



## State of Poultry Industry in India

**For Prelims:** [Livestock sector](#), [Environmental pollution](#), [Greenhouse gas emissions](#)

**For Mains:** State of Poultry Farming and Chicken Industry in India, Challenges, Issues Related to Poultry Farming and Way Forward.

**Source:** [IE](#)

### Why in News?

The **broiler chicken industry** in India has transformed from a **traditional, small-scale farming practice** into a **highly organised and vertically integrated** agri-business.

- This evolution has enabled even smallholders to participate in commercial poultry farming, significantly increasing productivity and profitability.

### What are Broiler Chickens?

- **Broiler Chickens:** Broiler chickens are a type of chicken specifically bred and raised for meat production. Rearing of chickens comes under poultry farming.
  - **Advantages:**
    - **Rapid Growth Rate:** Broilers are genetically engineered to grow exceptionally fast, reaching slaughter weight in a relatively short period, typically 4 to 6 weeks.
    - **High Meat-to-Bone Ratio:** They have been selectively bred to develop large breast muscles, which are the most desirable part of the chicken for consumers.
    - **Efficient Feed Conversion:** Broilers efficiently convert feed into meat, making them economically viable for commercial production.
- **Poultry Farming:** Poultry farming is the practice of **domesticating and raising birds, primarily chickens, ducks, turkeys**, and geese, for the purpose of producing meat and eggs. It is a significant component of the agricultural sector worldwide.

### What is the State of the Poultry Industry in India?

- **Global Ranking and Production:** According to Food and Agriculture Organization Corporate Statistical Database (FAOSTAT) production data (2020), India ranks **3rd in Egg Production** and **8th in meat production in the world.**
  - Egg production in the country has increased from 78.48 billion in 2014-15 to 129.60 billion Nos. in 2021-22. Meat production in the country has increased from 6.69 million tonnes in 2014-15 to 9.29 million tonnes in 2021-22.
  - **Broiler meat production** in the country is estimated at around **5 million tonnes (MT)** annually.
- **Poultry Feed Production:** In 2022, India's **total poultry feed production** reached **27 million metric tons** per year.
- **Growth Trends:** The poultry sector in India has shown impressive growth, with **poultry meat**

**production** increasing at an **average annual rate of 8%**, and **egg production** rising by **7.45%** between 2014-15 and 2021-22.

- **Market Size and Exports:** The Indian poultry market reached **Rs. 2,099.2 billion** in 2023, and it is projected to grow at a compound annual growth rate (**CAGR**) of **8.9%** from 2024 to 2032.
  - During the 2022-23, India exported poultry and poultry products to 64 countries, generating revenue of USD 134 million.
- **Top Egg-Producing States:** Andhra Pradesh (20.13%), Tamil Nadu (15.58%), Telangana (12.77%), West Bengal (9.93%), and Karnataka (6.51%).

## What are the Key Factors Responsible for Rapid Growth of the Poultry Industry in India?

- **Vertical Integration:** Companies utilise **contract farming models**, providing farmers with **day-old chicks (DOCs)**, feed, and technical support.
  - This approach allows for **streamlined operations, reduced risks**, and enhanced control over the entire supply chain, from breeding to marketing, ensuring consistent quality and efficiency.
- **Technological Advancements:** The use of **Environmentally Controlled (EC) sheds with automated feeding**, and climate control systems has improved growth efficiency and reduced mortality rates.
  - Additionally, **advanced breeding techniques have enhanced growth rates** and disease resistance in broiler chickens.
- **Increased Demand for Poultry Products:** Growing urban populations and shifting dietary preferences, including a **trend towards more processed and ready-to-eat poultry products**, have driven the rising demand for chicken as a protein source.
- **Government Support and Policies:** Government initiatives, subsidies, and improved infrastructure for **transportation and cold storage have bolstered investment** and growth in the poultry sector, enhancing supply chain management.
- **Financial Incentives for Farmers:** The contract farming model offers **guaranteed payments and performance-based incentives**, boosting farmers' profit margins and encouraging larger operations.
  - Additionally, **loans and credit facilities from financial institutions** support poultry farming investments.
- **Export Opportunities:** The potential for exporting **poultry products to international markets** presents a dynamic opportunity for the Indian poultry industry.
  - However, this is also influenced by global market conditions, trade policies, and competition from other exporting countries.

