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A COMPREHENSIVE STUDY OF POULTRY FARMING IN IMPHAL EAST, MANIPUR

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Abstract: Poultry farming in Imphal East, a district in Manipur, India, has become a vital component of the local agricultural economy. This paper comprehensively analyses poultry farming in the region, focusing on production levels, economic impacts, challenges, and growth opportunities. Data were collected from local government reports, farm surveys, and interviews with poultry farmers to provide a comprehensive overview of the sector.

Keywords: Poultry farming, Manipur, Economy, Challenges, Opportunities

Introduction

Poultry farming is a significant agricultural activity in Imphal East, one of the districts in the northeastern state of Manipur, India. This practice involves the breeding and raising of various types of domestic birds, such as chickens, ducks, turkeys, and geese, primarily for meat and egg production. In Imphal East, poultry farming predominantly focuses on chickens for broiler (meat) and layer (egg) production.

Poultry farming contributes significantly to the local economy. It provides a stable source of income for many households and plays a vital role in rural development. The revenue from selling poultry products supports individual families and contributes to the district's overall economic growth. The sector is a significant source of employment, offering both direct and indirect job opportunities. It employs people in various capacities, including farm management, feed supply, transportation, and marketing. This employment generation helps reduce poverty and improve many residents' living standards.

Poultry products, particularly meat and eggs, are essential sources of high-quality protein and other vital nutrients. They play a crucial role in enhancing the nutritional status of the local population and addressing malnutrition and food security issues. There is a high demand for poultry products in Imphal East and the surrounding regions. This demand is driven by the increasing population, rising incomes, and changing dietary preferences, favouring poultry products due to their nutritional value and taste.

This study aims to provide a comprehensive analysis of poultry farming in Imphal East, focusing on the evaluation of the production capacities of broiler and layer farms in the district, including average output per farm and overall production trends, examine the economic contributions of poultry farming to the local economy, including revenue generation and employment statistics, identify the key challenges poultry farmers face in Imphal East, such as high feed costs, disease outbreaks, and infrastructural deficiencies, and

investigate potential opportunities for enhancing poultry farming practices and expanding market reach to ensure sustainable growth and profitability.

The poultry farming sector in Imphal East has been evolving over the years. Traditionally, small-scale backyard poultry farming was prevalent, but recent years have shifted towards more organised and commercial poultry farming practices. This transition has been driven by increased awareness, better resource access, and government support initiatives to boost agricultural productivity.

Despite its growth, the sector faces several challenges that must be addressed to unlock its full potential. High feed costs, frequent disease outbreaks, and limited access to modern farming technologies and infrastructure are some of the critical issues that impact the productivity and profitability of poultry farms.

The study aims to provide valuable insights into the current state of poultry farming in Imphal East and propose strategies for sustainable development and enhanced economic contributions from this sector.

Methodology

Data were collected from primary sources through a structured questionnaire developed and administered to 56 poultry farmers in Imphal East areas. The survey included questions on farm characteristics, production practices, economic outcomes, challenges faced, and future plans. These interviews provided qualitative insights and detailed contextual information that complemented the survey data. SPSS and MS Excel were used to derive critical quantitative data indicators such as income levels, employment rates, and production outputs.

Results and Discussion

The production levels of broiler and layer farms in Imphal East indicate substantial output from both types of farms, reflecting the importance of poultry farming in the region.

With an average production of approximately 4,725 birds per cycle and a cycle duration of 45 days, broiler farms in Imphal East produce approximately 30,000 birds annually. This high level of production meets significant local demand for chicken meat. Layer farms produce around 2,50,000 eggs annually per farm, indicating robust egg production. The consistent output provides a reliable source of eggs for local consumption and markets.

Broiler farming generates a higher average annual revenue (INR 14.7 lakhs) than layer farming (INR 12.4 lakhs). This reflects the higher market value and demand for chicken meat. The sector provides direct employment to approximately 1,500 individuals, underscoring its role in rural employment and poverty alleviation. Most poultry products (74%) are consumed locally, while 26% are distributed to neighbouring districts, indicating a strong local market presence and potential for regional expansion.

Poultry farmers in Imphal East face several challenges that impact productivity and profitability. Feed costs constitute a significant portion (70%) of the total production cost, reducing profit margins for farmers. This is a substantial barrier to economic sustainability.

Frequent disease outbreaks, such as avian influenza and Newcastle disease, result in substantial economic losses and threaten farm productivity.

Despite the challenges, several opportunities exist to enhance poultry farming in Imphal East. Increased government intervention through subsidies for feed, vaccinations, and farmer training programs can enhance productivity and profitability. Exploring new markets beyond the local region and establishing supply chains with retail chains can significantly increase sales and market reach. Implementing advanced farming techniques and biosecurity measures can improve production efficiency, reduce disease incidence, and enhance farm yields.

Table 1: Demographic Characteristics of Poultry Farmers

Characteristic	Statistic
Average Age	46 years
Gender Distribution	83% Male, 17% Female
Average Education Level	Higher Secondary/12th passed
Average Experience	8 years

Table 2: Economic Data for Poultry Farms

Economic Metric	Statistic
Average Annual Revenue (Broiler)	INR 14.7 lakhs
Average Annual Revenue (Layer)	INR 12.4 lakhs
Average Feed Cost per Cycle	INR 3.8 lakhs
Average Other Operating Costs	INR 0.9 lakhs per year

Conclusion

The results of this study highlight the significant role of poultry farming in Imphal East's economy, its contributions to employment and food security, and the challenges and opportunities in the sector. Addressing the identified challenges through targeted interventions and strategic support can unlock the full potential of poultry farming, leading to sustainable growth and improved profitability for farmers in the region.

By leveraging government support, expanding market reach, and adopting modern technologies, poultry farming in Imphal East can achieve greater productivity and economic resilience, benefiting the entire community.

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