

# **“Broiler farming as tool for doubling farmer income”**

## **1. Title: “Establishment of training & Demonstration centre on commercial poultry farming under MAFSU”**

2. **Category:** Animal husbandry

### **3. Challenge:**

Though the Poultry farming is an old ages allied agriculture activity, but in present days farmers are adopting it as main business stream. Specially educated young age group are adopting poultry activity to emerge as entrepreneur. The main challenge of the entire business is hidden under marketing. The one who overcome the issue of marketing he is winner of the game. Mr. Aniket Vaid, Engineering graduate taken up broiler farming activity as challenge for his business. He came across the Poultry Training and Demonstration centre established under RKVY and got trained in commercial poultry farming.

### **4. Initiative:**

Aniket served the private MNC, but he as very much interested to start the business upon his own. It made him to think the animal husbandry is the area where he can take up a new business. One day he found the Poultry training centre on Google map in Nagpur. The interest in animal husbandry initiated his business activity. He has actively participated in a five days residential training on ‘Commercial Poultry Farming’ during 10.11.2016 to 14.11.2016.

### **5. Key result:**

The training program was main event through which Aniket inspired well and decided to take up the activity. During the training, he learned skill in all aspects of commercial poultry farming such as, housing and rearing systems, constructional details of sheds, feeding management, management, equipments, common diseases of poultry, biosecurity, economics of poultry farming, contract broiler framing, etc. The hands on training specially on vaccination, marketing and equipment handling was also provided on various aspects of commercial poultry farming. He also participated in an farmer visit organized under the training program which really inspired him to take up an activity of poultry farming instead of any other business as entrepreneur. He constructed well equipped and scientific broiler shed of 350 feet x 30 feet having capacity to rear 10000 broilers. Then he started

cockreelfarming with local traders. He started a first batch of 5000 cockrel. Unfortunately, he could not able to earn more profit out of it as the batch suffered with Infectious bursal disease, though he did the vaccination and all. The RKVY expert team help him to come out of the situation and visited his farm for further guidance. After through discussion he thought to switch over on contract/partnership broiler farming with local private firm. The partnership business 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.

#### **6. Impact:**

Aniket earned profit of Rupees 40000.00 from the first batch and simultaneously started fishery activity in nearby pond. The litter produced after rearing the broiler batch is used as organic fertilizer for own agriculture farming and few of it utilized as fish feed to produce green.He is in partnership farming agreement for a period a three year with Indian broiler group which is one of the renowned poultry business firm. It is expected that aniket will earn minimum Rs. 2.40 lakhs as net profit in year and additional benefit of the fertilizer produce. Now aniket is our one of the successful speaker for our upcoming trainee.

Poultry Training and Demonstration Centre, Nagpur Veterinary college, Nagpur got wide publicity during last couple of years and the institute is self sufficient fund to run its training activity. In future the training centre will be the source of inspiration to take up Poultry activity as live hood activity and in near future more Poultry entrepreneur may come up.

#### **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:**







## 9. Additional information:

### Contact persons:

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## 10. 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? Does the story describe a key insight on what works and what doesn't and something that future projects could build on.	Yes	
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	Yes	

	remember? For example how the yields increased, how many hectares of land could become more productive from this innovation or technology?		
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	

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