## What are the Challenges Related to the Poultry Industry in India?

- **Contaminated Environments:** High-density **confinement of chickens in battery cages** results in poor air quality, waste management problems, and **greenhouse gas emissions**.
  - Poultry units with over 5,000 birds are classified as polluting industries by the **Central Pollution Control Board (CPCB)**, necessitating strict regulatory compliance.
- **Feed Price Volatility:** Fluctuations in the prices of feed ingredients such as **corn and soybean can impact the profitability of poultry farming**. Ensuring a stable supply and exploring alternative feed sources are essential to address this challenge.
- **Cruel Treatment of Animals:** Industrial poultry operations often involve inhumane practices such as mutilation, starvation, and overcrowding, violating the **Prevention of Cruelty to Animals (PCA) Act, 1960**.
- **Financial and Operational Challenges:** The industry faces **issues such as large debts, reliance on informal facilities**, and complex contract farming arrangements. Farmers often incur **significant losses due to market volatility** and the pressures from industry giants.
- **Competition from Other Protein Sources:** The poultry market faces competition from other protein sources **like plant-based proteins**, which are gaining popularity due to health and environmental concerns.
- **Supply Chain Inefficiencies:** Inadequacies in the supply chain, including transportation, **cold**

**storage, and distribution networks, can lead to wastage** and affect the quality of poultry products, hindering market growth.

- **Waste Management Issues:** The poultry industry produces significant waste, including methane, **CO<sub>2</sub>, water effluents, and solid waste, causing soil and water pollution.**
  - Excessive **manure accumulation exceeds land capacity**, leading to pollution and breeding grounds for disease vectors like flies and mosquitoes.

## What are the Initiatives for the Poultry Industry in India?

- **Poultry Venture Capital Fund (PVCF):** The Department of Animal Husbandry and Dairying is implementing it under “Entrepreneurship Development and Employment Generation” (EDEG) of the **National Livestock Mission.**
- **National Livestock Mission (NLM):** Different programmes under the NLM in which financial assistance is provided to States/Union Territories to implement Rural Backyard Poultry Development (RBPD) and Innovative Poultry Productivity Project (IPPP).
- **Assistance to States for Control of Animal Diseases (ASCAD) Scheme:** ASCAD under “**Livestock Health and Disease Control**” (LH&DC) which covers the vaccination of economically important poultry diseases viz., Ranikhet Disease, Infectious Bursal Disease, Fowl Pox, etc., including control and containment of emergent and exotic diseases like Avian Influenza.

## Way Forward

- **Enhance Business Environment:** Improve the **ease of doing business** by addressing challenges related to **poultry product exports** and **integrating informal sector units.**
- **Invest in Research and Development:** Increase **investment in R&D** to drive innovation and advancements across the poultry sector.
- **Strengthen Environmental Oversight:** Enforce **stringent environmental regulations**, particularly in light of the **CPCB’s reclassification of the poultry industry as a highly polluting 'orange category' sector.**
  - This is crucial for addressing current challenges, such as the **bird flu crisis**, and mitigating the broader climate emergency.
- **Align Environmental and Animal Welfare Regulations:** Ensure that India's environmental laws and regulations reflect the **One Health principle**, integrating lessons from public health crises.
  - Emphasise the connection between animal welfare, public health, ecosystem integrity, and biodiversity conservation.
- **Social Awareness Campaigns:** The government should earmark funds for awareness generation through “**Social Awareness Campaigns**” which could sensitise the communities and population at large on major aspects related to poultry farming.

### **Drishti Mains Question:**

What is the State of Poultry Farming in India? What are its challenges and the way forward?

## UPSC Civil Services Examination, Previous Year Question (PYQ)

### **Prelims**

**Q.1 Which of the following is the chief characteristic of ‘mixed farming’? (2012)**

- (a) Cultivation of both cash crops and food crops
- (b) Cultivation of two or more crops in the same field
- (c) Rearing of animals and cultivation of crops together
- (d) None of the above

**Ans: (c)**

**Mains**

**Q.1** Livestock rearing has a big potential for providing non-farm employment and income in rural areas. Discuss suggesting suitable measures to promote this sector in India. **(2015)**

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