AN ECONOMIC ANALYSIS ON MARKETING OF BROILERS IN BHAGALPUR DISTRICT OF BIHAR

Sudhanshu Shekhar[1], Pritesh Dwivedi [2] ,Amit Kumar[3] and Avinash MishraDepartment of Agricultural Economics, SHUATS, Naini, Prayagraj, 211007.

1. Research Scholar (P.G)
2. Assistant Professor (Department of Agricultural Economics)
3. Assistant Professor (Department of Agricultural Economics)
4. Research Scholar (Ph.D)

ABSTRACT:

The present study entitled *"An Economic Analysis on Marketing of Broilers in Bhagalpur District of Bihar".* It was founded that there are three marketing channels involved in marketing of Broilers,(Channel 1- Producer-Consumer), (Channel 2 – Producer-Wholesaler- Consumer), (Channel 3- Producer-Wholesaler- Retailer-Consumer). The majorly preferred marketing channel by respondents in the study area is Channel 3. In channel 1, total marketing cost is Rs.20,total marketing margin is Rs 1000,marketing efficiency of channel 1 is 7.84%, Producer's Share in Consumer Rupees in channel 1 is 99.75% and price spread in channel 1 is Rs. 20. In channel 2, total marketing cost is Rs.280,total marketing margin in channel 2 is Rs.2210,marketing efficiency of channel 2 is 4.16% , Producer's share in Consumer rupees in channel 2 is 95.27% and price spread in channel 2 is Rs. 490. In channel 3, total marketing cost is Rs.575,total marketing margin in channel 3 is Rs.2420,marketing efficiency of channel 3 is 3.68%, Producer's share in Consumer rupees in channel 3 is 89.44%, and price spread in channel 3 is Rs 1165.

Keyword: Marketing Efficiency, Marketing Margin, Marketing Cost, Producer's Share, Price Spread.

INTRODUCTION

Broilers are a breed of chickens specifically raised for meat production. They have been selectively bred to grow rapidly and efficiently convert feed into muscle mass. With their fast growth rate, broilers reach market weight in a relatively short period, usually around 6 to 7 weeks. Broilers are typically raised in specialized poultry farms where the environment is carefully controlled to optimize their growth. Factors like temperature, ventilation, lighting, and nutrition are closely monitored. Housing systems for broilers can vary, ranging from traditional barns to more advanced facilities with automated

feeding and watering systems. Nutrition plays a crucial role in broiler management. They are fed specially formulated diets that provide the necessary nutrients for rapid growth and muscle development. These diets are designed to maximize feed efficiency and promote healthy weight gain. The broiler industry is a significant part of the global poultry industry due to the high demand for chicken meat. Broiler meat is popular because of its affordability, versatility, and widespread consumption. The production and consumption of broiler meat have increased substantially, particularly in regions with growing populations and changing dietary preferences. However, intensive production practices and genetic selection for rapid growth have raised concerns about broiler welfare and health. Some broilers may experience issues like leg disorders and heart problems due to their accelerated growth rate. Efforts are being made to address these concerns and promote better animal welfare in broiler production.

RESEARCH METHODOLOGY:

• Selection of the District:

There are 38 District and 9 division in Bihar state. Out of this Bhagalpur district of Bihar was selected for the present study on the basis of maximum area under poultry farm and broiler production.

• Selection of Block:

There are 16 block in the district. Out of these Kahalgaon was selected purposively for the study.

• Selection of Villages:

A complete list of all villages of Kahalgaon block was obtained from the block development office. Thereafter these villages was arranged in ascending order on the basis of area of Poultry farming. Thus, out of total villages 5% villages was selected randomly for the present study.

