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STUDY ON POULTRY ENTREPRENEURIAL ACTIVITY IN MYSORE, INDIA

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Abstract: Poultry is one of the economic activities connected with the agriculture and industrial sectors. It is playing a prominent role while improving the socio-economic conditions of both rural and urban populace and provides income and employment opportunities to millions of people in India. Systematic survey was conducted to record the poultry farming and its entrepreneurial activity during April to May, 2024 using pre-tested questionnaire and personal visit to 135 poultry shops which are located at different places in Mysore city. Total 16 parameters were chosen to assess the socio-economic conditions of entrepreneurs. Results revealed that 39.3% adults (36-50 years), 34.8% middle aged (26-35 years), 15.5% youths (16-25 years) and only 10.4% aged (51 years and above) people were involved in poultry entrepreneurial activity. Majority (32.5%) of the entrepreneurs were literates and 15.5% were illiterates and 42.2% entrepreneurs had more experience (11 years) in poultry business. In Mysore, 63.9% shops involved in both eggs and meat (chicken) business who are doing it on small scale level. Moreover, 67.4% entrepreneurs unaware about poultry breeds. Total 63.8% entrepreneurs provided employment opportunity to laborers. Further, 41.8% entrepreneurs provided appropriate shelter, 75.5% entrepreneurs provide food and 37% entrepreneurs provided good space to poultry birds during their marketing. Furthermore, 74% entrepreneurs used both de-feathering and meat cutting machines and 97.2% entrepreneurs dispose the poultry waste generated during meat cutting by taking the help of Mysore City Corporation. However, poultry entrepreneurs need training to learn about the breeds and they should be made aware about the financial and technical assistance by concerned governmental and non-governmental organizations to get more returns and improve their socio-economic status further in Mysore. This measure could help enhance the poultry products such as eggs and meat production that in turn meet the consumers demand accordingly.

Key words: Poultry, entrepreneur, Mysore.

I. INTRODUCTION

Animal husbandry remained an integral part of human life since the dawn of civilization. Animal husbandry is one of the fields connected to the agriculture sector, where different animal species including various species of birds are raised for commercial and consumable purpose (Mitra *et al*., 2021). Owing to the conducive climate and topography in India, the animal husbandry activities including poultry farming activities are playing a prominent role while uplifting the socio-economic conditions of both rural and urban populace in India. Poultry farming is being practiced as one of the allied activities in modern agriculture, as it provides additional income and employment opportunities to millions of people in India. It includes scientific rearing of chickens, ducks, turkeys, geese, guinea fowl, pigeons, ostriches, quails and other game birds under human captive conditions to produce eggs or meat including feathers and other byproducts (Mitra *et al.*, 2021). Many people are practicing poultry in urban and rural areas to earn additional income (Mitra *et al.*, 2021). Several researchers have investigated various aspects of poultry farming activities at different parts of the world (Table 1).

Bushman (1977) has studied the importance of poultry farming conducted by small farmers. Semmaran *et al.* (2008) have recorded the adoption behaviour of Giriraja backyard poultry in Karnataka. Sukhjeet *et al.* (2010) have analyzed the economics of broiler and layer farming in Punjab. Alders (2012) has reported the challenges and opportunities for poultry production by small farmers in developing countries. Balamurugan *et al.* (2012) have analyzed the cost and return of different sizes of integrated broiler farms in Theni district of Tamil Nadu state. Saravanan and Sridharan (2013) have reported the farmer's reasons to enter into poultry farming with special reference to Suguna broiler contract farms in Coimbatore district. Sowmiya *et al.* (2014) have reported the factors which influence the rural farmers to start contract broiler poultry farming in Coimbatore District, India. Kattai (2016) has reported the socio-economic importance of indigenous poultry in Nepal. Sanjiv and Panigrahy (2016) have reported the farmer's perspective towards existing poultry contract farming in Anand district of Gujarat. Sridharan (2017) has recorded the socio-economic characteristics of

