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EXPLORATORY STUDY ON EVALUATING PROBLEMS FACED BY FARMERS IN CONTRACT POULTRY FARMING

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Keywords

*Poultry Farming,
Contract Farming,
NVIVO12.*

Abstract

Contract broiler farms are viewed as a way to provide rural farmers in India more financial and social influence. Because it provides rural farmers with a different source of income, less dependence on the monsoon, good working conditions, and all the essentials supplied straight to their doorstep by contract integrators, the contract poultry industry is a major success story. But every coin has two sides, hence, the purpose of this exploratory study is to evaluate the problems faced by farmers in contract poultry farming. The technique used in this study is Text mining using the qualitative tool NVIVO 12. The findings of the study indicated that the major challenges faced by Farmers in Contract Poultry Farming are Delay in supply of chicks, Low-quality feed provided, Frequent bird diseases, no timely veterinary support, and low income despite hard work. The moderate challenges faced by Farmers in Contract Poultry Farming include no insurance for poultry loss, Difficulty in getting loans or credit, no freedom to buy own inputs, High maintenance costs not covered and Poor waste disposal methods. The minor challenges faced by Farmers in Contract Poultry Farming Lack of cold storage for vaccines or medicines, the Burden of cleaning and disinfecting



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	after each cycle, no legal help during disputes, and the Company ignoring farmer feedback.
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1. INTRODUCTION

Contract farming is not a new phenomenon; it is often defined as an institutional arrangement between farmers and enterprises to produce and trade agricultural commodities under specified parameters. However, the advent of large-scale food retailing in emerging nations and a recent wave of agricultural industrialisation may have sparked a fresh preference for contract farming on a scale that is most likely unprecedented. In these nations, the producer-processor relationship has been redefined due to a variety of factors, including shifting consumer preferences, increased demand for processed foods, and the globalisation of the agroindustry (Barrett et al. 2020; Bellemare et al. 2021; de Brauw and Bulte 2021). Today, there is comparatively little debate about the definition of contract farming or even the reasons for its emergence. The question of whether contract farming is a "good thing" is, in contrast, subject to intense discussion. Contract farming is viewed as a means for smallholders in developing nations to benefit from the opportunities presented by a globalising trade system, particularly in non-traditional high-value crops. Advocates are excited, maybe correctly, about the potential improvements that such firm-farm links could bring, especially in light of the ongoing agricultural hardship in resource-poor places.

1.1 Contract Farming in India

The lack of a systematic mechanism for tracking the universe of contractual agreements in India makes it difficult to determine the exact amount of contract farming in that country. Based on the definition of contract farming used in this book, estimates from the most recent nationally representative survey of agricultural households indicate that, despite the small percentage of farmers contracting for produce, the number is large in absolute terms (Cariappa et al., 2023), and even larger if the concept of contract farming is extended to include traders, for example. While less prevalent in the east and northeast, a diverse range of state, corporate, and civil society players have joined the battle to find products for processing and sale (Cariappa et al. 2023; Shrimali 2021; Singh 2022a).

1.2 Poultry Farming

The foundation of food production from the beginning of agriculture has been the raising of tamed birds (poultry) for their meat, eggs, and feathers. Poultry farming is one of the most effective animal husbandry techniques since it may use a variety of feedstock, including from domestic and agricultural waste to food manufacturing leftovers. For many communities in rural regions worldwide, particularly in developing nations, it offers food and nutritional security, as well as a steady source of protein (Vaarst et al., 2015). However, one of the main animal species utilised in industrial livestock production is poultry, which goes beyond such low-impact backyard production techniques. (Gržinić, G., 2023).



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1.3 Challenges Faced by Farmers in Contract Poultry Farming