• Selection of Respondents:

From the selected village, list of all the poultry farmers was obtained from the block development office in each selected village. Ascending order on the basis of size of their poultry birds rearing capacity for the selection of cultivators from families was listed and 10% respondents from each village were randomly selected and then the selected respondents were classified into three sizes of groups, Small (<500 birds), Medium (501-2000 birds) andLarge (more than 2000 birds)

Table 1: Selection of Respondents:

District	Block	Village	Respondents			Total
			Small	Medium	Large	
Bhagalpur	Kahalgaon	Abdullanagar	5	2	1	8
		Akbarpur	2	3	0	5
		Alampur	2	3	0	5
		Alipur	3	2	1	6
		Ammapur	2	1	0	3
		Aurangabad	5	1	1	7
		Babhania	3	2	0	5
		Kumar Sahi	2	1	0	3
		Lachhmipur	2	1	1	4
		Lagharia	3	0	0	3
		Lalapur	1	0	0	1

- **Analytical Tools**

Mean

$$m = \frac{\text{sum of the terms}}{\text{number of terms}}$$

Marketing Efficiency

(Net price received by producer's – Consumer price)Total marketing cost

Marketing Cost:

Marketing Cost (MC) = $\dfrac{\Delta TC}{\Delta Q}$

Producer's Share in Consumer Rupees:

(Consumer price paid price /Net price received by producer)x100

Marketing Margin

Marketing Margin= Producer price – Raw material

Price Spread

Consumer price- Net Price Received by producer

RESULTS AND DISCUSSION

Table 2: The marketing cost, Marketing Margin and Price Spread in different marketingchannel.

Channel 1: Producer -Consumer.

Channel 2: Producer- Wholesaler-Consumer

Channel 3: Producer- Wholesaler-Retailer-Consumer

Table 2: The marketing cost, Marketing Margin and Price Spread in different marketingchannel.

Sr.No.	Particulars	Different MarketingChannel		
		I	II	III
A	**Producer**	Value in Rupees / quintal	Value in Rupees / quintal	Value in Rupees / quintal
1	Sale price of producer	8000	10000	10000
2	Charges paid by producer			
	a)transportation charge paid by producer		70	70
	b)Loading&unloading charges paid byproducer		25	25
	c) weighing	10	10	10
	d)other charges	10	25	25
3	Total charge paid by producer	20	130	130
4	Net price received by producer	7980	9870	9870
5	Margin of the producer	1000	1870	1870
B	**Wholesalers**			
1	Purchase price of wholesalers		10,000	10000
2	Charge paid by wholesalers			
3	a)transportation charges		10	10
	b)loading & unloading charges		15	15
	c)weighing charges		10	10
	d)storages		100	100

	e)other charges		15	15
4	Total charges paid by producer wholesalers		150	150
5	Wholesalers margins		340	300
6	Sale price of wholesalers		10490	10450
C	**Retailers**			
1	Purchase price of retailers			10450
2	Charge paid by retailers			
a)transportation charge				20
b)loading & unloading charges				15
c)weighing charges				20
d)storages				200
e)other charges				40
3	Total charges paid by retailers			295
4	Retailers margin			290
5	Retailers sale price			11035
D	Price paid by consumers/quintal	8000	10360	11035
E	**Price paid by the consumer/kilogram**	**80**	**103.60**	**110.35**
•	**Total marketing cost**	**20**	**280**	**575**
•	**Total marketing margin**	**1000**	**2210**	**2420**
•	**Price Spread**	**20**	**490**	**1165**

Table 2: Reveals that in channel 1 the sale price of broilers from producer to consumer is Rs 8000/quintal or Rs 80/kg the total marketing cost incurred by the producer is Rs 20, margin of producer in channel 1 is Rs 1000. Net price received by the producer is 7980/quintal, price spread in channel 1 is Rs 20. In Channel 2 the selling price of broiler to wholesaler is Rs 10000/quintal, marketing cost incurred by the producer in marketing of 1 quintal of broilers is Rs 130, net price received by the producer is Rs9870, margin of

producer for 1 quintal of broiler is 1870. Selling price of broiler from wholesaler to consumer is Rs 10,360/quintal or Rs 103.60/kg of broilers. The marketing cost incurred by the wholesaler is Rs 150/quintal, margin of wholesaler in channel 2 is Rs 340. Eventually the total market margin is Rs 2210 , total marketing cost is Rs 280, price spread is Rs 490/quintal. In Channel 3 the selling price of broiler to wholesaler Is Rs 10000/quintal the marketing cost incurred by producer in marketing of 1 quintal of broilers is Rs 130, margin of producer is Rs 1870/quintal. Net price received by producer is Rs 9870/quintal of broiler. The sale price of broiler from wholesaler to retailer is Rs 10450/quintal, the marketing cost incurred by wholesaler is Rs 150, the margin of wholesaler is Rs 300. The sale price from retailer to consumer is 11035, the marketing cost incurred by retailer is Rs 295, the margin of retailer is Rs 290. Eventually the total marketing cost is Rs 575/quintal of broilers, total marketing margin is Rs 2420/quintal of broilers, price spread in channel 3 is Rs 1165.

