

Success Story under RKVY

'Pashusevardhanatun Samrudhi'

Title - 'Establishment of Broiler Units of 1000 birds capacity in Maharashtra'.

Category - Animal Husbandry

Poultry production is the fastest growing sector of Indian agriculture having long history of backyard farming. It has been transformed into a full-fledged industry in order to cope with the higher demands for valuable animal proteins (eggs and poultry meat) by an ever increasing human population. Poultry production has been the most dynamic sector of animal production worldwide.

In Maharashtra state, the poultry industry has flourished in Private sector. Commercial production of layer poultry birds as well as broiler poultry has been concentrated at the hands of big entrepreneurs, who are also undertaking contract farming activity for the broiler poultry. The role of the state government is to support the rural poultry farmers by provision of improved / low input technology poultry birds, which will be useful and profitable in backyard poultry keeping

For promoting the backyard poultry, it is necessary to give the much needed infrastructural support (in form of improved poultry birds/ day old chicks at subsidized rate, hatchery units, training etc.) to the targeted beneficiaries in order to get optimum production from this sector.

Challenge -

To overcome some challenges like, the limited infrastructure of the Govt. owned Central Hatcheries & IPDBs, they are not in a position to meet the ever growing demand of backyard poultry sector. Inadequate availability of modern & useful equipments. Inadequate bio-security measures at the Govt owned poultry farms due to shortage of funds. Lack of initiatives for promoting production of maize with an aim to reduce cost of poultry feed. Poor genetic potential of deshi poultry birds.

At the time of formulation of the project, the poultry population in Maharashtra state was 647.56 lakhs as per the 18th livestock census (of the year 2007). This population has substantially increased to 301.60 lakh, (which includes 200.11 lakh backyard poultry birds). Taking in consideration of district-wise poultry population and the estimated annual production of eggs in Maharashtra state was 354.60 crores, with 33 eggs available per capita per year. Similarly, the estimated annual chicken meat production was 279.878 thousand MT as per the Integrated Sample Survey report of the year 2008-09. It is evident that, the backyard poultry population was 31 % of the total poultry birds in the state. This emphasizes the need to take due care of the backyard poultry sector. As per the Integrated Sample Survey report of the year 2008-09,. The average annual growth rate in egg production as well as meat production in the state during the span of years 2006-07 to 2008-09 has been observed to be 2-5 % & 1.45 % respectively. It has been quite essential to adopt certain measures necessary

for augmenting the growth rate in poultry production. The National Development Council has also recommended 6 % growth rate in poultry production.

Initiative –

For promoting the production of eggs as well as chicken meat, it has been quite necessary to give the impetus to all the prominent stake holders viz. Private sector (which is obviously an organized sector) and the large number of backyard poultry farmers (predominantly the women and this sector is obviously an unorganized sector).

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From the central hatcheries and Intensive Poultry Development Blocks of department, day old chicks and hatching eggs were supplied to the small and marginal farmers, agricultural labourers as well as landless labourers according to their demand. Thus, these hatcheries are functioning with the intension to benefit the widespread unorganized sector in the state.

This strategy helps in boosting the eggs and meat production of the state and in achieving the stipulated annual growth rate of 6% in egg production. At the same time, self employment and women empowerment through poultry production has been generated in the rural areas and tackling malnutrition through ensured availability of nutritious diet. Ultimately, the per capita availability of eggs and poultry meat will also increase with the growth of backyard poultry.

Key result/ insight/ interesting fact –

312 Mini hatching units were established in Maharashtra State. In this project, mini hatchery units has been provided (Setter cum Hatcher of 400 eggs capacity each along with construction of poultry shed of 1000 Sq.Ft.) to the Self Help Groups / poultry co-operative societies / individual poultry farmers on 75% subsidy admissible over the total project cost.

‘Sunday ho ya Monday roj khavo unday’

Sr. No	Particulars	Details
1	Name of the Scheme	Rashtriya Krishi Vikas Yojna -Poultry farming by rearing 1000 broiler poultry Birds.
2	Component of the Scheme	1.land-Beneficiary himself. 2. Poultry Shed (1000 Sq. Ft.),Store room, Water tank, Electricity-Rs.200000/- 3.Poultry Feed and water utensils, Brooder etc.-Rs.25000/-
3	Project Cost	Rs. 225000/-, Subsidy-Rs.112500/-, beneficiary share Rs112500/-
4	Year of the Implementation	2013-14
5	Name of the Beneficiaries	Shri. Dipak Vitthal Vayale.