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contract farmers associated with Suguna broilers in Coimbatore District, Tamil Nadu. Baliyan and Masuku (2017) have reported the socio-economic factors which determines the farm management skills among broiler poultry producers in Botswana. Raut *et al.* (2017) have analyzed the financial feasibility of investment in broiler poultry units in Raigad district of Maharashtra state. Roy (2017) has analyzed the resource investment pattern and cost return structure in poultry farms in West Bengal. Kiran *et al.* (2017) have reported the economic performance of contract broiler farming in Shivamogga district of Karnataka state. Bahri and Shahimi, (2019) have reported the broiler industry and its meat production to meet the demand of increasing population across the world. Monajkumar *et al.* (2019) have reported the backyard poultry farming in India as a tool for nutritional security and women's empowerment. Mitra *et al.* (2021) have reported the poultry farming prospects and impediments in India. Elpawati *et al* (2022) have analyzed the factors which affect the demand for broiler chicken meat in Pamulang district, South Tangerang city, Indonesia. Behera and Naik, (2023) have published the challenges and future prospects of livestock and poultry farming in Indian coastal ecosystem. Dong *et al.* (2023) have recorded the improving quality of poultry and its meat products using probiotics, prebiotics and phyto-extracts. Efri *et al*. (2023) have published the broiler farmer's preferences for partnership contract attributes in Indonesia. Raghunandan and Pallavi (2023) have studied the backyard poultry farming at Gollara Koppalu village, Hassan district, Karnataka. Veeresh *et al. (*2023) have studied the trends and patterns of poultry production and development in India, with special reference to Karnataka. Chiwaya *et al.* (2024) have published the heat stress mitigation strategies employed by small-scale poultry farmers in Greater Gaborone, Botswana.

However, as per the livestock census 2019, Mysore district ranks 23rd in overall livestock population that include 40, 28, 598 animals. Of which, poultry birds include 30, 95, 800. So, Mysore is one of the major districts in Karnataka where people are rearing quite a good number of poultry birds for eggs and meat production. In Mysore, due to the increased number of meat consumers and extensive tourist visitors who prefer non-vegetarian food, there is more demand for chicken meat and eggs. However, published reports on poultry entrepreneurs who are involved in poultry business and their status is not available.

Published literature clearly revealed that the published reports on poultry farming activity is poor. However, during the present investigation, poultry entrepreneurial activity and importance of the entrepreneur socio-economic profile is necessitated to understand the strengths and weakness of poultry business in Mysore. Mysore is one of the fast growing city in Karnataka, more tourists from different parts of the world are visiting Mysore every day. Floating population is high and demand non-vegetarian food mainly of egg and chicken based dishes. It demands more and more eggs and meat for consumption of increasing population in Mysore. In Karnataka, poultry eggs production growth increasing considerably and the eggs consumption rate is increased accordingly. Hence, present investigation was conducted to record the status of poultry farming and its entrepreneurial activity in and around Mysore city.

II. MATERIALS AND METHODS

Study Area: During the present study, systematic survey was conducted in Mysore city. Mysore is one of the historic cities of south India and the former capital of Mysore state (Kamath, 2001). It has the most famous tourist attractions like Palaces, Zoological Gardens, Temples, Heritage buildings etc., which attracts more tourists. The Mysore city is well connected with neighboring states, which results a high floating population. Mysore City is located in the southern plateau of Mysore district in the southern part of Karnataka state, lies between 12°13' to 12° 22' north latitudes and 76°45' east longitude at an altitude 770 m above mean sea level (Kamath, 2001). Mysore city has highest per cent of literate's population with an average literacy rate 87.67%, of which male and female literacy rate is respectively 90.62 and 84.75% (Census 2011.co.in). Mysore experiences a tropical monsoon type climate, which is a result of the interplay of the two opposing air masses of the north-east and south-west monsoons (mysurulive.in). The maximum temperature 40° C, and the minimum temperature 15°C prevailed during different seasons along with 800 mm rainfall every year (weather.com). The prevailed climate is pleasant during most of the year and encourage the poultry farming activity in Mysore throughout the year.

Methodology: Poultry farming and its entrepreneurial activity was conducted from April to May, 2024 by using pre-tested questionnaire and personal visit to poultry shops which are located at different places in Mysore city. Total 36 areas were randomly selected and 135 respondents were contacted personally. The selected respondents were interviewed and the information pertaining to the poultry farming and entrepreneurial activity was collected in the pre-tested questionnaire. Altogether, 16 parameters were chosen, which include age, educational qualification, use of laborers, type and level of business, turnover per day, size of poultry shop, knowledge about breeds, breeds preference for sale, hygienic conditions maintained during the sale, personal hygiene etc. Moreover, information on shelter facility, food given to the marketing birds, space provided to the birds during their market, tools used, poultry waste disposing method, awareness about the diseases and health issues of entrepreneurs.