Table 3: Producer Share in Consumer rupee and marketing efficiency in different marketingchannels

Sr. No.	Particulars	Channel 1	Channel 2	Channel 3
1	Net price received by producer	7980	9870	9870
2	Consumer Paid price	8000	10360	11035
3	Total marketing cost	**20**	**11280**	**575**
4	Total marketing margin	**1000**	**2210**	**2420**
A	Marketing Efficiency	7.84%	4.16%	3.68%
B	Producer's Share in Consumer Rupees	99.75%	95.27%	89.44%

Table 3: Reveals that in channel 1 consumer paid price is Rs 8000, net price received by producer is Rs 7980, total marketing cost in channel 1 is Rs 20, total marketing margin is Rs 1000/quintal. Eventually the producer share is 99.75% in channel 1 and marketing efficiency of channel 1 is Rs 7.84%. In channel 2 consumer paid price is Rs 10360, net price received by producer is Rs 9870, total marketing cost in channel 2 is Rs 280, total marketing margin is Rs 2210/quintal. Eventually the producer share is 95.27% in channel 2 and marketing efficiency of channel 1 is Rs 4.16%. In channel 3 consumer paid price is Rs 11035, net price received by producer is Rs 9870, total marketing cost in channel 3 is Rs 575, total marketing margin is Rs 2420/quintal. Eventually the producer share is 89.44% in channel 1 and marketing efficiency of channel 1 is Rs 3.68%...

CONCLUSION:

In the present study it was found that there are three marketing channel which were involved in marketing of Broilers in Bhagalpur district of Bihar is channel 1 (Producer- Consumer),channel 2(Producer-Wholesaler-Consumer) and channel 3 (Producer-Wholesaler- Retailer-Consumer). The majorly preferred channel in marketing of Broilers in Bhagalpur district is channel 3 with majority of respondents response among the total selected sample in the study area. In channel 1 that total marketing cost is Rs 20, total marketing margin seen in channel 1 is Rs 1000, marketing efficiency of channel 1 is 7.84%, price spread in channel 1 is Rs 20 and producer's share in consumer rupees in channel 1 is 99.75%. In channel 2 that total marketing cost is Rs 280, total marketing margin seen in channel 2 is Rs. 2210, marketing efficiency of channel 2 is 4.16%, price spread in channel 2 is Rs 490 and Producer's share in consumer rupees in channel 2 is 95.27%. In channel 3 that total marketing cost is Rs.575, total marketing margin seen in channel 3 is Rs. 2420, marketing efficiency of channel

3 is 3.68%, price spread in channel 3 is Rs 1165 and Producer's share in consumer rupees in channel 3 is 89.44%.

REFERENCES

Bagyalakshmi.K, "A comparative study of Broiler production at Valarmathi poultry farmand Shanthi poultry farm in Palladam Taluk, Coimbatore", part of unpublished M.Phil. thesis submitted to Bharathiar University, June 2002.

Ganesh Kumar.B and Rai.R.B," Cost and returns structure in commercial broiler farming in Andaman and Nicobar Islands", Source: IPSACON-2005.

Gangnat, I.D., Mueller, S., Kreuzer, M., Messikommer, R.E., Siegrist, M. and Visschers, V.H., (2018). Swiss consumers' willingness to pay and attitudes regarding dual-purpose poultry and eggs. Poultry science, 97(3), pp.1089-1098

Ismat Ara begum, "An assessment of vertically integrated contract poultry farming: Acase study in Bangladesh". International Journal of Poultry Science, Volume 4(3),2005, Page No, 167-176.

Samarendu Mohanly and Rajendran.K. "2020 vision for Indian Poultry Industry",International Journal of Poultry Science, Volume 2(2), 2003, Page No.139- 143.