



AN ECONOMIC ANALYSIS ON MARKETING OF BROILERS (BRESSE) IN BEGUSARAI DISTRICT OF BIHAR

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ABSTRACT

Broilers are chickens raised for meat production due to their rapid growth and high feed conversion efficiency. They are raised in a controlled environment and fed with nutrients suitable for rapid muscle growth. They are popular due to affordability, versatility and consistency. Begusarai district of Bihar was selected for this study. There are 18 C.D blocks in the district where Barauni block was selected from the target, 10% were selected from selected blocks and 5% were selected from selected villages. It has been determined that the broiler business in the research region has three business processes. Among them, most of the respondents prefer Channel III (Path III-producer-product-product-consumer) for buying and selling broiler chickens. Among the three sectors operating in the broiler industry in the study area, the highest market value is in Channel III, the highest market value is in Channel III and the best market value is in Channel I. The broiler chicken industry in Begusarai, Bihar has a promising opportunity due to the increasing demand for poultry products in the region. Creative spaces, outreach, digital platforms, good works and collaboration with local businesses can increase visibility and sales.

Keyword: Environment, Affordability, Broiler, Opportunity, Collaboration

INTRODUCTION

The marketing of broilers in Begusarai district of Bihar offers a lucrative opportunity due to the growing demand for poultry products. The strategic location and accessible transportation networks enhance distribution capabilities, while digital platforms and local market networks can boost visibility and sales. Quality assurance practices, such as hygiene standards and vaccinations, build customer trust and foster loyalty. Collaborating with local restaurants,

supermarkets, and wholesalers can expand market reach and create mutually beneficial partnerships. The Indian poultry-meat industry is rapidly growing, transforming from unorganized backyard farming to organized large-scale operations. (Arunachalam. S. and Singh, A. 2018). Of all animal-based businesses, the Indian poultry sector has had the fastest yearly growth over the past ten years, with 7.3 percent rise in the number of chickens, 10 percent growth in meat output, and 8.35 percent growth in grill production. (Farooq, M. and Ali, R. 2017).

The private poultry sector has thrived in the state of Bihar. The commercial production of broiler and layer chickens has been concentrated in the hands of large businesses. According to the 18th livestock census, there were 647.56 lakh chickens in the state of Bihar. (Census of the year 2009). In comparison to the livestock census of 2012, the overall number of poultry has grown by 46.34%, reaching 74.3 million in 2019. According to the 15th livestock census, there were 4,83,662 chickens overall in the Begusarai district, including 1,72,212 broilers. Over the past few decades, there have been significant advancements and developments in the manufacture of grill chickens. The purpose of the study on the state of the grill farm in Barauni tehsil of Begusarai district was to find out what the actual situation was, as well as the main obstacles, variables that affect profitability, the makeup of the market, and the farmers' reliance on different agencies. To evaluate the problem, a well thought-out questionnaire, its results, and in-person interviews with grill growers were scheduled. (Arunachalam. S. and Singh, A. 2018).

RESEARCH METHODOLOGY

Bihar has 38 districts and 9 divisions. Among these, Begusarai district of Bihar was selected for this study. There are 18 C.D blocks in Begusarai district and Barauni area has been specially selected for this study. 10% of the villages were selected from selected blocks, and 5% of the affected villages were selected from small (<500 birds), medium (501-2000 birds) and below groups.

ANALYTICAL TOOLS

Marketing Cost

$$C = C_f + C_{m1} + C_{m2} + C_{m3} + \dots + C_{mn}$$

Marketing Margin

$$AMI = P_{ri} - (P_{pi} + C_{mi})$$

Marketing Efficiency

$$MME = FP / MC + MM$$

RESULTS AND DISCUSSION

Marketing of broiler chicken in Begusarai district of Barauni block in Bihar is done through three different methods. When it comes to promoting broiler chickens, most respondents prefer Channel 3.

Table 1: Distribution of participants by preferred marketing channel

S. No.	CHANNEL	Respondents number	Respondents		
			Small	Medium	Large
1	CHANNEL- I	6 (7.50)	4 (5.00)	1 (1.25)	1 (1.25)
2	CHANNEL -II	12 (15.00)	7 (8.75)	3 (3.75)	2 (2.50)
3	CHANNEL-III	44 (55.00)	31 (38.75)	17 (21.25)	14 (17.50)
	Total	80 (100)	42 (52.50)	21 (26.25)	17 (21.25)

Note: Figures in the parenthesis represents the percentage

Table 1, The study reveals that out of 80 samples in Begusarai district of Bihar, the majority (55.00%) are purchasing broilers from Channel-III, while 15.50% are from Channel-II and 7.50% from Channel 1.

Table 2: The research area's broiler (Bresse) marketing cost, profit, and efficiency throughout the various channels now in use.

S.No.	Essentials	Various Marketing Channels		
		I	II	III
		Price in Rupees / quintal	Price in Rupees / quintal	Price in Rupees / quintal
A	Producer			
1	Producer's sale price	9800	10000	10000
2	Producer's paid Charges		0	
	a) Shipping costs are paid by the manufacturer	25	70	70
	b) Transport costs provided by the manufacturer	14	25	25
	c) Weighing	10	10	10
	d) Other expenses	10	25	25
3	Total marketing cost paid by producer	59	130	130
4	Net price received by producers	9741	9870	9870
B	Wholesalers			
1	Acquisition price of wholesalers		10,000	10000
2	Marketing cost beard by wholesalers			
	a) Shipping charges		10	13
3	b) Transport charges		15	15
	c) Weighing charges		10	10
	d) Other charges		115	115
4	Total marketing cost incurred by wholesalers		150	153
5	Wholesaler's margins		340	300
6	Sale price of wholesalers		10490	10450
C	Retailers			
1	Acquisition price of retailers			10450
2	Charge paid by retailers			
	a) Shipping charge			20
	b) Loading & unloading charges			15
	c) Weighing charges			20
	d) Storages			200
	e) Other charges			40
3	Total marketing cost paid by retailers			295
4	Profit margin for retailers			290
5	The price at which retailers sell their goods			11035
D	Cost to consumers or quintal	9800	10490	11035
E	Cost to the customer per kilograms	98.00	104.90	110.35
•	Total marketing cost	59	280	578
•	Total marketing margin	0	340	590
•	Marketing Efficiency	166.10%	16.12%	8.56%

Table 2, The study reveals that the highest advertising performance for broiler income is found in channel I, with producers receiving a net charge of Rs 166.10 percent. In channel II, producers receive a net fee of Rs 9870 per quintal, while in channel III, the manufacturer receives a net rate of Rs 9870 per quintal.

CONCLUSION

The study compares chickens sold in Begusarai district of Harpur using three businesses: Channel I, producer-consumer, Channel II, producer-product-consumer, and producer-seller-consumer market Channel III. Channel III is the most popular marketing channel for broiler chickens, with a total market capitalization of Rs. 578 and 8.56% marketing efficiency.

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