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The poultry farming activity in Mysore was done from May to June, 2024. The poultry farms were chosen within 40km of radius in and around Mysore city. Total 50 respondents were selected randomly and contacted personally using pre-tested questionnaire. Altogether, 24 parameters were considered, which includes socio-economic status of farmers, poultry farms, management of farm, constraints related to health of the farmers and birds etc. Moreover, litter disposal, implements used, medicines provided, water source to poultry birds etc., were collected with the help of questionnaire and personal interaction

Statistical analysis: Collected data was systematically compiled and analysed using standard methods as per Saha (2009).

III. RESULTS

Poultry entrepreneurs: Total 39.3% middle aged people doing poultry entrepreneurship in Mysore. Moreover, 34.8% productive age group people are doing poultry business and 15.5% youth and 10.4% aged (51 years and above) are doing poultry business in Mysore (Table 2).

Educational status of entrepreneurs: Majority (32.5%) poultry entrepreneurs are having high school education and 20.9% entrepreneurs are having primary school education. However, 22.3% entrepreneurs are under-graduates and 8.8% entrepreneurs are graduates (Table 2). However, 15.5% poultry entrepreneurs are illiterates (Table 2).

Experience in poultry business: Majority (42.2%) entrepreneurs are having more than 11 years of experience in poultry business and it was followed by 6 to 10 years and less than 5 years of experience by 31.1 and 26.7% entrepreneurs in poultry business in Mysore (Table 2).

Hiring labour during poultry business: Total 68.1% entrepreneurs are using labourers to conduct poultry business and only 31.9% entrepreneurs are doing poultry business on their own (Table 2).

Knowledge on poultry breeds: Only 32.6% entrepreneurs are having the knowledge on the poultry breeds, while 67.4% entrepreneurs don't know about the poultry breeds (Table 3). Moreover, 31.8% entrepreneurs use only broiler breeds and remaining 69.2% are following integrated poultry entrepreneuring activities where 40, 14.8 and 6% each respectively used broiler + layers + country yard breeds, broiler + layer breeds only, broiler + country yard breeds and birds of different species during their entrepreneuring business in Mysore (Table 3). Further, 48.2% entrepreneurs are having required facility to conduct poultry business and 40% entrepreneurs have moderate facility and 11.1% entrepreneurs are having poor facility for poultry business in Mysore (Table 3).

Feeding of poultry birds during marketing: Majority (75.5% entrepreneurs are providing feeding to birds during their marketing and remaining 24.5% entrepreneurs are not providing feed to birds during their marketing (Table 4). Moreover, maximum (46.8%) entrepreneurs are providing moderate space during marketing and 37% entrepreneurs are providing required space during poultry bird's sale (Table 4). Further, highest (14%) entrepreneurs are using de-feathering and meat cutting machines and 19.2% entrepreneurs are using only de-feathering machine (Table 4). However, 6.8% entrepreneurs are not used any machines during poultry birds sale. The birds were sold directly in the market (Table 4).

Status of poultry business: Majority (83%) entrepreneurs are doing poultry business on small scale basis as they have small shops and 17% entrepreneurs are doing poultry business on large scale basis as they have big shops to do this activity (Table 5). Moreover, majority (63.8%) entrepreneurs are marketing eggs and meat and 36.2% entrepreneurs are marketing only meat in Mysore (Table 5).

Marketing of poultry eggs and meat: Majority (53.5%) entrepreneurs are marketing 100-300 eggs per day, 31.4% entrepreneur's market 400-600 eggs per day and 10.4% entrepreneur's sale 601-900 eggs per day (Table 5). However, only 4.7% entrepreneurs market more than 901 eggs per day in Mysore (Table 5). Further, 48.9% entrepreneurs market 5 to 8 boxes of meat (each box contain 24 kg chicken) and it was followed by 31.9, 11.1 and 8.1% entrepreneurs respectively sale 1 to 4, more than 16 and 9 to 15 boxes of meat every day in Mysore (Table 5).

Poultry bird's waste disposal: Majority (97%) entrepreneurs dispose the poultry birds waste generated during their business with the help of Mysore City Corporation to dispose the waste generated during poultry meat and eggs sale. Only 3% entrepreneurs are disposing the poultry waste on their own in Mysore 9Table 6). Moreover, 7.4% entrepreneurs have awareness about waste disposal and 92.6% entrepreneurs don't know have the awareness about the disposal of waste (Table 6). Further, majority (90.4%) entrepreneurs don't have health issues and only 2.2% entrepreneurs felt foul smell during birds business. However, 7.4% entrepreneurs not maintain hygienic conditions during their sale.

