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Constraints of rural women regarding pratapdhan poultry production technology promoted by kvk bhilwara

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ABSTRACT

This study in Bhilwara, Rajasthan, explored challenges faced by rural women adopting Pratapdhan Poultry Production Technology. Sampling 100 respondents from five villages, personal interviews and statistical measures were used for analysis. Key findings revealed complex challenges, notably in health management, with issues like vaccination facility absence and delayed veterinary aid posing threats. Miscellaneous constraints, from water access to predator concerns, highlighted diverse challenges such as feeding constraints, driven by financial issues and high organic feed costs, impacted bird nutrition. Housing constraints, including facility inadequacies and high construction costs, posed hurdles. Marketing challenges, from the lack of organized markets to religious considerations, affected profitability. Technical challenges, personal constraints, and financial obstacles further hindered scaling up. Breeding and rearing constraints, such as the non-availability of improved breed birds and high chick costs, highlighted foundational hurdles. In conclusion, a holistic approach, incorporating targeted interventions and policy support, is crucial for the sustainability and success of Pratapdhan poultry production in Bhilwara.

Keywords : Pratapdhan, Poultry, Production, Constraints, rural women.

INTRODUCTION

The growth of Indian poultry industry has a glorious past. What was largely a backyard venture before the1960s has been transformed into a vibrant agribusiness (Mehta and Nambiar, 2008). Only native chicken was reared under this low input scavenge farming with the provision of coop as night shelter until 1960 with the flock size of less than 10 (Kumar *et al*., 2013). The backyard poultry keepers are primarily agricultural laborer keeping small size backyard poultry flock as secondary occupation with marginal land holding and low annual family income (Bharti *et al*., 2018). Although the native birds are of low producers with less body weight, they are adaptability to the environment and resistant to diseases (Kumar *et al*., 2016). The birds are reproduced by natural incubation and natural brooding. The feeding is mainly by grazing with the provision of kitchen waste and minimal supplementation of household grains available in the house. The developments in poultry farming took place rapidly after 1960s. Import of high producing hybrid strains to the country and

simultaneous growth of input sectors like feed, equipment, vaccines, medicines, insurance etc., have led to the phenomenal growth of poultry farming in India. This transformed poultry production from a completely backyard activity into an industry. All these developments made India the fourth largest in chicken egg and fifth largest in poultry meat production (FAOSTAT, 2019). The annual growth was 6.93% in poultry meat production and 10.19% in egg production in the year 2019-20 (BAHS, 2020).

METHODOLOGY

MPUAT, Udaipur has eight KVKs, with Bhilwara being one of the districts under its jurisdiction. The selection of Bhilwara for the study was deliberate, given the researcher's familiarity with the area and the extensive promotion of Pratapdhan Poultry Production Technology in the district through KVK Bhilwara. According to information from the Subject Matter Specialist and Senior Scientist-cum-Head of KVK Bhilwara, a chick rearing unit established under RKVY has been operating efficiently since 2016. KVK has facilitated the distribution of 1000 units of Pratapdhan poultry through demonstrations, funded by KVK and ATMA, in fifty villages. Randomly selecting five villages, namely Pondras, Akola, Salariya, Suwana, and Kodukota, 20 rural women were chosen from each village based on a prepared list. This list comprised women who had been introduced to Pratapdhan poultry production technology through KVK training and demonstration, and who also owned poultry units. The total sample size consisted of 100 respondents from the five selected villages.

RESULTS AND DISCUSSION

The benefit of any technology is actually derived only when it is efficiently utilized by an individual in his/her situation. In the present study an effort was made to identify the problems if any faced by the respondents in adoption of Pratapdhan poultry production technology.

