed with the farm size.

Education is considered one of the indicators to measure the profitability and effective functioning of Poultry farming. In the changing socio-economies of many of the world businesses, education is a promising tool necessary to understand the growing complexities of the changing social, political, economic, institution and environments. The educational status of the sample respondents

infers that among the respondents majority i.e. 38% are higher level educated, followed by 28% are Higher Secondary level educated and only 6% are Primary Educated. Further it is noted that among the Farm Owners 82 % are General educated and 18% are technical educated and it is appreciable that no one is illiterate among the sample respondents. With regard to the housing details of the entrepreneurs, among the sample respondents 22 % (26) are residing at Tiled - Semi Pucca house and remaining 78 Percent (94) are residing at terraced – Pucca house. Further with regard to ownership, majority i.e. 108 are residing at owned house and only 12 respondents i.e. 10 percent are residing at rental and Leased in house among the sample respondents. Most of the houses are valued above Rs.40 Lakhs i.e. 72% of the sample poultry farm owners own and only 12 % of the Farm households are living at less than Rs.20 Lakhs valued house.

**Table 1. Social and Economic Profile of the Poultry Entrepreneurs**

Sl. No	Social Profile			Economic Profile		
	Description	Respondents		Description	Respondents	
		Nos	Per cent		Nos	Per cent
1	<b>Sex</b>			<b>Monthly Income</b>		
	<b>Total</b>	<b>120</b>	<b>100</b>	Below 50000	24	20
	Male	98	82	50001 to 75000	54	45
2	Female	22	18	75001 to 100000	17	14
	<b>Religion</b>			Above 100000	25	21
	Hindu	86	72	<b>Asset Position</b>		
	Christian	19	16	Below 1 Cr	22	18
3	Muslim	15	12	1Cr - 2 Cr	23	19
	<b>Community</b>			2 Cr - 3 Cr.	12	10
	SC/ST	07	06	3 Cr- 4 Cr.	23	19
	MBC	24	20	Above 4 Cr	40	34
4	BC	89	74	<b>Consumption Expr. (Annual)</b>		
	<b>Age</b>			Below 1Lakh	38	32
	Below 25	8	07	1 to 2 Lakhs	29	24
	25- 45	78	65	2 to 3 Lakhs	25	21
	45-65	23	19	Above 3 Lakhs	28	23
5	65& Above	11	09	<b>Indebtedness</b>		
	<b>Family Type</b>			Below 5 Lakhs	19	16
	Nuclear	91	76	5 to 10 Lakhs	33	27
6	Joint Family	29	24	10 to 20 Lakhs	19	16
	<b>Family Size</b>			20 to 40 Lakhs	20	17
	Less than 4	10	08	Above 40 Lakhs	29	24
	5-8	79	66	<b>Savings</b>		
7	More than 08	31	26	Below 1Lakh	13	11
	<b>Marital Status</b>			1 – 2 Lakhs	28	23
	Married	107	89	2 – 3 Lakhs	22	18



	Un-Married	13	11	3 – 4 Lakhs	26	22
				4 – 5 Lakhs	19	16
				Above 5 Lakhs	12	10

Source: Primary Data

**Table 2. Educational Qualification and Housing Details of Sample Entrepreneurs**

Sl.No	Education Qualification	Nos	%	Housing Details	Nos	%
1	Primary Level	07	06	<b>Housing Nature</b> Tiled	26	22
2	High School Level	16	13	Terraced	94	78
3	Higher Sec. Level	34	28	<b>Ownership</b> Own House	108	90
4	Diploma	18	15	Rental House	12	10
5	Higher Level	45	38	<b>House Value</b> Below 20 Lakhs	14	12
6	General Education	98	8	20 - 40 Lakhs	19	16
7	Technical Education	22	18	40- 60 Lakhs	28	23
8	<b>Total</b>	<b>120</b>	<b>100</b>	Above 60 Lakhs	59	49

Source: Computed from the primary data

As the age of the poultry farms and experience of poultry farm entrepreneurs are mainly influencing the profitability of poultry farms the number of years of establishment of poultry farms is taken for analysis and it is known that among the sample farms only 5 % of the farms were established within 5 years in one side and 18% of the farms are more than 20 years old on the other side i.e., they were established before 20 years. However 72% of the farms are found more than 10% years old. Further it is noted that among the Small Farms about 55% of the farms are above 10 years ago whereas in the case of Large Farms 92% of them were established before 10 years and it is 70% for Medium Farms.