Challenge	Description
Disease Outbreaks	Outbreaks like Newcastle, Avian flu, and Salmonella; lack of proper vaccines and weak biosecurity in small farms.
High Feed Costs	Rising prices of soybean and maize due to market fluctuations and supply chain issues; dependence on imported ingredients.
Poor Infrastructure and Cold Storage	Lack of cold chain infrastructure and poor rural transport affects storage, processing, and timely delivery.
Market Fluctuations and Price Volatility	Seasonal demand shifts and middlemen price manipulation cause financial instability for farmers.
Environmental and Waste Management Issues	Improper disposal and lack of awareness on sustainable waste practices lead to pollution and health hazards.
Small-Scale and Unorganized Farming	Unorganized sector struggles with access to loans, tech, and insurance; low government support and subsidies worsen the situation.
Antibiotic Resistance & Food Safety	Overuse of antibiotics and unhygienic slaughtering practices raise concerns over food safety and health.
Competition from Imported Products	Threat from low-cost imports; potential rise in competition due to free trade agreements.
Climate Change and Weather Extremes	Unpredictable weather, water scarcity, and heat stress reduce productivity and increase poultry mortality.
Lack of Research and Innovation	Minimal R&D in genetics, disease control, and nutrition; slow adoption of modern technology raises operational costs.

2. REVIEW OF LITERATURE

2.1 Sunar, S., Nagaraju, L., et al. (2021)

Determined the difficulties which are faced by the poultry farmers even though the industry of poultry farming have increased the productivity through agriculture per hectare and per person. The study focuses on the problems faced by contract poultry farmers in Tirupati block, Chittoor, Andhra Pradesh. The results derived from the study shows that the contract poultry farmers need to pay higher expense for rearing, incur higher cost of labour, lower prices offered by the company, higher



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cost of input, delay in payments, seasonal shortages in manpower, and delayed delivery of chicks are said to be significant restrictions. The researchers suggested providing farmers with financial assistance

2.2 Mishra, A., Kumar, A., et al. (2018)

Examined through their research study on Contract Poultry Farming and evaluating the perceptions of the small-scale farmers related to the problems incurred during production which influences the adoption of the concept of Contract Farming in India. The research study depicts that the problems are related to the perceived notions regarding risk of pests and weather, available irrigation infrastructure, access to institutional financing, extension journey. Also, some other problems such as concerns regarding food security, lack of experience, yielding losses, and lower rate of income are certain reasons which restrains the adoption of contract poultry farming among the small-scale farmers.

2.3 Senapati, A. (2018)

Pointed out that the small farmers are under pressure for diversifying themselves away from staples and eventually take the advantages of market-oriented, higher value of produce. But on the other hand, they are facing some serious problems such as accessibility to requirements for high-value agriculture which requires higher funding, higher quality of inputs, advanced technologies, and extended help. The market for the contract poultry farmers is inadequate and includes higher cost of transaction and high expenditure. The cost of infrastructure is also not sufficient for up keeping of the poultry. The researchers recommend some steps to help solve the problem.

2.4 Bhimraj, A., Popat, D., et al. (2018)

Evaluated through their research study about the problems and challenges such as low level of productivity, non-remunerative prices, components having inadequate quality, exploitation of the contract farmers by the partnership firms, and delay in the delivery of high-quality inputs, were some of the major concerns relating to contract poultry farmers. The total amount of investment and the number of batches which are produced annually shows a negative effect on the financial viability of contract poultry farming.

2.5 Singh, A., Chander, M., et al. (2017)

Focused to determine the difficulties faced by the contract poultry farmers in 4 areas which were selected on a random basis in districts of Varanasi and Azamgarh, Uttar Pradesh. The conclusions showed that the main challenges faced by the farmers involved in contract farming were increase in the overall expenditures, delay in offering veterinary services, delay in lifting output, delay in providing chicks. Also other challenges included major swing in prices, lack of co-operative marketing groups and unacceptably higher prices.

2.6 Sasidhar, P. & Suvedi, M. (2015)

Analysed through the study about the challenges and problems faced by the contract poultry farmers



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using the Bennett's hierarchy of evaluation approach in Andhra Pradesh, Telangana, and Karnataka. It analysed that there were notable differences in expenses among contract as well as non-contract farmers. In comparison, it was found out that the contract poultry farmers earn lower returns, because of lower input costs, guaranteed income, and absence of marketing abilities. As there is no regulatory agency, the contract firms take advantage and exploit the contract farmers from their rights and privileges. The contract favours the contract firms, with lesser rearing charges, stricter incentive and penalties on the cost of output on the farmers.

