

**TAMIL NADU VETERINARY AND ANIMAL SCIENCES UNIVERSITY
ESTABLISHMENT OF RURAL POULTRY INPUTS AND SKILL
DEVELOPMENT CENTRE
SUCCESS STORY OF RKVY/ NADP SCHEME**

Category :

Animal Husbandry – Inputs resource centre for rural poultry production

Challenge :

India has 60% rural population, which depend only on agriculture. Poultry has been there in the backyards of most of the houses since ages, forming a part of nutrition and family income. Untill 1960, almost all the eggs were produced from backyard poultry. However, post-1960, the backyard poultry not only failed to match the pace of growth of commercial poultry, but on the other hand, has shrunken to contribute only 17% of India's current egg production.

There is renewed interest among the consumers and farmers to grow backyard poultry as their products fetch higher prices. However, major constraints of rural poultry farming are the availability of chicks, feed and other inputs. The lack of scientific knowledge on recent poultry farming methods in terms of proper nutrition, disease and general management also impediments the rural poultry farming. Insufficient knowledge on value addition and marketing also makes rural poultry farming less remunerative.

Initiative :

Three capacity building programmes of five-day duration were conducted to impart scientific knowledge to 125 rural poultry farmers from different parts of Tamil Nadu. These programmes were aimed at to improve the knowledge of the farmers on constructing poultry houses in proper layout, locating and arranging the buildings in a farm properly, breeds and varieties of chicken, grower, layer, broiler and breeder chicken, disease managements, poultry farm biosecurity, feed,feeding, watering and disease management, fodder and azolla production for feeding poultry, management of other poultry species like ducks, goose turkey, Guinea fowl, Japanese quail, emu and ostrich, hatching egg production, handling and incubation methods, ethnoveterinary medicine, summer and winter managements, nutritive value of egg and meat, processing, packaging and marketing of egg and meat and credit schemes available from banks.

The breeding farm and resource centre for TANUVAS technologies established under this project has started rearing breeding stock of TANUVAS Aseel chicken to produce hatching eggs so as to supply good quality chicks to the needy rural farmers for further multiplication at their farms. The inputs like hatching eggs, day-old chicks, grown-up birds, feed and other inputs are being supplied from this scheme. The number of beneficiaries benefitted from this scheme during the implementation period (2018-19) is given below. This facility is now continuously engaged in supplying hatching eggs, day-old chicks and breeding birds in self-financing mode.

Sl. No.	Benefits	Inputs supplied	No. of Beneficiaries
1	Supply of day-old chicks	1,677	16
2	Supply of Breeding birds	553	64
3	Supply of Hatching eggs	9,963	996

The amount spent on establishing the infrastructure and providing capacity building programme is given below

Sl. No.	Item	Budget Sanctioned (Rs. Lakhs)	Expenditure incurred (Rs. Lakhs)
1.	Civil works	75.00	75.00
2.	Furniture	3.00	3.00
3.	Equipment	49.80	49.80
4.	Operational Expenditure	23.30	23.30
	Total	151.10	151.10

Key result/ insight/ interesting fact :

Availability of inputs for rural poultry farming

The breeding birds of TANUVAS Aseel chicken is reared in the breeder house established in this project to produce hatching eggs by artificial insemination. The fertile eggs are sold to needy farmers or hatched out to produce day-old chicks for the supply of farmers. The chicks are also grown to grower stage and supplied to the farmers as breeding birds. The poultry feed will be produced shortly from this project under self-financing mode for the supply of rural poultry farmers.

Improvement in farming practices

- Utilizing improved chicken varieties developed by TANUVAS for rural poultry farming
- Increased number of birds per flock
- Proper vaccination and disease management
- Feeding of balanced diet to get higher production
- Efficient marketing

Photographs of Infrastructures developed under this project



Hatchery cum Office Building



Egg incubator



Breeder House



Breeder birds in cages



Feed mill building



Feed mill

Photos of capacity Building and inputs distribution



Capacity building programme at Poultry Research Station, Madhavaram Milk Colony, Chennai -51



Capacity building programme at Post Graduate Research Institute in Animal Sciences, Kattupakkam, Tamil Nadu



Input distribution by Vice Chancellor, TANUVAS

Impact :

- ❖ The low input technology germplasms like TANUVAS Aseel, Nandanam Chicken – 4 developed at Poultry Research Station of Tamil Nadu Veterinary and animal Sciences University, which are having the capacity to produce 175 to 225 eggs per year are popularized among rural poultry farmers.
- ❖ There is additional supply of 1,30,000 chicks every year suitable for rural poultry farming every year at nominal cost.
- ❖ This intervention will add 50,000 desi chicken layers to the rural villages every year.
- ❖ All the critical inputs like brooding cages, feeders and waterers feed, vaccines, technology information, HRD training on rearing and marketing of birds will be made available to the rural poultry farmers under one umbrella.
- ❖ The proposed project will ensure nutritional security to the rural poors through production of 7.5 million eggs and 60 metric tons of desi chicken meat every year.
- ❖ This project will also improve socio-economic status of the rural poultry farmers through generation of Rs. 8.75 crores income every year through sale of desi chicken eggs and meat in Tamil Nadu.
- ❖ Technology dissemination on the meat processing at different stages not only enhances the quality of the product but also improved the overall profitability of the rural poultry producers.

Lessons Learned :

Resource centre for indigenous chicken germplasm of Tamil Nadu.