**Table 3. Farm Size Wise Number of Years of Establishment**

S.No	Years	Small Farms		Medium Farms		Large Farms		Total Farms	
		No	%	No	%	No	%	Total	%
1	Below 5 Yrs	04	10	02	05	--	00	06	05
2	5- 10 Yrs	14	35	10	25	03	08	27	23
3	10-15 Yrs	11	27	18	45	13	32	42	35
4	15-20 Yrs	07	18	07	17	09	23	23	19
5	Above 20 Yrs	04	10	03	08	15	37	22	18
6	<b>Total</b>	<b>40</b>	<b>100</b>	<b>40</b>	<b>100</b>	<b>40</b>	<b>100</b>	<b>120</b>	<b>100</b>

Source: Primary Data

**Table 4. Farm Size Wise major Reasons for Starting of Poultry Farms**

Sl.No	Response/Reasons	Small Farm		Medium Farms		Large Farms		Total Farms	
		Nos	%	Nos	%	Nos	%	Nos	%
1	Additional Income	31	78	29	73	29	73	89	74
2	Early Returns	22	55	27	69	22	55	71	59
3	Easy to Manage	30	75	26	65	13	33	69	58
4	Easy Marketing	28	70	25	63	15	38	68	57
5	Availability of Land and Water	27	69	24	60	18	45	59	49
6	Easy Availability of Techniques and Inputs	20	50	21	53	17	43	58	48
7	Knowledge of Poultry Rearing	21	52	21	53	15	38	56	47
8	Family Business	20	50	20	50	15	38	55	46
9	Failure of Agriculture	19	48	19	48	11	28	49	41
10	Lack of availability of Labour for Agriculture	19	48	18	46	10	25	47	39

Source: Computed from the primary data

With regard to the major reasons for entering into the establishment of poultry infers that 74 % of the Farm Owners have established for earning Additional Income and it was ranked as the First while only 39% of the Farm Owners have established for the reason Lack of availability of Labour for Agriculture which stands as the last and ranked 10<sup>th</sup>. In between getting Early returns (59 %); followed by Easy to Manage the farms (58%); Easy Marketing of poultry products (57%); Easy Availability of Land and Water for poultry farm (49 %); Easy Availability of Techniques and Inputs (48 %); Knowledge of Poultry Rearing (47%); Since for 46% since poultry farm is the Family Business for 46 % of the sample entrepreneurs they have established it ; and Failure of Agriculture which motivated to establish 41 % of the sample poultry entrepreneurs.

The poultry farm entrepreneurs in the study area have been facing a number of socio economic and institutional problems in the production and marketing activities. During the survey it has come to know that about 25 specific problems faced by the poultry farm entrepreneurs in the study area. With regard to the Small Farm entrepreneurs, more are less three-fourth of them have faced almost all problems except the availability of improved breeds and attack of predators, however the maximum of 86% of the Small Farm entrepreneurs are suffering from the problem of lack of financial support and more than 80 of the entrepreneurs are facing the problems of High Cost of Day Old Chick, Difficulty in Obtaining Bank Loan, Insufficient Facilities of Export and stiff competition in the market. Among the Medium Farms, the incidence of problem the comparatively the lesser then that of Small Farm owners i.e., except the cost of chick, poultry equipments, Poultry Diseases, shortage and high wage of labour, problems in bank loan, Quality Poultry Feed , and high rate of interest, all other problems are faced by less than 75% of them.

**Table 5. Problems Faced by Poultry Farms Distribution**

S.No	Problems	Small Farms		Medium Farms		Large Farms		Total Farms	
		No	%	No	%	No	%	Total	%
1	Lack of Technical Knowledge	31	78	28	70	09	23	68	57
2	High Cost of Day Old Chick	32	80	33	83	15	38	80	67
3	High Cost of Equipments	31	78	31	78	13	33	75	63
4	Lack of Finance	33	83	32	80	21	52	86	72
5	Lack of Financial Support	34	86	29	73	22	55	85	71
6	High Price of Land	31	78	28	70	23	58	72	60
7	Shortage of Labourers	29	73	30	75	26	65	85	71
8	High Rate of Labourers	28	70	29	73	25	63	82	68
9	High Rate of Medicines	30	75	31	78	28	70	89	74
10	Difficulty in Bank Loan	32	80	32	80	24	60	88	73
11	High Rate of Interest on Loan	31	78	31	78	23	58	85	71
12	Deficiency of HY Breeds	30	75	29	73	24	60	83	69
13	Quality Poultry Feed	27	68	30	75	24	60	81	65
14	Loss By Predators	20	50	18	45	15	38	53	44
15	Poultry Diseases	31	78	30	75	23	58	84	70
16	Social Problem	31	78	22	55	25	63	78	65
17	Lack of Organized Marketing	30	75	27	68	12	30	69	58
18	Low Market Price to Poultry	31	78	26	65	13	33	70	58
19	Low Prices of Cull Birds	31	78	25	63	14	35	70	58
20	Lack of Facilities of Export	32	80	29	73	13	33	74	62
21	Stiff Competition	33	83	28	70	17	43	78	65
22	Poor Collection	30	75	26	65	19	48	75	63
23	Transportation Problems	31	78	26	65	07	18	64	53
24	High Cost of Transportation	31	78	27	68	07	18	65	54
25	Poor a Quality of Transport	31	78	28	70	07	18	66	55