2.7 Atkare, A. & Kalamkar, S. (2014)

Mentioned about how contract poultry farming is still in the state of being underdeveloped in majority areas in India because of higher expenditures and inefficiencies. The research puts light on the problems faced by them in the form of delay in the delivery of the input, higher prices of the feed, delay in the lifting of the product, delay in payments, lower prices, and rejection of the output occasionally, even in presence of a contract. Also in addition, the contract farmers need to deal with lower growth fees, delayed chick supply, delayed veterinary services, and tax deductions. Also face the trouble of delay in supplying chicks, which resulted in fewer batches produced year. They are demotivated because of higher costs of startups, formalities of contract, and lower profits.

2.8 Kalamkar, S. (2012)

Discussed and examined the arrangements regarding input and providing services, and has analysed various elements related to production of poultry farming as per contract management. It analysed the problems faced by the contract farmers such as that they did not have any contract copy in their possession. Also, in comparison, the non-contract farmers generated a higher average net revenue per kilogram of the live weight of a bird. The contract farmers faced issues such as delayed supply of inputs, higher feed prices, delay in produce lifting, delay in payment, lower prices, output rejection, delay in delivery of chicks, lack of veterinarian care, higher fees for visiting and deduction of TDS at source.

3. OBJECTIVES

- (i) To explore the challenges faced by Farmers in Contract Poultry Farming.
- (ii) To give suggestive measures towards the eradication of these challenges

4. RESEARCH METHODOLOGY

Table No: 1 Research Methodology



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Research Design	Qualitative and Exploratory
Research Approach	Inductive Approach
Data Collection Method	Face-to-face interviews
Sample Size	90 Farmers in Contract Poultry Farming
Location	North Mumbai Region
Sampling Technique	Non-random Convenience Sampling
Analysis Tool	NVIVO 12
Analysis Technique	Text Mining (Mind Map, Word Frequency, and Word Cloud)

Data Analysis and Interpretation:

Table No: 2: Summary of problems faced by Farmers in Contract Poultry Farming

Word	Length	Count	Weighted Percentage (%)
Delay in supply of chicks	10	34	12.69
Low-quality feed provided	11	29	10.82
Frequent bird diseases	8	27	10.07
No timely veterinary support	12	25	9.33
Low income despite hard work	9	24	8.96
No insurance for poultry loss	11	23	8.58
Difficulty in getting loans or credit	12	20	7.46
No freedom to buy own inputs	16	18	6.72
High maintenance costs not covered	9	17	6.34
Poor waste disposal methods	13	14	5.22
Lack of cold storage for vaccines or medicines	11	13	4.85
Burden of cleaning and disinfecting after each cycle	16	11	4.10
No legal help during disputes	12	9	3.36



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Company ignoring farmer feedback	15	4	1.49
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As per table no: 2 the most frequent keywords generated towards exploring challenges faced by Farmers in Contract Poultry Farming. Delay in supply of chicks with 34 counts and a weighted percentage of 12.69, Low-quality feed provided with 29 counts and a weighted percentage of 10.82, Frequent bird diseases with 27 counts and a weighted percentage of 10.07, No timely veterinary support with 25 counts and a weighted percentage of 9.33, Low income despite hard work with 24 counts and a weighted percentage of 8.96, No insurance for poultry loss with 23 counts and a weighted percentage of 8.58, Difficulty in getting loans or credit with 20 counts and a weighted percentage of 7.46, No freedom to buy own inputs with 18 counts and a weighted percentage of 6.72, High maintenance costs not covered with 17 counts and a weighted percentage of 6.34, Poor waste disposal methods with 14 counts and a weighted percentage of 5.22, Lack of cold storage for vaccines or medicines with 13 counts and a weighted percentage of 4.85, Burden of cleaning and disinfecting after each cycle with 11 counts and a weighted percentage of 4.10, No legal help during disputes with 9 counts and a weighted percentage of 3.36, and Company ignoring farmer feedback with 4 counts and a weighted percentage of 1.49.

