



SOCIETY FOR ELIMINATION OF RURAL POVERTY
Department of Rural Development, Government of Andhra Pradesh



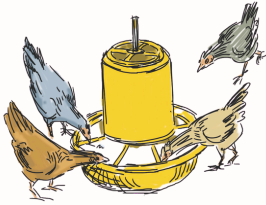
Desi-Poultry Breeding Farms

As an Integrated Ecosystem Enterprises for Livelihoods Enhancement in IFC Program

Desi-poultry has good local unsaturated market with premium price. This model evolved by WASSAN has been widely successful. The intensive farming model integrates foraging based desi-poultry (about 50 hen units) with 5 layer model of tree plantation and vegetable production in about half-acre land. Experience suggests that the entrepreneurs can earn annually about Rs.75000 to Rs.125,000 per farm with an investment of Rs.1.50 lakhs. Even elderly people can manage the farm without much labour once it is established. It is a circular-ecosystem model requiring very minimal external inputs.



Introduction



SERP Andhra Pradesh is developing Integrated Farming Clusters (IFCs) across the state to strengthen local economic opportunities through collective action. WASSAN provides technical support to the program.

This initiative builds on the successful proof-of-concept and standardization of Desi Poultry Breed Farm Intensification, which has demonstrated potential for providing sustainable livelihoods and improving access to protein-rich food in rural areas. The model has been further enhanced by integrating fruit trees, and vegetables ensuring diversified household nutrition while enabling families to earn an annual income of approximately Rs 1 lakh.



What is 'Desi Poultry Breeding Farm'?

It is a farm of approximately half acre in area, fenced with a poultry shed and intensive plantation of trees and vegetables. The farm rears about 50 Hens and 10 Cocks and estimated to produce a minimum of 1000 chicks per year. The nutrient re-cycling between the poultry and trees and vegetables minimizes the external inputs and the production is built around circular-ecosystem.



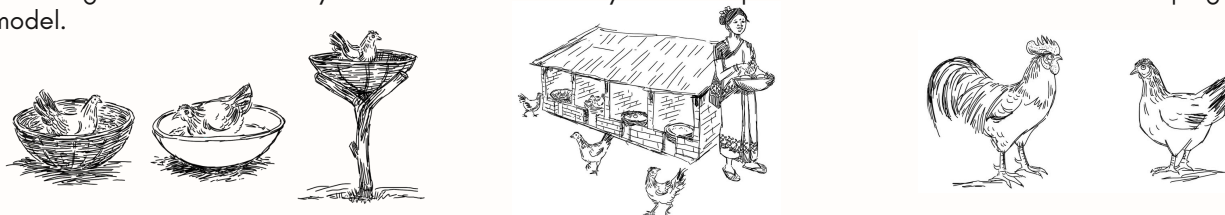
A marginal women farmer can establish this as a start up Desi-Poultry Enterprise in the cluster to secure livelihoods with minimal labour. Each IFC cluster may promote 3-5 such enterprises to make it Desi Poultry Hub for the establishment of collective Marketing of the premium desi-birds. It also produces chicks for promotion of backyard poultry at homesteads - as a supplementary livelihood activity for improving small income and nutrition. Each Desi-Breed farm can meet requirements of about 25 homesteads.

Merits & Constraints of Desi-Poultry Enterprises

Backyard poultry is a prominent and familiar livelihood action in the villages where the required skills are already available. Desi poultry are more resistant to diseases, require minimum external inputs, less labour requirement, have ability to escape predators during foraging. These birds are culturally associated with marginal and small farmers. There is high demand for desi-birds in the local market with premium price.

Disease outbreaks, non availability of vaccination services and non-availability of desi BYP chicks locally are the general constraints in promoting desi-poultry.

The design of the Desi-Poultry Breed Farms as an ecosystem enterprise addresses these issues in developing a robust model.