6	Address	At/post- Vasar Tal.Ambernath and Dist. Thane
7	Education	--
8	Occupation and Source of Income	Company worker.
9	Details of the Income	1. He is rearing 4 batches of 1500 Deshi birds per year. 2. He earned Rs.35 to 40,000/- per months.
10	Remark	The scheme is important and beneficial to the farmers which provide an additional income to increase his livelihood. He sale the bird produced in his poultry farm to nearby Dhaba's and established monopoly in the business.

Photographs

Shri. Dipak Vitthal Vayale
At/post- Vasar Tal.Ambernath, Dist. Thane





Visit of Dr. Prashant Kambale , Assistant commissioner, Mini polyclinic tal. Badalapur and Dr. Smita Jinturkar, Livestock development officer (Extension) for Verifying Poultry Shed Construction Work

YASHOGATHA

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3	Project Cost	Rs. 225000/-, Subsidy-Rs.112500/-, beneficiary share Rs112500/-
4	Year of the Implementation	2013-14
5	Name of the Beneficiaries	Shri. Ramesh Bhaskar Tembe
6	Address	At/post- Kudsavare Tal.Ambernath and Dist. Thane
7	Education	--
8	Occupation and Source of Income	Toll Naka and Farming.
9	Details of the Income	1.He earned Rs.35 to 40,000/- per months. 2. He increase capacity of rearing from 1000

		bird to 2500 birds.
10	Remark	The scheme is important and beneficial to the farmers which provide an additional income to increase his livelihood.

Photographs

Shri. Ramesh Bhaskar Tembe .
At/post- Kudsavare Tal. Ambernath, Dist. Thane



Visit of Dr. Prashant Kambale , Assistant commissioner, Mini polyclinic tal. Badalapur and Dr. Smita Jinturkar, Livestock development officer (Extension) for Verifying Poultry Shed Construction Work



Poultry Shed Construction Work



राष्ट्रीय कृषि विकास योजना सन २०१३-१४ अंतर्गत राज्यात ५० % अनुदानावर १००० मांसल कुक्कुट पक्षी संगोपनाद्वारे कुक्कुट व्यवसाय सुरु करणे.



लाभार्थीचे नांव :- श्री. भुवण गजानन जंगले
गांव :- सोनखेड
तालुका :- दर्यापूर
जिल्हा :- अमरावती



Establishment of Broiler Units of 1000 birds capacity in Maharashtra

Objective -


1. To provide livelihood tool to rural people of the state.
2. To provide sustained income source opportunity to unemployed rural youth of the state.
3. To improve availability animal protein

Scenario of the project -

Scheme was implemented in 33 districts of the state. 50% subsidy i.e. maximum Rs.1,12,500/-/ Unit Subsidy has been given to beneficiary for construction of 1000 sq.ft. shed for 1000 broiler birds & equipments, utensils, etc.

Annually 6000 birds were reared in six batches of 1000 birds. Beneficiary should have own land sufficient to build the necessary shed.

Beneficiary can enter contract basis farming.

1	Beneficiary Name	Mr Kailash Pundlik Aasode 
2	Address	Wandli, Marda Taluka – Tiwasa, Dist. –Amravati
3	Occupation	farmer
4	Assets	4 acre seasonally irrigated
4	Number of members in the family	5
5	Assets	4 acre land seasonally irrigated.
6	Family income before inducted in the project	Rs. 3350/ monthly
7	No. Of broiler birds in one unit inducted in the project	1200 broiler birds
8	Batches in one year of broiler poultry birds	5 batches
9	Yearly no. Of broiler poultry birds sold	5820 broiler birds
10	Annual profit through sell of poultry birds	Rs. 60,000/-
11	Receipt from sell of poultry manure sold	Rs. 10,000/-
12	Annual income from all sources	Rs. 70,000/-
13	Expenditure inured on poultry feed	The unit is run on integrated farming basis. The agreement is made with Poshak agrivet on basis of feed conversion i.e. 1.60 &

		production cost. This is @ Rs. 5/kg on live weight basis. The company bears the cost of poultry feed, medicine, vaccine & technical knowhow.
14	Miscellaneous expenditure on labour, medicine etc	Rs. 15000/-
15	Total annually expenditure incurred during induction of the project	Rs. 15000/-
16	Net profit yearly from the project	Rs. 60,000/-
17	Beneficiary say	The broiler poultry farming is a profit making business through integration as I personally work on the unit. I can generate profit. In my opinion, the unit should be of 3000 broiler birds, which will enhance income of the beneficiary to fill his day to day needs.

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गांव :- वंडली
तालुका :- तिवसा
जिल्हा :- अमरावती