

1. Title: Supplying good quality concentrate feed to the Desi chicken farmer to improve the productivity and socio-economic status.

2. Category: Animal Husbandry.

3. Challenge:

Agriculture is not profitable to the farmers due to failure of seasonal rainfall, non availability of labour and water scarcity. Further the income from the agriculture is not regular. Livestock rearing is an alternate enterprise for agriculture to get regular income. Knowledge on disease management and availability of good quality feed are the major challenges for livestock rearing.

To attain firsthand knowledge on livestock rearing Thiru A. Palanisamy, Pappanadu, Orathanadu, Thanjavur District, Tamil Nadu attended training programme conducted by Instructional Livestock Farm Complex, Veterinary College and Research Institute, Orathanadu, Thanjavur District, Tamil Nadu. He then started rearing native chicken and obtained technical information from the Veterinary College and Research Institute regarding disease management and feeding management.

4. Initiative (Activity taken up under RKVY):

Under the RKVY programme, a **Regional feed processing and demonstration unit** has been established at a cost of Rs. 184 lakh at the Department of Animal Nutrition, Veterinary College and Research Institute, Tamil Nadu Veterinary and Animal Sciences University, Orathanadu, Thanjavur District, Tamil Nadu. This unit comprises of a concentrate feed preparation unit and a complete feed preparation unit. This feed processing unit has the facility to produce mash, pellet and crumbled feed for livestock and poultry. Through this programme good quality livestock and poultry feed are prepared using locally available feed ingredients (maize, soybean meal, gingelly oil cake, coconut oil cake, rice bran) and supplied to the farmers of Cauvery delta region for sustainable livestock production. In addition to this, training is provided to the farmers and entrepreneurs regarding feed preparation and feeding management of livestock and poultry.



FEED PROCESSING UNIT



FEED PROCESSING EQUIPMENTS



FEED PROCESSING EQUIPMENTS - GRINDER



FEED PROCESSING EQUIPMENTS – MIXER



GRINDING OF FEED INGREDIENTS



PACKING OF COMPOUNDED FEED



SEALING OF BAGS



PACKED CONCENTRATE FEED



PREPARATION OF MINERAL MIXTURE



MINERAL MIXTURE PACKETS



COMPLETE FEED BLOCK UNIT - PULVERIZER



FEED BLOCK MAKING UNIT

5. Key result/ insight/ interesting fact:

When the birds are fed with concentrate feed purchased from the feed processing unit, Orathanadu, the birds attained a body weight of 1 kg in 3.5 months and fetched a better price (Rs.500/pair of female) and male birds are sold @ Rs. 250 – 280/kg).

Economics of rearing 250 chicks (Feed purchased from private feed mill):

Cost of chicks @Rs.40/chick x 250)	Rs. 10,000
Feed cost for 20 bags of 50 kg @ Rs. 1380/50kg bag)	Rs. 27,600
Medicine cost	Rs. 500
Total expenditure	Rs. 38,100
Total income (230 x Rs.250)	Rs. 57,500
Net profit	Rs. 19,400

Economics of rearing 250 chicks (Feed purchased from feed processing unit, VCRI, Orathanadu):

Cost of chicks @Rs.40/chick)	Rs. 10,000
Feed cost for 20 Nos of 50 kg bag @ Rs. 1200/50kg bag)	Rs. 24,000
Medicine cost	Rs. 500
Total expenditure	Rs. 34,500
Total income (230 x Rs.250)	Rs. 57,500
Net profit	Rs. 23,000



FEED PURCHASED FROM FEED PROCESSING UNIT, DEPT. OF ANIMAL NUTRITION, VCRI, ORATHANADU



FEEDING OF CHICKEN



FEEDING OF CHICKEN



SUCCESS STORY DOCUMENTATION

6. Impact:

1. Economics:

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2. Horizontal spread of scientific farming to nearly 10 farmers in and around Pappanadu, Orathanadu, Thanjavur District.

7. Lessons learned:

- ❖ Rearing of country chicken is a profitable enterprise.
- ❖ Prevention and control of diseases affecting poultry birds to prevent the mortality.
- ❖ Feeding of quality feed to improve growth rate and egg production to get more income.
- ❖ Storage of concentrate feed during rainy season without spoilage.
- ❖ Cannibalism in birds can be prevented by rearing their own chicks rather than purchase it from outside.

8. Contact Person/Reference:

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