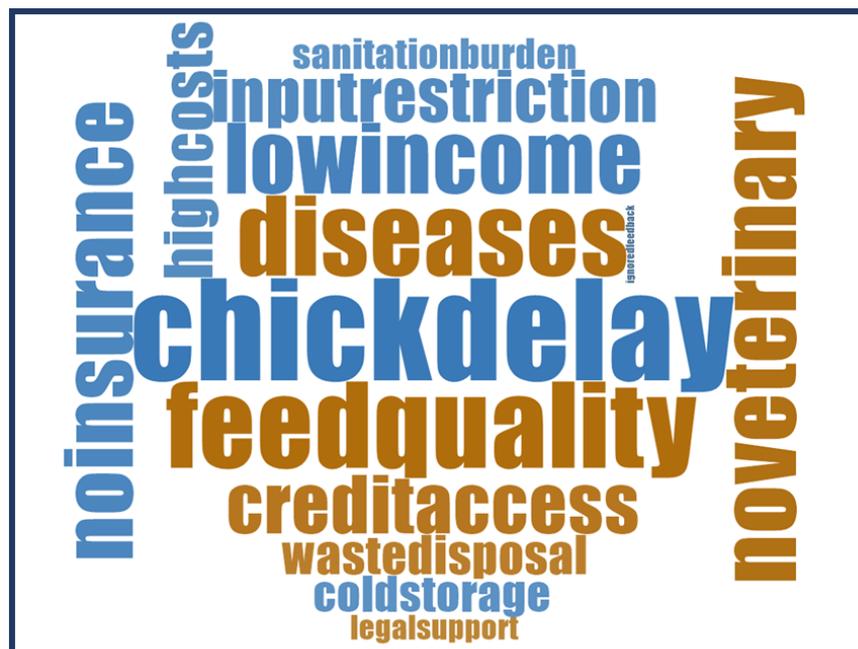


Figure No: 1 Word cloud

A word cloud is a visual representation of text data where terms are represented by their size, with larger words signifying more frequent keywords. It makes it easier to find key themes or phrases in a

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dataset quickly. As per Figure no: 1 it is seen the major challenges faced by Farmers in Contract Poultry Farming. Delay in supply of chicks, Low-quality feed provided, Frequent bird diseases, no timely veterinary support, Low income despite hard work, No insurance for poultry loss, Difficulty in getting loans or credit, No freedom to buy own inputs, High maintenance costs not covered, Poor waste disposal methods, Lack of cold storage for vaccines or medicines, and Burden of cleaning and disinfecting after each cycle. The minor challenges faced by Farmers in Contract Poultry Farming No legal help during disputes, and Company ignoring farmer feedback.

