

The role of Poultry Sector after Post Pandemic Period

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SUMMARY

In the article we are more focusing on the role of poultry industry after the pandemic situation. There is greater demand of animal protein in human diet most are people are preferred a poultry meat in their meal. During the pandemic and post pandemic period the demand of this sector has increased, but there is some adverse impact on poultry industry including labour shortage, transport facility and more wastage of the product during lockdown period.

INTRODUCTION

The poultry industry in India is a very old tradition and this industry is one of the key players in India's rural and urban economy. In addition, India is the fifth largest producer of eggs and the ninth largest producer of poultry meat among all countries (FAOSTAT). An important part of India's agricultural economy, small-scale poultry farmers have the potential to play a key role in reducing malnutrition, poverty and unemployment. Population growth after Indians is only 16% in the last 30 years from 60 million to 70 million. However, poultry production and consumption in the domestic market are expected to grow. The Indian poultry industry has played a major role in the country's food processing industry. From background work to big commercial work the poultry industry has changed. Forty years ago, poultry farming in India was transformed into a mere livelihood and a source of nutritious food for the family.



(Source: www.business-standard.com)

The biggest challenge is the low availability of adequate infrastructure, the limited lack of R&D; labs and industries and ignorance of hygiene practices. The Indian Meat and Poultry Market stands at a low point in relation to global markets. India is looking at opportunities such as the placement of mega food parks, modern slaughterhouses, advanced processing units, providing additional incentive to build existing projects while taking care of changing patterns of use.

Challenges faced by the Covid epidemic

Currently, India is the fourth largest producer of poultry by volume (FAOSTAT). On an annual calendar year 2019 approximately 3.8 million tons of chickens have been consumed nationwide, estimated at Rs. 85,000 cores according to retail price (2). At the same time, egg production in the country is estimated at 109 billion eggs, estimated at Rs. 45,000 (2) characters While continued 10-12% growth in the industry, as evidenced by the previous three years, was also expected this year, the COVID-19 epidemic earlier this year had an unprecedented impact on the sector. Unlike many other economic sectors, the impact on India's poultry industry was even greater before the national epidemic broke out. Prior to the reporting of the COVID-19 case in India, rumors of poultry infected with the virus were widely circulated on social media, leading to reduced demand for poultry meat in many parts of the country. Over time, assertions made by various organizations that chicken diets are relatively safe have been appealing to consumers.

Lack of adequate storage facilities, such as eggs, large farms and cold services has led to the forced loss of production due to mobility. Various events such as burying thousands of live birds with the aim of preventing the spread of COVID-19; killing and burning birds in large numbers; and free donations due to reduced sales have been reported in various parts of the country. On average, the spread and locking of COVID-19 affected 10 lakh broilers and 2 lakh breeders, and by the end of April 2020, the same loss was estimated at Rs. 27,000 characters. According to available data, in some areas, the price of live chicken has risen to Rs 10-30 / kg, especially in the first week of closure when poultry farmers are unprepared for the unusual market downturn (GauthamKolluri et al, 2019)

Revival of the poultry industry epidemic

To restore the sector to normalcy, both the State Government and the State Government have implemented a number of strategies, including declaring the provision of livestock and poultry under essential services, to ensure the exodus of livestock and poultry. milk through dairy cooperatives, providing a lot of advice to industry-related stakeholders through various organizations, and so on. It is reported that the 19 ICAR Research Centers conducted extensive consultations with various client groups, and provided appropriate advice to farmers and industry, without the involvement of other institutions such as ICAR-NIHSAD, ICAR-IVRI, ICAR-NRC, and KISSAR in the analysis of COVID human samples. -19.

It is expected that government will take all necessary steps to address this issue through effective and efficient governance, the necessary economic support, and the creation of a conducive environment for the revitalization of this sector and the well-being of its victims. In this effort, the role of the private sector, NGOs and the general public will also be important.

Because the closure is expected to be reserved for restaurants, shopping malls, tourist areas, etc. Closed for the next few months, the usage pattern may not be restored to normal. Therefore, the installation of broilers is expected to be about 30 to 35% of the total business volume by small farmers to minimize further losses. The price of eggs also saw an increase in revenue from USD 1 to 7. As mentioned, the impact of the loss of COVID-19 on the egg industry could not be compared to that of its poultry counterparts. It is thought that cold storage of eggs during the declining market and egg recommendations in COVID-19 (WHO, 2020) special diet for hospitalized and isolated people in mid-April shows rays of hope in the coming week. The favorable weather forecast (IMD, 2020) is in line with the availability of migrant workers who are expected to regain the disabled poultry industry in the country.

CONCLUSION

There was no doubt that it was important to introduce the risk of the deadly disease COVID-19 but it had a negative impact on the availability of products from livestock and poultry for the public to use on a daily basis with all those related to the livelihoods and / or income. The dangers of this epidemic requiring the eradication of society and adherence to certain precautionary measures, as well as the state of closure taught each of us several lessons to better prepare to deal with the same situation in the days and years to come.

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