



Poultry Farming: A Rural Employment

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Abstract

Today in India poultry farming is consider as fastest growing segment of agriculture. Poultry is consider as good source of protein, vitamins and minerals such as iron, selenium, zinc, vitamin B and also vitamin B12. Poultry meat is rich in omega 3 fats i.e. provide essential polyunsaturated fatty acids. Chicken meat involved desirable monounsaturated fat and 1/3 of less healthy saturated fats. Chicken meat does not contain trans fat which causes coronary heart disease therefore chicken meat is consider as healthy meat. Rural poultry farming contribute about 21% of national egg production in India. Poultry farming has become the most remunerative business than any other business in the developing countries. It is consider as per-eminence business which carries a scope for quick and large profit. Therefore the solo objective of this review is to focus on various aspects related to the poultry farming and it's management.

Keywords : Poultry farming, Employments, Diseases, Remunerative.

Introduction:

Livestock and poultry farming provide a major contribution to India's economy (1). Poultry farming is may possible in different climatic atmosphere. It require small space, low investment, quick return from outlay and well distributed turn over throughout the year. Backyard poultry farming is consider as important component for poor people of rural sector not only for augmenting animal protein in the form of egg and meat but also to improve their subsidiary income. Now a days women's are now coming out of their seclusion and take part in poultry farming because this business gives huge remunerative. In general it is observed that women contribute more than men in animal husbandry activity as invisible worker (2,3).



The Government of India has focused on the women’s development and empower them by organizing various programs and schemes all over the country. Empowerment can be defined as the full potential and power of women in all spheres of life (4). Women can also play a major role in improving basic health care of backyard poultry that does not require much manpower. Pre and post training knowledge of farm women regarding poultry rearing.

Sr.no.	Topic	Before (%)	After (%)
1.	Knowledge on breeds	23	80
2.	Knowledge on feed preparation	32	89
3.	Knowledge on vaccination to poultry birds.	15	93

Poultry farming can be very important occupation for majority of the landless families, suitable measures adapted to upgrade the backyard poultry and promote small to medium scale poultry farming. It also provide a good source of self employment. Before jump into the poultry farming business care should be taken to educate the rural people about the prerequisites of poultry farming and disease prevention strategies to achieve better productivity and income returns.

Advantages of promoting poultry farming in rural areas:

- Provide subsidiary employment and helps alleviating unemployment and job scarcity.
- Inspire self confidence and self sufficiency in rural people.
- Reduce malnutrition and ensures nutritional security.
- Management is not require i.e. ladies and children can be involved easily.
- Poultry farming need minimum use of land.
- By products such as poultry manure have excellent value in organic agro-farming which would fetch higher return to villagers.
- Job opportunities can be created through consultancy services.
- Increased poultry production will strengthen the national economy.



Conclusion :

Poultry farming has tremendous potential which has not been exploited to its full capability in rural areas. Rural poultry is an important element in diversifying agricultural production and increasing household food security. Chickens provides readily harvestable animal protein to rural households. Therefore efforts need to be made for public awareness about “Virtues of poultry business” and its “products” by blending science, spirituality so that poultry farming should gain popularity not only in traditional rural families but also in higher educated and scientific society.

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