

POULTRY FARMING IN A STRESS TRAJECTORY

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ABSTRACT

Broiler poultry farming in India has a tremendous improvement from past decades due to the increasing demand, purchasing power of the consumers, adoption of various technologies and fast returns. Most of the farmers in India are uneducated. Most of the farmers are even not trained and the trained farmers are supposed to earn more profits than the non trained farmers. The broiler poultry farming in India is carried in two ways – self-farming and contract farming. Self-farming is a process where farmers alone take care of input procurement, rearing and marketing the output. Contract farming is where the input is provided by the integrators and output is also taken by the integrator, supervision is done by the integrator.

KEYWORDS: Broiler Poultry Farming, Self/Non-Contract Farming, Contract Farming, Challenges