

1. **Title: “CONTRACT BROILER FARMING FOR LIVELIHOOD”**

2. **Category:** Animal husbandry

3. **Challenge:**

This story highlights opportunities in contract broiler farming and will inspire farmers and educated unemployed youth to take up commercial poultry farming as an occupation which may prove beneficial for their socio-economic upliftment. Shri.Akshay Sanjay Shegokar has earned a diploma in polytechnic and he was searching for a job. While surfing on internet he came across about the blooming poultry industry in the country. He decided to take up poultry farming on commercial scale.

4. **Initiative:**

The local livestock development officer advised him to undertake training on commercial poultry farming to acquire technical knowledge at Poultry Training and Demonstration Center, Postgraduate Institute of Veterinary and Animal Sciences (PGIVAS), Akola,MAFSU, Nagpur under RashtriyaKrushiVikasYojna. He has actively participated in a five days residential training on ‘Commercial Poultry Farming’ during 17.10.2016 to 21.10.2016.

5. **Key result:**

During the course of training, he acquired useful information and skill in all important aspects of commercial poultry farming such as, poultry breeds, housing and rearing systems, constructional details of sheds, feeding management, Broiler Management, farm equipments, hatchery management, common diseases of poultry, biosecurity measures, economics of poultry farming, contract broiler framing, etc. The hands on training was also provided on various aspects of commercial poultry farming including preparations for brooding, fumigation, vaccination, feed formulation and management of poultry which proven beneficial for him towards actual rearing of broilers at his own farm. He also participated in an educational tour organized by Dr. S.J. Manwar and his team of RKVY project to modern commercial broiler farms to get acquainted with the actual working of the commercial broiler farms and interaction with the progressive commercial poultry entrepreneurs which really inspired him to take up an activity of poultry farming instated of searching for job.

Though he has a family background of doing government job, he decided to start contract broiler framing as a main occupation with enthusiasm. His family members supported him in every way in his decision. He constructed well equipped and scientific broiler shed of 400 feet x 30 feet having capacity to rear 10000 broilers. Then he started

contract broiler farming with local poultry integrated firm. He started a first batch of 10000 broilers on 15th February 2017. The integrator supplied all the inputs viz. chicks, feed, medicines, vaccines and assured marketing of birds as per predetermined rate. He utilized the skill and knowledge gained from the training for successful rearing of the broilers. He was in touch with the experts of the RKVY project team throughout the rearing period for any difficulty. The project team from PGIVAS, Akola also visited his farm for on spot guidance and support as and when needed.

6. Impact:

He has earned profit of Rupees 55000.00 from the first batch. Also, the poultry manure production was about 30 tons which is a good organic fertilizer for his agriculture purpose. This will help for booming concept of organic farming; improve soil fertility and will fetch higher prices for agriculture product. He is in contract farming agreement for a period a one year. As per agreement from about 6 batches he will earn a profit of Rupees 330000 annually and 150 tons of poultry manure for agriculture use. He is now a source of inspiration to many farmers and unemployed youth in the area.

Poultry Training and Demonstration Center, PGIVAS, Akola under RashtriyaKrishiVikasYojna is dedicated towards promotion of commercial poultry farming for the socio-economic upliftment of farmers of the region.

7. Lesson learned:

Hands-on training on “Contract Broiler Farming for Livelihood” is promising area for entrepreneurship development in rural as well as urban areas. It has been a challenging task to run the project in a meagre manpower. The same project may be implemented as Public-Private-Partnership for better hands on training.

8. Supporting Quotes and images:

Name of the farmer: Shri. Akshay Sanjay Shegokar,

Address: At/Post- Yashoda Nagar, College Road, Akot,

Taluka- Akot, District- Akola (Maharashtra) Mobile No. 9850111624

This story highlights opportunities in contract broiler farming and will inspire farmers and educated unemployed youth to take up commercial poultry farming as an occupation which may prove beneficial for their socio-economic upliftment. Shri. Akshay Sanjay Shegokar has earned a diploma in polytechnic and he was searching for a job. While surfing on internet he came across about the blooming poultry industry in the country. He decided to take up poultry farming on commercial scale. The local livestock development officer

advised him to undertake training on commercial poultry farming to acquire technical knowledge at Poultry Training and Demonstration Center, Postgraduate Institute of Veterinary and Animal Sciences (PGIVAS), Akola, MAFSU, Nagpur under RashtriyaKrushiVarikasyojna.



