

DEPARTMENT OF ECONOMICS
MARANGI MAHABIDYALAYA (DEGREE)
ADD ON COURSE- 2019
FOR THE 1ST, 3RD & 5TH SEMESTER STUDENTS

Subject:
“Broiler Farming: Production and Marketing”

Objectives:

- The course intends to teach the students to understand the process of production of Broiler.
- The course intends to teach the students the marketing system of broiler.

Syllabus:

MODULE	CONTENT	MARKS
I	Introduction: Definition of production and marketing of Broiler, concepts of microclimatic condition and cases for higher production, Management of broiler farming in environmentally controlled houses, Factors influencing growth of production of broiler farming.	10
II	Production: Concepts, techniques for broiler production, Advances in lighting management, feeding management, litter management and manure management, factor influencing growth rate in broiler production.	10

III	Marketing: Concept of broiler marketing, present practices and future trends in the production of broiler, consumption demand and supply, seasonal variations in production and consumption, marketing procedures and channels, advertising and branding of broiler products, wholesaling and retailing quality of meat, factors influencing the profit margin in broiler farming.	10
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Course Outcome:

On completion of the course:

- The students will be empowered the skill of production and marketing of broiler.
- It will help the students in self-dependence.
- It will help the students in innovating the market for their production and create employment opportunity to the unemployed youth too.

Duration of the course- 2 months

No. of teaching hours-30 Hours

Course fee- Free

Intake- 20 participants.