Source: Computed from the primary data

Similarly, among the Large Farm Entrepreneurs, among the various problems, the problems of Lack of Finance, shortage of labour and wage rate, incidence of poultry diseases and high rate of medicine and vaccines are found as the major problems and which are faced by more than 70 % of the sample entrepreneurs while the transport related problems are faced by less than 20 % of the large farm



entrepreneurs. Further, it was observed that from 30 – 50 % of the entrepreneurs are facing the problems of predators and marketing related issues in the study area. The overall perception on the incidence of problems reveals that more than 70 % of the sample poultry entrepreneurs have faced the problems related to finance and spread of poultry diseases, high price of medicines, lack of finance and high rate of interest, shortage of labour in one side and less than 60% of the entrepreneurs have suffered from the problems relating to transportation and marketing. From this analysis it is observed that the incidence of problems is comparatively more for Small Farms than that Medium Farms and it is more for Medium Farms than that of Large Farms. Among these three farm groups, the incidence of problems is inversely related with farm size.

### **Policy Implications and Conclusion**

The poultry sector is today one of the fastest growing in the Indian agricultural arena. While the production of crops has been rising at a rate of 1.5 to 2 per cent per annum, of eggs and broilers has been rising at a rate of 8 to 10 per cent per year. The Indian poultry industry has the inherent potential to become the world leader; purchaser all over the world is demanding quality products at inexpensive prices, particularly in developed countries. India is blessed with natural sunshine round the year, cultivable land, and a vast pool of cheap labour and enough rains. The future is also bright for this sector because consumption is not seasonal. To strengthen the poultry farms it is suggested that adequate funds should be allocated for poultry farming development in the budgets this will help to establish more poultry farms; the poultry co-operative societies should be strengthened; measures may also be taken to the provision of loans to needy poultry farmers at reasonable interest rates and the Poultry Farm should be brought into the Priority Sector to enjoy the financial assistance from all commercial banks; Since the poultry sector has more export potential measures may be taken to boost the export by providing export promotion measures for poultry sector; measures should be taken for inculcation of poultry education and promotion of awareness programmes on various scientific poultry farm management practices; the Women Self Help Groups may be encouraged to establish poultry farms at small size and special training must be given them on this field; the Government should facilitate for the provision of free Vaccination and other preventive and curative measures for poultry diseases; measures should be taken to provide clean water facilities to the farms and for periodical checking of water quality must be followed by the farms; the poultry farm business should be placed in the common curriculum at Higher Level of Education invariably in all streams; The Poultry Development department should take initiatives for establishment of processing units for egg and meat products by entrepreneurs, establish business incubation centres and skill development centres within the Government domain. The government should take steps to develop this industry, since its future depends on both government support and Indian entrepreneurship. These achievements and growth rates are still being sustained despite the incidence of various problems which cause a severe setback for the industry, showing the resilience of the subsector, perseverance of the private sector and timely intervention by the Government. The State Government of Tamil Nadu has been taking periodically a number of promotional measures To promote further the Poultry Farming in Namakkal District, the Government of Tamil Nadu have launched a scheme for development of Poultry Clusters in the non poultry, backward regions of the State with an outlay of Rs.22.35 crore. In order to enhance the livelihood opportunities and promote entrepreneurship in rural areas Scheme for Poultry Development was initiated in 25 districts. Further, the Tamil Nadu Vision 2023 advocates that the Government would promote private

industry and Public Private Partnerships in the poultry processing and egg processing industry. Favorable investment climate will be created for private investors who are willing to invest in the sector. The Government will also assist marginal farmers and small and medium hatcheries in modernising their production methods and quality requirements, thereby preparing them for Public Private Partnerships in the sector.

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