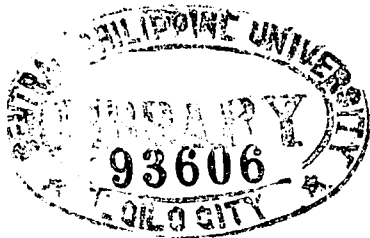


**CENTRAL PHILIPPINE UNIVERSITY
SCHOOL OF GRADUATE STUDIES**

**A STUDY ON THE VIABILITY OF
NATIVE CHICKEN PRODUCTION
AS ALTERNATIVE SOURCE OF INCOME**

In Partial Fulfillment of the Requirements in MPA 713
(Project Development and Management)

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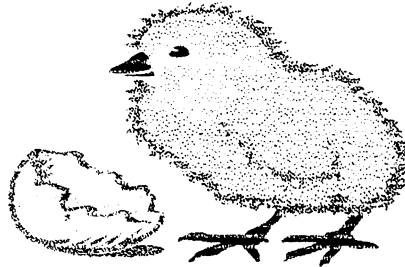
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CHAPTER 1

INTRODUCTION



A course like MPA 713 (Project Development and Management) can be fully appreciated if students are adequately equipped with the right academic training needed for real-life application. Actual viewed in this context, this research entitled " A Study on the Viability of Native Chicken Production as Alternative Source of Income " was conceived and methodologically developed.

Consequently, the study will serve as an input material for government's consideration or adoption as one of its priority projects for the poor. Specifically, this project pertaining to native chicken production is primarily directed to alleviate the standard of living of some of the economically deprived constituents in the countryside. The project has been thoroughly analyzed for its viability in consonance with the demands of the time.

This study may serve as reference to those who would be interested to know more about native chicken production. The study group also hopes that this meaningful material could provide substantial information to those who would be conceiving further studies related to native chicken production

Objectives of the Study

Realization of the study would only be possible if rational objectives were formulated to serve as guide towards the attainment of the desired output. Hence, the following objectives were thoroughly identified by the group for this particular study:

- 1.) To determine the economic benefits that could be derived from the project.
- 2.) To determine the profitability of the project.
- 3.) To explore ways for beneficiaries to market the continuous production of native chicken.
- 4.) To determine the roles of various agencies involved in the project such as the Department of Social Welfare and Development(DSWD), Philippines Coconut Authority(PCA), Department of Agriculture(DA), and Sto. Tomas Small Coconut Farmers and Farm Workers Cooperative.
- 5.) To determine the viability of the project for possible funding support from government or private institutions.

Scope of the Study

The study was conducted at Brgy. Sto. Tomas, Barotac Viejo, Iloilo. Recipients of the project were the 30 farmer beneficiaries living in the area. In support of the government program to uplift the living conditions of the poor, such program was conceived for study .

In the study conducted by the group last August 2000, the major marketing outlet of project output would be the major markets and restaurants of Iloilo City and other avenues of sales would be greatly encouraged in order to continually increase the ability of various markets to absorb production.

Basically, the project is a low capital intensive which is expected to produce financial benefits that would augment the meager income of the beneficiaries through out project life onwards. To determine the financial and economic viability of the project, indicators such as NPV, BCR, IRR, Projected Income Statement, Estimated Cash Flow were used.(see glossary).

Moreover, proper waste disposal was observed in compliance to existing environmental laws and regulations in order to maintain environmental equilibrium.

Finally, limitations of the study was influenced by the following :

- 1.) Degree of active participation of the project recipients.
- 2.) Budgetary constraints on the conduct of the study.
- 3.) Weather condition
- 4.) Geographical location of the area.