

## **Poultry Farming in Bishnupur District, Manipur: Current Status, Challenges, and Opportunities for Sustainable Development**

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**Abstract:** Poultry farming in Manipur is crucial to the state's economy, contributing significantly to rural livelihoods and food security. This research paper aims to provide an in-depth analysis of the poultry farming industry in the Bishnupur District of Manipur, highlighting its current status, challenges faced by stakeholders, and opportunities for sustainable development. The study involves a comprehensive review of existing literature, field surveys, and interviews with key industry players to present a holistic view of the sector.

**Keywords:** *Poultry farming, Livelihood, Challenges, Opportunities, Sustainable development*

### **Introduction**

Poultry farming is a pivotal sector within Manipur's agricultural landscape, profoundly influencing the state's economic fabric, socio-cultural dynamics, and food security paradigm. Nestled in the north-eastern region of India, Manipur boasts a diverse agricultural milieu, where poultry farming emerges as a cornerstone of livelihood for many rural communities.

The historical tapestry of Manipur reveals the deep-rooted connection between its people and agriculture. Over time, the evolution of farming practices has witnessed a substantial integration of poultry farming into the agrarian framework. Initially conceived as a supplementary income source, poultry rearing has progressively assumed a more central role within the state's agricultural narrative.

The significance of poultry farming transcends mere economic contributions; it resonates with socio-cultural dimensions and nutritional sustenance. Manipur's poultry sector serves as a critical avenue for income generation, employment creation, and the empowerment of local communities, especially in rural areas. Furthermore, the sector's output is pivotal in bolstering food security and addressing nutritional requirements within the state

In light of the multifaceted role played by poultry farming in Manipur, this research endeavours to delve into several key objectives such as, assessing the current status of the poultry farming industry in Bishnupur, encompassing its scale, distribution, and production trends, identifying and analysing the challenges faced by poultry farmers, including issues related to health management and market access, exploring avenues and opportunities for sustainable development within the sector, focusing on modernisation, technological

interventions, market linkages, and policy support, examining the socio-economic impact of poultry farming on rural communities, particularly its role in livelihood improvement, gender dynamics, and food security enhancement, and evaluating the environmental implications of poultry farming practices and proposing sustainable measures to mitigate potential adverse effects.

Through a comprehensive exploration of these facets, this study aspires to provide a nuanced understanding of the intricacies inherent in Bishnupur's poultry farming landscape. By doing so, it aims to offer actionable insights that can inform policy formulation, drive sustainable practices, and foster the holistic development of the poultry industry in Manipur.

### Methodology

The study was conducted in Bishnupur District, Manipur. An interview schedule was constructed to collect data. A sample of 124 respondents indulged in poultry farms were selected. The collected response data was imported on excels for computing the required statistics.

### Results and Discussions

Majority of the respondents, 42.7% belong in the age group 31 to 40 years and a significant proportion, 25% belong to 41 to 50 years. Most of the respondents are educated up to the 10<sup>th</sup> standard with a significant proportion educated up to the 12<sup>th</sup> standard.

Approximately 74.7% of poultry farms in Bishnupur are small-scale, backyard operations. These farms primarily rear Broiler and Kuroiler chicken breeds and focus on household consumption and local markets. About 25.3% of farms fall into the semi-commercial or commercial category, integrating improved breeds and some level of mechanisation. These farms contribute to local markets and supply to nearby towns and focus on large-scale production.

**Table 1:** Age wise distribution of respondents

Age group	No. of Respondents	%
21 – 30 years	14	11.3
31 – 40 years	53	42.7
41 – 50 years	31	25.0
Above 50 years	26	21.0
<b>Total</b>	<b>124</b>	<b>100</b>

**Table 2:** Education-wise distribution of respondents.

Educational Qualification	No. of Respondents	%
10 <sup>th</sup> passed	38	30.6
12 <sup>th</sup> passed	34	27.4
Graduate	22	17.7
Post Graduate	7	5.6
Others	23	18.5
<b>Total</b>	<b>124</b>	<b>100</b>

Poultry farming contributes to the annual income of households as reported by about 68% among participating families. Direct employment in poultry farming has provided livelihoods for individuals, and indirect employment opportunities have benefited additional people.

Avian influenza outbreaks have been reported to have led to significant economic losses. Limited access to timely vaccinations and biosecurity measures has resulted in periodic spikes in disease incidence. Only about 46.8% of poultry farmers can access regular veterinary health check-ups for their flocks. Less than half (48.3%) of the farming community attends awareness programs on disease prevention and biosecurity measure.

Feed availability fluctuates seasonally, with shortages reported during the monsoon season. Small-scale farmers need help accessing affordable and quality feed, relying heavily on traditional feeding practices. Approximately 63% of farmers express concerns about the quality of commercial poultry feed available in the market. Initiatives promoting locally sourced, nutritious feed production are being explored to address these challenges.

Around 47% of small-scale farmers need help accessing distant markets due to inadequate transportation infrastructure. Limited market information and price volatility contribute to difficulties in negotiating favourable terms for farmers.

Waste management issues have been identified, leading to water contamination in certain areas. Land degradation around poultry farms has been observed, impacting local ecosystems.

Implementing waste recycling programs has reduced environmental pollution by 30% in participating farms. Adopting agroforestry practices around poultry farms has mitigated land degradation, promoting biodiversity.

## **Conclusion**

The poultry sector in Bishnupur exhibits diverse farming practices, with small-scale and backyard farming dominating rural areas. Challenges such as disease outbreaks, feed availability, and market access coexist with opportunities arising from technological adoption, improved feed production, and government support.

Streamlining regulatory processes and providing clear guidelines for newcomers to enter the poultry sector and strengthening extension services to enhance awareness about disease prevention, modern farming practices, and sustainable environmental management might help in further development of the poultry industry.

Investigating the impact of climate change on poultry farming in Manipur and proposing adaptation strategies. Exploring market trends and consumer preferences to guide future value-addition initiatives in the poultry sector.

This research paper aims to shed light on the multifaceted aspects of poultry farming in Manipur, analysing its socio-economic significance, challenges, and potential pathways for sustainable growth. This comprehensive study seeks to provide insights and

recommendations that could aid policymakers, stakeholders, and farmers in fostering the development of a resilient and thriving poultry industry in Manipur.

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