Table 1 : Various constraints faced by the respondents in adoption of Pratapdhan poultry production technology **n=100**

S. No.	Aspects	To a great extent (f/ %)	To some extent (f/ %)	Not at all (f/ %)	*MPS
Breeding Constraints					
1.	Non-availability of improved/pure breed birds.	57	26	17	70
2.	High cost of one day old chicks.	51	41	8	71.5
3.	Availability of chicks from a long distance.	55	33	12	71.5
4.	Unavailability of chicks of suitable.	58	20	22	68

S. No.	Aspects	To a great extent (f/ %)	To some extent (f/ %)	Not at all (f/ %)	*MPS
Personal Constraints					
5.	Not paying constant focus on poultry farming.	64	19	17	73.5
6.	Lack of support from family members.	44	35	21	61.5
Financial Constraints					
7.	Lack of finance	54	30	16	69
8.	Difficulty in getting loans	61	21	18	71.5
9.	High interest rate on loan	52	30	18	67
Marketing Constraints					
10.	Lack of organized market	58	29	13	72.5
11.	Religious constraints	57	31	12	72.5
12.	Low prices of cull birds	46	33	21	62.5
13.	Lack of government support in the form of minimum support prices (MSP) for poultry farm women.	47	30	23	62
Feeding Constraints					
14.	Lack of availability of organic feeds.	56	26	18	69
15.	Lack of availability of quality feeds.	54	36	10	72
16.	Unable to feed balance feed to due to lack of money.	59	30	11	74
17.	High cost of organic poultry feed.	64	17	19	72.5
Health Management Constraints					
18.	Lack of availability of vaccination facilities	62	24	14	74
19.	Non-availability of prompt veterinary aid at village level	60	22	18	71
20.	High incidence of diseases	53	31	16	68.5
21.	Lack of availability of poultry medicines	70	22	8	81
Housing Constraints					
22.	Inadequate housing facilities.	63	17	20	71.5
23.	Non-availability of separate house for chicks and layers.	64	19	17	73.5
24.	High cost of construction.	57	31	12	72.5

S. No.	Aspects	To a great extent (f/ %)	To some extent (f/ %)	Not at all (f/ %)	*MPS
Technical Constraints					
25.	Lack of institutional and extension support.	54	36	10	72
26.	Inadequate facilities for storage of eggs.	54	28	18	68
27.	Lack of skill in preparing brooder.	59	29	12	73.5
28.	Lack of knowledge regarding scientific poultry rearing.	63	20	17	73
Miscellaneous Constraints					
29.	Non-availability of clean drinking water.	59	23	18	70.5
30.	Non-availability of regular supply of electricity.	65	29	6	79.5
31.	Inadequate training facilities for poultry farm women.	69	18	3	78
32.	Predators' problems.	58	29	13	72.5

***MPS: - Mean Percent Score**

The analysis highlights various constraints faced by respondents in adopting Pratapdhan poultry production technology.

Breeding Constraints

A significant 71.5% of respondents cited the high cost of one-day-old chicks and the need to source chicks from long distances as major constraints. Additionally, 70% of respondents mentioned the non-availability of improved breed birds, and 68% noted the general unavailability of chicks as constraints. The primary source of Pratapdhan chicks is the AICRP on Poultry Breeding RCA, MPUAT, Udaipur. Similar findings were reported by Rahman (2017), who identified the non-availability of improved chicks, predators during scavenging, diseases, and lack of health service inputs as major constraints.

Personal Constraints

A substantial 73.5% of respondents reported being unable to focus on poultry farming due to other commitments, and 61.5% said they lacked family support.

Financial Constraints

Financial challenges were significant, with 69% of respondents struggling with a lack of funds and 71.5% facing difficulties in obtaining loans. Additionally, 67% of respondents mentioned that high interest rates on loans inhibit large-scale Pratapdhan poultry rearing.

Marketing Constraints

72.5% of respondents identified a lack of organized markets nearby and difficulties due to religious reasons as constraints. Nearly 63% noted the low price of cull birds, and a similar proportion reported inadequate government support, such as minimum support prices. Lavanya et al. (2017) also found that the absence of a common forum

for discussing marketing problems and the lack of reliable nearby markets were significant issues.

