

## **EVALUATION OF POULTRY EGG PRODUCTION IN NAMAKKAL DISTRICT (TAMILNADU)**

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### **Abstract**

India is the fifth largest producer of eggs and ninth largest producer of poultry meat in the world, producing 34 billion eggs and about 600,000 tons of poultry meat in 1999 (Mehta, 2005). Poultry sector in India has been growing at a much faster rate than other sectors of the Indian economy and accounts for 100 billion rupees to the Gross National Product (GNP). Despite such amazing growth in last two decades, annual per capita consumption of egg and poultry meat in India is disappointingly low with approximately 36 eggs and 0.7 kilograms of poultry meat in 2005 (Mehta, 2005). These levels are too low as compared to the world average of 147 eggs and 10.9 kilograms of poultry meat on a per capita basis (FAOSTAT). These low levels of per capita consumption of eggs and poultry meat have been mostly attributed to lower purchasing power (Gandhi and Mani, 1995). However, purchasing power of Indians is likely to grow at a much higher rate in the future due to strong economic growth, as a result of continued economic liberalization initiated in early 1990s. Macroeconomic forecasters such as World Bank, and Standard and Poor's DRI are now projecting average annual growth of 6 to 8 percent in India's real GDP in the next decade. In addition to strong income growth, consumption pattern is also likely to be influenced by population growth, urban-rural population composition and other demographic variables.

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**Keywords:** Indian poultry, market integration, egg consumption