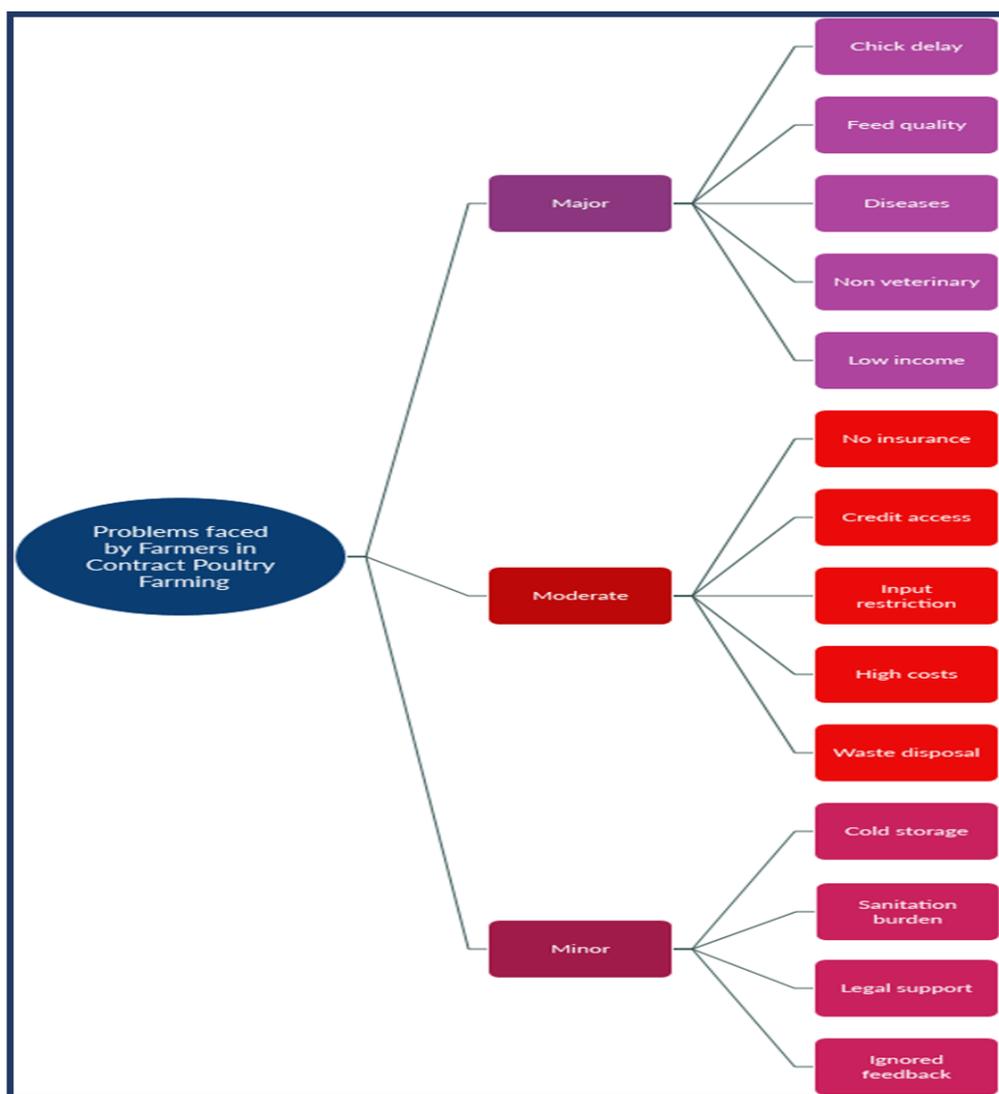


Figure No: 2 Mind map

5. CONCLUSION

The study reveals that although contract poultry farming has formal advantages like guaranteed

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markets and technical support, it is tainted by a number of real-world issues that have a big influence on the farmers' livelihood and morale. The main obstacles—such as substandard feed, frequent disease outbreaks, delayed chick supply, insufficient veterinary care, and low revenue despite diligence—emphasize structural problems that compromise the effectiveness and sustainability of this farming approach. These issues damage farmers' confidence in integrators and the contract structure in addition to lowering output. The farmers' operations and profitability are further strained by moderate problems such as inadequate insurance coverage, restricted access to credit facilities, lack of autonomy in the procurement of inputs, unreported excessive maintenance expenses, and inappropriate waste disposal techniques. Long-term involvement is hampered by even the supposedly small problems, such as inadequate cold storage for vaccinations and medications, the difficulty of post-cycle sanitisation, the lack of legal assistance during conflicts, and the disrespect for farmer input. These issues result in dissatisfaction. These intricate problems highlight the pressing need for technology support, inclusive policy changes, and a more farmer-centric strategy. They also call for a reexamination of current contracting practices. If integrators, government agencies, and farmers collaborate more and implement methodical reforms, contract poultry farming might develop into a lucrative and sustainable agricultural enterprise.

6. SUGGESTIONS

- ❖ Integrators must provide a steady and timely supply of healthy chicks to minimise early-cycle losses and avoid delays.
- ❖ Frequent inspections and the establishment of feed quality control methods are necessary to guarantee freshness and nutritious content.
- ❖ Regular health checks and 24-hour veterinarian support services are essential, especially during disease outbreaks.
- ❖ Fair and open income structures that link farmer remuneration to performance and keep a small profit margin must be developed.
- ❖ Businesses and the government must work together to provide poultry insurance schemes that protect farmers from losses resulting from disease or natural disasters.
- ❖ Small-scale farmers should have simpler access to soft loans and institutional financing, with reduced collateral needs and simplified paperwork.
- ❖ Farmers should have the freedom to buy inputs on their own, particularly if the supplies provided by the corporation are of poor quality or too expensive.
- ❖ When determining farmer remuneration, businesses should take maintenance expenses like labour, energy, and sanitation into consideration.
- ❖ Prioritising investments in cold chain infrastructure is essential, particularly for the storage of



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processed goods, medications, and vaccines.

- ❖ The integrators should set up a separate grievance redressal system with legal backing, clauses to resolve conflicts, and procedures to take farmers input into account.

7. AUTHOR(S) CONTRIBUTION

The writers affirm that they have no connections to, or engagement with, any group or body that provides financial or non-financial assistance for the topics or resources covered in this manuscript.

8. CONFLICTS OF INTEREST

The authors declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article.

9. PLAGIARISM POLICY

All authors declare that any kind of violation of plagiarism, copyright and ethical matters will taken care by all authors. Journal and editors are not liable for aforesaid matters.

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