Feeding Constraints

Around 74% of respondents struggled to provide balanced poultry feed due to financial constraints. Additionally, 72% and 72.5% of respondents cited the lack of availability and high cost of organic feed, respectively, as major constraints.

Health Management Constraints

Health management issues were prevalent, with 81% of respondents noting a lack of poultry medicines, 74% citing insufficient vaccination facilities, and 71% pointing to the absence of prompt veterinary aid at the village level. High disease incidence was reported by 68.5% of respondents. Sharma et al. (2018) similarly found that lack of knowledge regarding vaccination schedules was a major constraint, leading to high disease incidence.

Housing Constraints

About 73.5% of respondents faced challenges due to the non-availability of separate housing for chicks and layers, with 72.5% citing high construction costs and 71.5% reporting inadequate housing facilities.

Miscellaneous Constraints

Additional constraints included 79.5% of respondents facing issues with irregular electricity supply during winter, 78% citing inadequate training facilities for poultry farm women, and 70.5% and 72.5% reporting problems with clean water availability and predators, respectively.

Table 2 : Overall constraints faced by respondents in adoption of Pratapdhan poultry production technology. n=100

S. No.	Aspects	MPS	Rank
1.	Breeding and rearing of chick's constraints	78.33	IX
2.	Personal constraints	79.44	VIII
3.	Financial constraints	78.87	VII
4.	Marketing constraints	81.25	V
5.	Feeding constraints	81.67	III
6.	Health management constraints	83.56	I
7.	Housing constraints	81.30	IV
8.	Technical constraints	81.08	VI
9.	Miscellaneous constraints	83.27	II

With regard to overall constraints faced by rural women, the data in Table 2 reveals that majority of the respondents faced problems in health management category with overall MPS of (83.56%) and given as Rank I followed by miscellaneous category with overall MPS of (83.27%) with Rank II. Similarly, problem faced by the feeding management category with overall MPS of (81.67%) with Rank III followed by housing management category with overall MPS (81.30%) with Rank IV whereas, constraints faced by the respondents in marketing practice category with overall MPS of (81.25%) with Rank V followed by technical category with overall MPS of (81.08%) with Rank VI followed by personal category with

overall MPS of (79.44%) with Rank VII. However, problem faced by the respondents in financial category with overall MPS of (78.87%) with Rank VIII followed by breeding and rearing category with overall MPS of (78.33%) with Rank IX. The study is supported by Ghasura *et al.* (2013) who conducted a study to identify the constraints in poultry farming and showed that the constraints faced were availability of birds and personal, situational, economic and marketing aspects of the poultry enterprise. Most poultry entrepreneurs faced low egg prices during summer, high costs of feed and medicine, lack of adequate credit facilities, fluctuating prices for the poultry products, increased risks and uncertainty of the poultry enterprise, high mortality of chick availability of veterinary aids. Similar study conducted by Gopala *et al.* (2015) revealed in their study that the most significant constraints faced by the contract broiler poultry farmers were high mortality due to diseases, lack of financial support, quality of medicines and feed and inadequate extension advisory serious and most significant constraints faced by the non-contract broiler poultry farmers were fluctuation in the market price, non-availability of chicks in time and commercial to riff for electricity charge.

CONCLUSION

Adopting Pratapdhan poultry production technology faces several challenges. Health management is hindered by a lack of vaccination facilities, delayed veterinary aid, high disease incidence, and medicine shortages. Farmers also struggle with limited access to clean water, irregular electricity, inadequate training, and predator threats. Financial constraints affect the ability to provide quality feed and build adequate housing. Marketing issues include the absence of organized markets and low cull bird prices. Technical challenges stem from insufficient support and knowledge in poultry rearing. Personal and financial constraints, such as competing commitments and limited loan access, further complicate scaling up operations. Addressing these challenges requires targeted interventions, policy support, and capacity-building initiatives.

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