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IV. DISCUSSION

Poultry farming is one of the allied activities in modern agriculture and millions of people are involved in this entrepreneurial activity to earn additional income and employment opportunities at different parts of India. However, presently, the poultry production is one of the challenging activity (Anne and Tempio, 2017), its current status is under pressure due to various reasons at global level. The poultry main byproducts such as eggs, meat (chicken) and feathers (Mitra *et al.,* 2021) sold at different scales in urban and rural areas. In Mysore, many people are involved in poultry business using broilers and layer birds at various levels. However, many farmers are doing poultry farming on small scale basis, but they have to face more challenges in developing countries like India (Alders, 2012).

Many people are using both broiler and layer birds (Sukhjeet *et al.,* 2010), some people are using only broiler birds (Saravanan and Sridharan, 2013) and others are using backyard poultry birds in their entrepreneurial activity. Socio-economic characteristics of poultry farmers are not alike at different agro-ecological regions (Alem *et al.,* 2014). Similar type of observation was recorded in Mysore. Various factors determine the success in the marketing of chicken (chick meat) and eggs (Alemayehu, 2020). Broiler farms capacities are depended on the economic returns and investment (Ali, 2013).

Despite the commonly occurring constraints during different seasons, the poultry entrepreneurial activity has improved the socio-economic conditions of people at different parts of the world including India (Balamurugan *et al.,* 2012; Atsbeha *et al.,* 2014; Sowmiya *et al.,* 2014; Kattai, 2016). After realizing the importance of poultry in the improvement of socio-economic conditions of people both at rural and urban areas, several researchers have studied the economics of broiler and layer farming (Sukhjeet *et al*., 2010; Balamurugan *et al.,* 2012; Atsbeha *et al.,* 2014; Kattai, 2016; Sridharan, 2017; Baliyan and Masuku, 2017). However, during the present investigation, poultry entrepreneurial activity and importance of the entrepreneur socio-economic profile revealed the strengths and weakness of poultry business in Mysore. Mysore is one of the fast growing city in Karnataka, more tourists from different parts of the world are visiting every day and that results more floating population from more demanded non-vegetarian food mainly of egg and chicken based dishes. It demanded more and more eggs and meat for consumption of increasing population (Bahri *et al.,* 2019) in Mysore and across the world. So, strengthen the poultry business to meet the consumer's demand of eggs and meat is need of the day.

Further, financial feasibility of investment in broiler poultry units (Raut *et al.,* 2017), resource investment pattern and cost return structure in poultry farms (Roy, 2017) are to be managed and maintained well to earn good yield and returns in this activity. Since, poultry extends nutritional security and women's empowerment in India (Manojkumar *et al.,* 2019), measures should be taken to safeguard the interests of entrepreneurs are involved in the chicken and egg marketing system. Because, poultry industry and its entrepreneurial activity contributes good economy to the world. On this line several researchers have contributed their findings to strengthen the poultry farming in general and poultry entrepreneurial activity in particular at different parts of the world including in Mysore.

In this regard, our observations are on par with the observations of Mitra *et al.* (2021), Elpawati *et al.* (2022), Behera and Naik (2023), Dong *et al.* (2023), Efri *et al*. (2023), Veeresh *et al.* (2023), Chiwaya *et al.* (2024). Thus, wise knowledge and attitude of poultry farmers towards poultry enterprise is help get good success in this activity. The trend and pattern of poultry production and development in Karnataka is changed in recent years (Veeresh *et al*., 2023) and it should be fine-tuned with modern innovative methods to enhance eggs and meat production in India in general and Mysore in particular. On this line, more and more investigations are required to be conducted to understand the strengths, weakness and loopholes of poultry entrepreneurs and their entrepreneurial activity. Our observations are in accordance with the observations of Sukhjeet *et al.*(2010), Anne and Tempio (2017), Mitra *et al.* (2021), Elpawati *et al.* (2022), Behera and Naik (2023), Dong *et al.* (2023), Efri *et al*. (2023), Veeresh *et al.* (2023), Chiwaya *et al.* (2024) and Chiwaya *et al.* (2024).