He has actively participated in a five days residential training on 'Commercial Poultry Farming' during 17.10.2016 to 21.10.2016. During the course of training, he acquired useful information on all important aspects of commercial poultry farming such as, poultry breeds, housing and rearing systems, constructional details of sheds, feeding management, Broiler Management, farm equipments, hatchery management, common diseases of poultry, biosecurity measures, economics of poultry farming, contract broiler framing, etc. The hands on training was provided to on various aspects of commercial poultry farming including preparations for brooding, fumigation, vaccination, feed formulation and management of poultry which proven beneficial for him towards actual rearing of broilers at his own farm. He also participated in an educational tour organized by us to modern commercial broiler farms of to get acquainted with the actual working of the farms and interaction with the



progressive commercial poultry entrepreneurs which really inspired him to take up an activity of poultry farming instated of searching for job.

Though he has a family background of doing government job, he decided to start contract broiler framing as a main occupation with enthusiasm. His family members supported him in every way in his decision. He constructed well equipped and scientific broiler shed of 400 feet x 30 feet having capacity to rear 10000 broilers. Then he started contract broiler farming with local poultry integrated firm. He started a first batch of 10000 broilers on 15th February 2017. The integrator supplied all the inputs viz. chicks, feed, medicines, vaccines and assured marketing of birds as per predetermined rate. He utilized the skill and knowledge gained from the training for successful rearing of the broilers. He was in touch with the experts of the RKVY project team throughout the rearing period for any difficulty. The project team from PGIVAS, Akola also visited his farm for on spot guidance and support on 06.03.2017. He has earned profit of Rupees 55000.00 from the first batch. Also, the poultry manure production was about 30 tons which is a good organic fertilizer for his agriculture purpose. This will help for booming concept of organic farming; improve soil fertility and will fetch higher prices for agriculture product. He is in contract farming agreement for a period a one year. As per agreement from about 6 batches he will earn a profit of Rupees 330000 annually and 150 tons of poultry manure for agriculture use.

Poultry Training and Demonstration Center, PGIVAS, Akola under RashtriyaKrishiVikasYojna is dedicated towards promotion of commercial poultry farming for the socio-economic upliftment of farmers of the region.

9. Additional information:

Contact persons:

Name of the farmer: Shri. Akshay Sanjay Shegokar,
Address: At/Post- Yashoda Nagar, College Road, Akot,
Taluka- Akot, **District-** Akola (Maharashtra) **Mobile No.** 9850111624

Principal Investigator: Dr. S.J. Manwar, Head, Department of Poultry Science, Post Graduate Institute Of Veterinary and Animal Sciences,, PKV Gate No. 8, PKV campus, Akola, M.S. 444 104 (e-mail: satishmanwar@rediffmail.com)

1. Checklist:

No.	Question to consider	Yes	No
1	Is the story interesting to the Target audience of the project/activity report?	Yes	
2	Does the story explain what new insights the project brings? What is the main lesson learned from this story?	Yes	

	Does the story describe a key insight on what works and what doesn't and something that future projects could build on.		
3	Does the story describe the outcomes the project produced and people who are benefitting? What changes- in skills, knowledge, attitude, practice, or policy- has the project brought about and who is benefitting from these changes?	Yes	
4	Does the story make a compelling point that people will remember? Does the story show how the project makes a difference to improving livelihoods and lessening poverty?	Yes	
5	Does the story provide an interesting fact that people will remember? For example how the yields increased, how many hectares of land could become more productive from this innovation or technology?	Yes	
6	Does the story explain what kind of impact this innovation or technology could have if scaled up?	Yes	
7	Does the story show which partners contributed and how?	Yes	
8	Does the story include quotes from stakeholders or beneficiaries?	Yes	
9	Have I provided links to other media that also feature this story?	Yes	
10	Have I provided the contact details of people who can provide more information?	Yes	