OBJECTIVES

THE OBJECTIVES OF PROMOTING DESI-POULTRY BREED FARMS IN IFC CLUSTER ARE THE FOLLOWING:

- Saturate the desi-poultry meat demand at the household level within the IFC cluster and convert this into a local economic enterprise opportunity.
- Ensuring Livelihood and Nutritional Security of Marginal and Small farmers Entrepreneurs.
- Developing small holder farms into intensive integrated ecological/ natural farming.

Strategically establishing integrated breed Farm enterprises in the IFC Cluster helps in for regular supply of chicks, Growers and adults (birds) to local households for further rearing in the backyards/ sales/ consumption.



Who are eligible for the scheme?

- Small holder farmers who can allocate about half to one-acre land nearer to the habitation.
- Be able to allocate time and labour for the Poultry Management - best case is availability of old people or the disabled who can manage the farms with minimal physical effort.
- Woman must be a member of the FPO anchoring the IFC cluster or part of an SHG.
- Women do not have over-dues / default on loans from Banks and SHGs.



What is the support from the Livelihoods Service Centre of the FPO

The LSC provides the following support to prospective entrepreneurs:

- Orientation on the Desi-Breed farms;
- Technical support in design and planning the farm and in developing business plans; loan application.
- Knowledge and skills related to desi-poultry through intensive training.
- Support in accessing quality planting material and seeds at cost required for developing the farm
- Regular vaccination services & health care check up of birds and advisories
- Developing loan proposal and accessing credit required (after own investments and convergence, if any) as per the norms.
- The farmer needs to pay for efficient services from the LSC.



What Financial Support is available

- The total cost of the unit is approximately Rs 1.5 lakhs excluding the land.
- Farmer has to meet the components amounting to at least Rs.50000 - that may include fencing, developing azolla pit, vegetable plot and labour cost of the poultry shed.
- Eligible for a loan up to Rs.1.00 lakhs payable in 4 years time; at a subsidised interest of 4%. The LSC sources these loan funds from SHGs/ MMS/ Banks and meet the interest subvention costs.
- Loan to be repaid within 4 years from the date of receiving the first instalment.
- The farmer has to pay Rs.1000 annually to LSC towards the service fee (birds vaccination and health check up, sourcing supplementary feed, marketing, accessing credit and other services).



What are the qualifying criteria?

- Must be a small-holder farm having <5 - 7 acres land.
- The farmer applicant must be a member of the FIG/ SHG/ FPO
- No loan repayment over dues from SHGs/ Banks / others
- Able to at least allocate half acre land with access to even minimal irrigation facility and nearer to the place of residence.
- Able to invest (through own labour or investment) up to Rs.50,000 on the farm
- Have a dedicated person to give time (at least 3 hrs in a day) for the farm
- Preferably, having previous experience in rearing desi-birds.
- Farmer has to procure the desi-birds locally from places where diseases are not observed - this will be farmers' investment. Birds will not be supplied by the program.
- Farmer agrees to attend all the designed technical training courses.



How to Apply?

- The LSC will provide necessary orientation to SHGs and farmers.
- Interested farmers may send an Expression of Interest (EOI) to the LSC through any of their community institutions (SHGs/ VO/ FIG)- giving details of:
 - o Their name and address, mobile number.
 - o Location of the farm, its size
 - o Willingness to develop the farm by investing and taking a loan
- The LSC will assign a Technical Resource Person (TRP) to the farmer who visits the farm, explain about the Desi- Poultry Breed Farm and supports in developing a farm and loan proposal.
- Farmer has to commit on the components that s/he will be developing on own (Own investments) and the components for which loan is needed.
- The TRP will help the farmer fill in the loan application (available at LSC) and submit to the LSC along with the recommendations of the TRP.



Processing of the Applications

- LSC constitutes a 'Proposal Approvals Committee' for all the proposals.
- The Committee will appraise only the TRP recommended applications with details as in the Application Form for Desi-Poultry Breed Farms.
- It will assess the criteria detailed above, assess the credit history of the applicant, recommendations of the TRP and results of a personal interview of the loan applicant.
- It approves / rejects the proposal giving due explanation.
- It also decides on the loan amount, budget release and repayment instalments and recommends the same to the Finance committee of the LSC for processing the loan application.
- The farmer applicant will also sign off on the service fee agreement pledging annual payment of Rs.1000 towards the services provided by LSC.