V. SUMMARY

Total 39.3% adults (36-50 years), 34.8% middle aged (26-35 years), 15.5% youths (16-25 years) and only 10.4% aged (51 years and above) were involved in poultry entrepreneurial activity in Mysore. Majority (32.5%) of the entrepreneurs were literates and 15.5% were illiterates involved in poultry entrepreneurial activity. Interestingly, 42.2% entrepreneurs had more experience (11 years) in poultry business and remaining were new to this activity. Total 63.8% entrepreneurs provided employment opportunity to laborers.

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In Mysore, 63.9% shops involved in both eggs and meat (chicken) business who are doing it on small scale level. Moreover, 67.4% entrepreneurs unaware about poultry breeds. Further, 41.8% entrepreneurs provided appropriate shelter, 75.5% entrepreneurs provide food and 37% entrepreneurs provided good space to poultry birds during their marketing. Furthermore, 74% entrepreneurs adopted both defeathering and meat cutting machines and 97.2% entrepreneurs dispose the poultry waste generated during meat cutting by taking the help of Mysore City Corporation.

VI. RECOMMENDATIONS

- Poultry entrepreneurs should undergo training to learn about the breeds for successful management.
- Interested youths/literates should be encouraged to undertake poultry business.
- Entrepreneurs should be advised to get financial assistance to meet the expenditure to conduct poultry business on large scale basis to meet the local demand of eggs and meat in Mysore.
- Entrepreneurs are also advised to take up business in courtyard bird meat business. Encouragement should be given to do business on ducks, quills, guinea fowls and turkey birds.
- During marketing of live poultry birds, appropriate shelter, food, water and space should be given to birds on moral ground.
- Further, poultry birds should be sacrificed using defeathering and cutting machines. Moreover, generated poultry waste should be properly disposed in faraway places.
- Entrepreneur's health checkup should be conducted every month and should be checked for any wounds and other health disorders.

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Table1. Published literature on poultry farming activities at different parts of the world

Sl. No.	Researched on	Place	Reference
1.	Role of small farms in poultry production	-	Bushman, 1977
2.	Economics of broiler and layer farming	Punjab, India	Sukhjeet *et al.*, 2010
3.	Challenges and opportunities for small-scale poultry production	Developing Countries	Alders, 2012
4.	Cost and return analysis of different sizes of integrated broiler farms	Theni, Tamil Nadu	Balamurugan *et al.*, 2012
5.	Economic analysis of different broiler farms	Jardan	Sharafat *et al.*, 2013
6.	Farmers reasons to enter into poultry farming with special reference to Suguna broiler contract farms	Coimbatore, India	Saravanan & Sridharan, 2013
7.	Socio-economic characteristics of poultry production in lowland and midland agro-ecological zones	Central Tigray, Ethiopia	Atsbeha *et al.*, 2014
8.	Rural farmers to start contract broiler poultry farming	Coimbatore, India	Sowmiya *et al.*, 2014
9.	Overview of poultry production	India	Chatterjee & Raj Kumar, 2015
10.	Socio-economic status of poultry farmers	Mandya, Karnataka	Suresh *et al.*, 2015
11.	Socio-economic importance of poultry	Nepal	Kattai *et al.*,2016
12.	Farmer's perspective towards existing poultry contract farming	Anand district, Gujarat	Sanjiv *et al.*, 2016
13.	Socio-economic factors as determinants of farm management skills among broiler poultry producers	Botswana, South Africa	Baliyan & Masuku, 2017
14.	Global poultry production: Current state and future outlook and challenges	-	Tempio *et al.*, 2017
15.	Financial feasibility of investment in broiler poultry units	Raigad, Maharashtra	Raut *et al.*, 2017
16.	Resource investment pattern and cost return structure of poultry birds in poultry farms	West Bengal, India	Roy *et al.*, 2017
17.	Socio-economic characteristics of contract farmers associated with Suguna broilers	Coimbatore, India	Sridharan, 2017
18.	Economic performance of contract broiler farming	Shivamogga	Kiran *et al.*, 2017
19.	Economic analysis of broiler production	Lagos, Nigeria	Olorunwa *et al.*, 2018
20.	Review on food security for broiler industry	Malaysia	Bahri *et al.*, 2019
21.	Backyard poultry farming: A tool for nutritional security and woman empowerment	India	Kumar *et al.*, 2019
22.	Prevention and control measures to reduce avian influenza virus	-	Gupta *et al.*, 2020
23.	Chicken and eggs marketing system	Ethiopia	Guteta, 2020
24.	Analysis of poultry egg production growth	Karnataka	Manjula *et al.*, 2020
25.	Poultry farming industry's contribution in the world economy	-	Khan *et al.*, 2021
26.	Poultry farming: prospects and impediments	India	Mitra *et al.*, 2021
27.	Analysis of factors affecting the demand for broiler chicken meat	Pamulang, Indonesia	Elpawati *et al.*, 2022
28.	Adoption behaviour of Giriraja backyard poultry	Karnataka	Semmaran *et al.*, 2022
29.	Poultry and its meat products with probiotics, prebiotics and phytoextracts	-	Dong *et al.*, 2023
30.	Broiler farmer's preferences for partnership contract attributes	Indonesia	Efri *et al.*, 2023
31.	Knowledge and attitude of poultry farmers towards poultry enterprises	-	Jaiswal *et al.*, 2023
32.	Challenges and future prospects of livestock and poultry farming	Coastal ecosystem	Behera *et al.*, 2023
33.	Constraints in poultry farming	J & K, India	Lal, 2023
34.	Backyard poultry farming	Hassan, Karnataka	Raghunandan & Pallavi, 2023
35.	Trends and patterns of poultry production and development	Karnataka, India	Veeresh *et al.*, 2023
36.	Heat stress mitigation strategies employed by small-scale poultry farmers	Botswana, South Africa	Chiwaya *et al.*, 2024

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Table 2. Few socio-economic conditions of poultry entrepreneurs in Mysore

SI. No.	Age	% Occurrence	SI. No.	Education	% Occurrence	SI. No.	Experience	% Occurrence	SI. No.	Hiring Labours	% Occurrence
1.	Youth (16-25yrs)	15.5	1.	Illiterate	15.5	1.	Below5 years	26.7	1.	Self	31.9
2.	Productive (26-35 yrs)	34.8	2.	Primary school	20.9	2.	6-10 years	31.1	2.	Labours used	68.1
3.	Middle (36-50 yrs)	39.3	3.	High school	32.5	3.	Above 11 years	42.2			
4.	Above 51 yrs	10.4	4.	college	22.3						
			5.	Graduation	8.8						
Total		100.0	Total		100.0	Total		100.0	Total		100.0

Table 3. Poultry entrepreneurial activities in Mysore

Sl. No.	Knowledge about the poultry breed	% Occurrence	Sl. No.	Breed used	% Occurrence	Sl. No.	Shelter Facility Provided	% Occurrence
1.	Yes	32.6	1.	Broiler	31.8	1.	Appropriate	48.2
2.	No	67.4	2.	Broiler + Layer	14.8	2.	Moderate	40.7
			3.	Broiler +Country Yard	6.7			
			4.	Integrated (Broiler + Layer + Country Yard)	40.0	3.	Poor	11.1
			5.	Integrated + Other birds meat sales)	6.7			
Total		100.0	Total		100.0	Total		100.0

Table 4. Poultry management during entrepreneurial activity in Mysore

Sl. No.	Feeding during marketing stage	% Occurrence	Sl. No.	Space provided during birds sale	% Occurrence	Sl. No.	Tools used	% Occurrence
1.	Yes	75.5	1.	Appropriate	37.0	1.	Defeathering machine	19.2
2.	No	24.5	2.	Moderate	46.8	2.	Defeathering machine + Meatcutting machine	74.0
			3.	Poor	16.2	3.	No machines used	6.8
Total		100.0	Total		100.0	Total		100.0

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Table 5. Poultry business undertaken by the entrepreneurs in Mysore

Sl. No.	Disposal	% Occurrence	Sl. No.	Awareness about disposal	% Occurrence	Sl. No.	Health related issues observed	% Occurrence
1.	Dumping	3.0	1.	Yes	7.4	1.	Foul smell	2.2
2.	Mysore City Corporation (MCC)	97.0	2.	No	92.6	2.	Machine improper use and unhygienically maintained	7.4
						3.	No health issues	90.4
Total		100.0	Total		100.0	Total		100.0

Table 6. Poultry waste disposal methods practiced by the poultry entrepreneurs in Mysore

Sl. No.	Shop Size	% Occurrence	Sl. No.	Type	% Occurrence	Sl. No.	Sale/day (Eggs)	% Occurrence	Sl. No.	Meat (in box)	% Occurrence
1.	Small	83.0	1.	Only meat	36.2	1.	100-300	53.5	1.	1-4 boxes	31.9
2.	Large	17.0	2.	Eggs and Meat	63.8	2.	400-600	31.4	2.	5-8 boxes	48.9
						3.	600-900	10.4	3.	9-15 boxes	8.1
						4.	901 and above	4.7	4.	16 and above	11.1
Total		100.0	Total		100.0	Total		100.0	Total		100.0

Note: 1 Box meat = 24 Kg of Meat.

