

# **BACKYARD POULTRY REARING - A PROFITABLE ENTERPRISE IN ADVERSE CLIMATIC SITUATION**

**Mrs. Pratibha Mallick**

**AT: Dasmankul, Block: Marshaghai**

**District: Kendrapara**

**Background:** Poultry farming plays an important role in every climate resilient agricultural operation directed towards the economic upliftment of the farming communities. However, the low productive qualities of the desi chicken have always been a hurdle for economic upliftment of the farm women.

**KVK Intervention:** To overcome this KVK, Kendrapara has organized various programmes at NICRA adopted Village Dasmankul under Marshaghai block since the beginning of the NICRA project in the village to encourage diversified agricultural activities for improving the economic status of the farm women. Krishi Vigyan Kendra, Kendrapara introduced the Vanaraja and Kadaknath breed of poultry in the NICRA adopted village for upliftment of the backyard poultry sector through escalation of egg and meat production. Under this situation the women farmers of village Dasmankul, were imparted training on backyard poultry rearing under NICRA programme. After being trained by KVK, Kendrapara Mrs Pratibha Mallick of village Dasmankul showed keen interest in rearing backyard poultry. Being a housewife and mother of 4 kids, Mrs. Mallick did not wish to just be confined to her house only, she wanted to do something on her own which she can master and which will add an extra income to her family. So, she sought the help of KVK, scientists who provided her with 50 nos. of Vanaraja & Kadaknath chicks and also extended technical advice from time to time including preventive measures against prevalent poultry diseases. The growth performance of the chicks was periodically monitored. The birds provided to her have the advantage in terms of colour and toughness like local bird, high egg laying capacity and higher weight gain than the local birds. Moreover, Vanaraja and Kadaknath breed has better resistance against common poultry diseases and is highly adaptable to the climatic condition and free-range rearing system with minimum supplementation of locally available feed ingredients. After rearing for 3-4 months she sold the sold male birds after attaining marketable weight (1.6- 2.0 kg) at an attractive price of Rs. 200 per kg of Vanaraja male and Rs.500 per kg of Kadaknath male owing to their distinctive colored plumage. She earned a good income of about Rs 10,000/ from sale of 20 cockerels. The egg production of female birds was around 10-12 eggs per day during peak production in winter months. During this period, she was able to sell eggs @ Rs.6-8 per egg making a total sale proceed of Rs 10000/-. At present, she is getting about 8-10 eggs daily giving him income of Rs. 50-80 per day. She is also trained by KVK, Scientists on supplementation practices with vitamins, minerals and calcium from time to time. A portion of eggs produced and cockerels were also consumed in the family to improve their nutritional quality. Realizing that the level of profit from small unit of 50 birds which she made, she has purchased another lot of 100 chicks during February, 2019 as replacement stock.

***Thus, with a small flock of around 50 birds, Mrs. Mallik earned substantial returns. This supported the fact that backyard poultry farming along with other agricultural activities can be an economically viable agricultural diversification for livelihood and income generation.***