Although this scheme is catering the need for low input technology germplasm developed by TANUVAS, there is growing need for pure indigenous chicken germplasm of Tamil Nadu like Siruvidai and Peruvidai ecotypes. There is growing interest among farmers also for rearing pure indigenous breeds and among consumers for products of indigenous poultry. Therefore, there is a growing need for establishing breeding farms for indigenous chicken germplasms also which can cater this need.

Need for infrastructure to grow indigenous and improved varieties

The first six weeks are the crucial period for the survival of chicks in rural conditions as they require artificial brooding and protection from predators during this period. The supply of grownup chicks rather than day-old chicks can circumvent these problems. Therefore establishing chick nurseries which can grow the day-old chicks for initial period before supplying them to the farmers are also need to be established.

Research on indigenous germplasm

Genetic selection programmes have to be integrated with such schemes to make genetic improvements of the indigenous birds. Molecular genetics studies can also be aimed at understanding the molecular mechanisms of mothering ability and disease and tropical resistance etc. in indigenous birds.

Supporting Quotes and Images

Mr. Prakash Periasamy,B.Tech., 7, Ammachillam, First Street,Thirunagar, Vadapalani, Chennai -26, Ph: 9841191670

“I am a B.Tech graduate working in IT field. I had a chance to attend the training conducted under NADP scheme. Immediately after training, I made a poultry shed on the terrace of my house in the urban area and started rearing chicken of backyard varieties and Japanese quails purchased from the scheme. Now I am rearing nearly 100 birds, mainly to gain experience in poultry farming. Soon, I am planning to move to a rural location to involve in organic poultry farming as a full time occupation. The training had empowered me towards scientific rearing of poultry with proper disease and nutrition management.”



Mrs. Kasturi, 176, Kundrumettu street, Padappai, Kancheepuram District – 601301, Tamil Nadu. Ph: 7299604670

“I am a M.Com. qualified fashion designer turned poultry farmer. Although, I had a small flock of poultry as a part-time occupation earlier, the training transformed me into a full time poultry farmer. I am having nearly 300 indigenous Siruvidai chicken and small number of turkeys. As I learnt scientific management methods in the training, I could reduce mortality and earn good profit margin. I hatch the eggs produced in my farm using a homestead incubator and selling them as day-old and grown up chicks”



Mr.S.Babu,B.Com., Vijayalakshmi Integrated Farm,
KumarancherryVllage, Ponneri Taluk, Tiruvallur District, Tamil Nadu.
Ph: 9843334552

“I am one of the beneficiaries under the scheme. The training gave me confidence to start a poultry farm of on my own. At present, I am having more than 1500 poultry of different species like hybrid and indigenous chicken varieties, turkeys, Japanese quails and ducks.The major aspects I learned from this trainig are vaccination,biosecurity methods, management during rainy season as my farm is located in a lowlying area and scientific feeding for maximum return.”



Mr. K. Karthik, BSc (Botony), S/O. S. kandasamy, 54, 3rd street, Veeravanchi Nagar, Kovilpatti – 628 602, Tuticorin District, Ph: 9629761072

“I had a small flock of around one dozen chicken a backyard unit earlier. After got trained in NADP scheme, I not only increased the number of birds but also diversified into rearing of turkeys and Japanese quais along with chicken. I could effectively prevent and control dieases like Ranikhet, fowl cholera and gangrenous dermatitis now by proper disease management, which usually take a heavy toll in my birds before my training.”



Mrs. RenukaGopinathan, BA (Economics), No. 44, Gandhi Street, Thirukachur (Singaperumalkoil Via), Chengalpet District – 603204, Tamil Nadu

“I heard about this training when I just constructed a poultry house with the idea of starting a small unit of poultry. After this training I could raise the indigenous Siruvidai chicken in a more scientific way. The training manual serves as a valuable reference guide when needed. I regularly get feed and birds from a TANUVAS outreach centre in my area.”



Additional information :

Project partner

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Checklist :

Sl.No.	Question to consider	Yes	No
1	Isthestoryinterestingtothetargetaudienceoftheproject/activityreport?	√	
2	Doesthestoryexplainwhatnewinsightstheprojectbrings? What is the main lesson learned from this story?Does the story describe a key insight on what works andwhat doesn't and something that future project could buildon	√	
3	Does the story describe the outcomes the project producedandthepeoplewhoarebenefitting?Whatchanges – in skills, knowledge, attitude, practice, or policy-has the project brought, and who is benefitting from these changes?	√	
4	Doesthestorymakeacompellingpointthatpeoplewillremember?Doesthestoryshowhowtheprojectmakesadifferencetoimprovinglivelihoodsandlesseningpoverty?	√	
5	Does the story provide an interesting fact that people willremember? For example, how much yields increased, howmanyhectaresoflandcouldbecomemoreproductivefrom thisinnovationortechnology?	√	
6	Doesthestoryexplainwhatkindofimpactthisinnovationortechnologycould haveifscaledup?	√	
7	Doesthestoryshowwhichpartnerscontributedandhow?	√	
8	DoesthestoryincludequotesfromStakeholdersorbeneficiaries?	√	
9	HavelprovidedlinkstoothermediaJournalarticles,websites,newsletters,blogs,annualreportsofother Programme/project)thatalsofeaturethisstory?		√
10	Havelprovidedthecontactdetailsofpeoplewhoprovidemoreinformation?	√	