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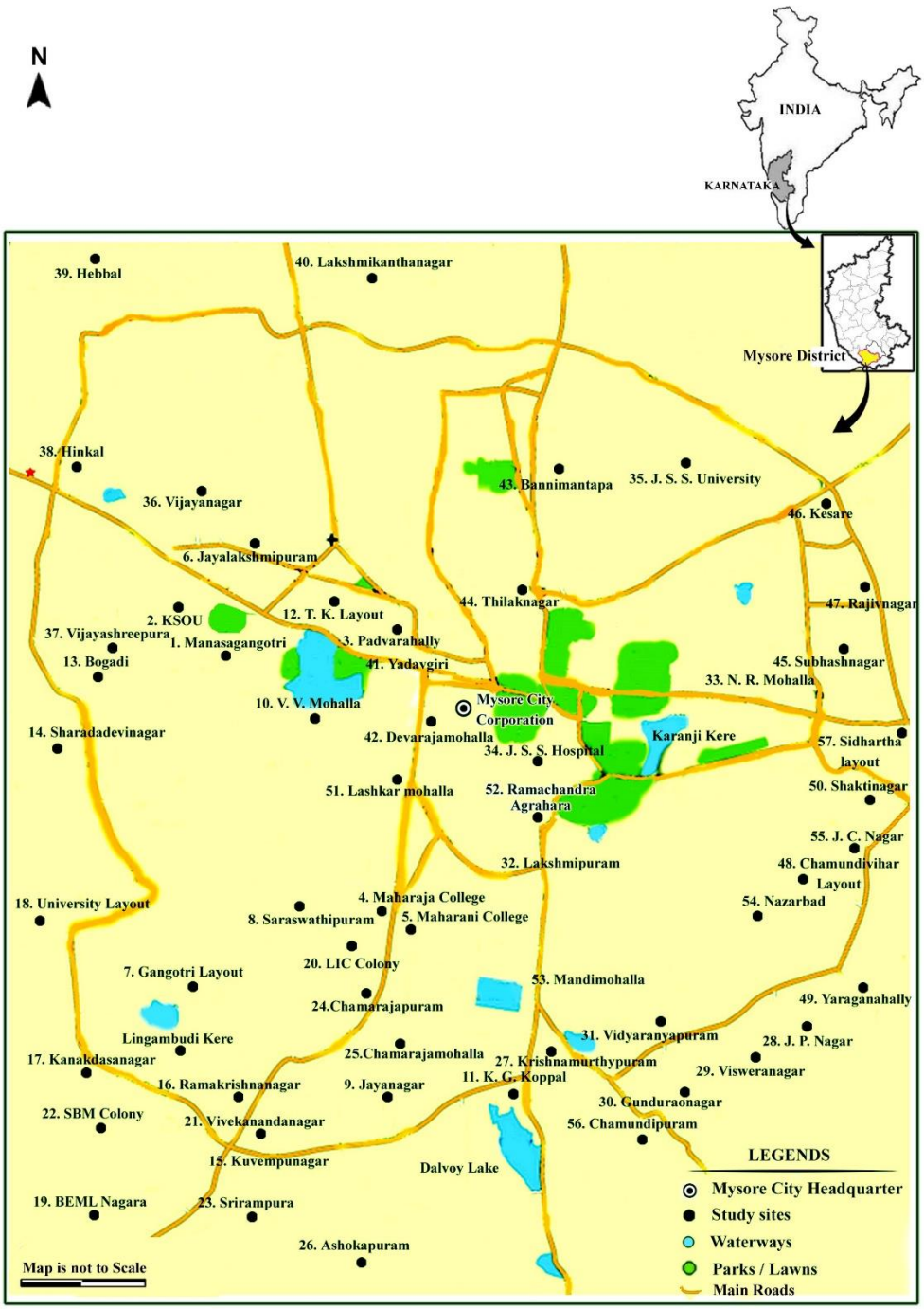

Figure 1. Map showing the study areas in and around Mysore City