Budget/ Loan Release

- The finance committee of the LSC will process the loan, give a sanction letter and ensures release of budgets from the defined sources (MMS / Banks).
- It also takes care of all the paper work related to loan processing and disbursal, MIS and others.

Primary Health Care & Disease Monitoring

- From the time of sanction of the proposal, the farmer will be accessing a mobile app/ group - in which the data is reported. Farmer will be trained in this.
- A locally trained service provider (primary health and vaccination) hired by the LSC on task basis will visit the farm every month and/or on the call of the Farmer seeking support. The visits, actions and recommendations will be captured in a data base.
- LSC purchases vaccines on a regular basis with technical support from the Veterinary Department and maintains a cold storage unit. It also trains few vaccination service providers and provides them with vaccination kits.
- The vaccinators will extend the services on payment basis (paid out of the Rs.1000 service fee paid by the farmer).
- A disease monitoring system will be established centrally building upon the data provided by the farmers and advisories sent on regular basis.
- Farmer will be trained on primary health care and disease monitoring.

Implementation

- The first instalment of the loan will be released only after:
 - o Allocation of the plot
 - o Completion of fencing of the plot
 - o Attends detailed training program which may include an exposure visit.
- The TRP will make the layout - design of the farm - detailing location of various elements of the farm in discussion with the farmer.
- LSC will make arrangements/ procurement of all the required material along with the consent of the farmer.
- The TRP will visit the farm for supervision and quality assessment and advice.
- Loan will be disbursed as per the instalments planned.
- The TRP will submit a completion certificate once the entire farm-plan is implemented.



MEL and MIS

- From the time an EOI is submitted by the farmer - the application will be given an Id number and tracked at various stages.
- The loan amounts- sanctioned, disbursed and repayments will be monitored.
- The TRP will visit at monthly interval initially and quarterly later on and submits a ODK form with details related to performance indicators.
- Annual meet of the Desi-Poultry Breed Farmers shall be organised to share experiences and elicit best practices. The same will be published.

Technical Manual

- A detailed technical manual is available to guide the TRP and the farmer.
- For detailed technical information, refer the **Manual**.



Breeding Farm Budget per unit *(indicative components and budget serving as a guide)*

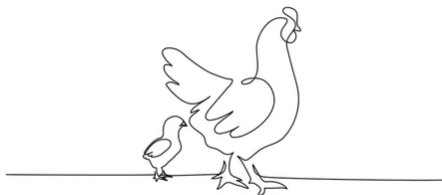
Sl. No.	Item	Unit	No. of Unit	Unit Cost (Rs)	Amount (Rs)
A.1	Fencing	Running Mt	200	120	24,000
A.2	Foraging Area development (Drumstick and fruit trees)	Lump sum			15,000
A.3	Night Shelter	Sq. ft.	450	100	45,000
A.4	Brooding/hatching shed	Sq. ft.	50	200	10,000
A.5	Egg laying box / nests, etc.	Nests	20	150	3,000
A.6	Feeders	Feeders	6	250	1,500
A.7	Waterer	Waterer	6	250	1,500
	Sub-total				100,000
B.1	Layers (8 months old)	Layers	50	400	20,000
B.2	Cocks (8 months old)	Cocks	10	600	6,000
B.3	Supplementary Feed	Kg	700	30	21,000
B.4	Medicines& Vaccination (One Time)	Chicks	1000	2	2,000
B.5	Miscellaneous / contingency				1,000
	Sub Total				50,000
	Overall total (A + B)				150,000.00



Designed by

Watershed Support Services and Activities Network
(WASSAN), Hyderabad

For future correspondence,
please email to serpifc@gmail.com



The Director (Livelihoods)
Society for Elimination of Rural
Poverty (SERP)
Andhra Pradesh State Rural
Livelihoods Mission (APSRLM)
Vijaywada, Andhra Pradesh
Email:
Website: