Article: RT0312

Biotica Research Today
Vol 2:9 859/861
2020

How to cite this article?

Thangadurai *et al.*, 2020. Success Story on Backyard Poultry Rearing under ARYA Programme. Biotica Research Today 2(9): 859-861.

Success Story on Backyard Poultry Rearing under ARYA Programme

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Open Access

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Keywords

Backyard, Poultry, Rearing, Success

Abstract

Backyard poultry with native breeds is easy to manage, less risky and can generate better incomes, for the poor households. It has the potential to alleviate rural poverty, eradicate malnutrition and create employment opportunities too. With a little external support from KVK Dharmapuri under Attracting and Retaining Youth in Agriculture, Allied Activities (ARYA) by initiating small farm enterprises, the young farming communities in Dharmapuri district have shown that it is possible to improve health and livelihoods.

Background Information

Youth plays vital role in meaningfully transforming agriculture in India. According to national youth policy, youth in the age group of 15-35 are defined as young. The youth population is estimated to be 57 crores by 2016. At present, 35% of the total population is in the age group of 15-35 years, out of which 75% live in rural areas. In order to create interest and confidence among the rural youth in agriculture, there is a need to make agriculture more profitable. Retaining youth in agriculture and making agriculture more profitable are thus, big challenges. There is a continuous increase in the migration of rural youth to urban areas. The difference in basis amenities, communication, health and education facilities between villages and urban areas also attracts the youth towards cities. On the other hand, small land holdings are on the rise which poses challenge to for security for increasing population. Thus it was felt to bring a comprehensive model for the development of rural youth in general and agricultural youth in particular.

Thus realizing the importance of rural youth in agriculture development especially from the point of view of food security of the country, ATARI, Hyderabad has selected KVK Dharmapuri for adopting a Program on "Attracting and Retaining Youth in Agriculture".

KVK Dharmapuri has identified 90 youth having less than 35 years of age for developing entrepreneurial aptitude on backyard back yard poultry. The entrepreneurial units were established at their location depending upon market potential of the enterprises. The purpose was to establish economic models for youth in the village so that youths get attracted in agriculture and overall rural situation is improved. The scheme was conducted in Dharmapuri district by Krishi Vigyan Kendra, Dharmapuri during 2018-2020 through ARYA programme funded by Zone X, ICAR-ATARI, Hyderabad. Interested farmers have divided into three groups, each group carries 30 farmers. Among 60 farmers received one day on campus

Article History

Received in 01st September 2020

Received in revised form 02nd September 2020

Accepted in final form 02nd September

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training programme at KVK on selection, handling, feeding, breeding, disease management, hatchery operation and chick management and second day as esposure training at College of Poultry Production and Management (CPPM), Hosur. Off campus training programme along with exposure visit were also organized for last batch of 30 beneficiary farmers to visit their farm and confirm their adoption regarding scientific method of backyard poultry farming with TANUVAS Aseel chicken.

Livestock and poultry is an imperative factor for improving nutritional security to the rural poor. Rural poor rear natty type of chicken with low egg and meat production in backyard system, poor hatchability and increase mortality. In poultry sector impressive growth has been achieved in intensive poultry meat production in India but rural poultry sector remained restricted due to less research and low production potential nature of native breeder chicken. KVK Dharmapuri being supported rural backyard poultry production by introducing improved strains of backyard poultry viz., Namakkal-1, Nandanam-4 and Srinidhi etc.

Ms. Malar, Arumugam an innovative women farmer from Kotumarampatty, Pennagaram, Dharmapuri, Tamil Nadu was successful in backyard poultry farming with TANUVAS Aseel chicken. She is 39 years old, qualified in 8th standard, having 40 percent of land and he used to rear natty bird (local) for the regular source of income and he could able to get very low income. Ms. Malar was unaware about of improved poultry variety (TANUVAS Aseel) for higher income generation than natty variety, KVK, Dharmapuri has selected her for ARYA scheme beneficiary and trained on scientific management of backyard poultry rearing for establishing backyard poultry entrepreneurial unit. Inputs like TANUVAS Aseel one month old chicks (9+1), deworming drug, drinker, waterer, federer, TANUVAS Brooder, TANUVAS rural poultry cage, Azolla sheet, fodder seeds and training material was supplied.

KVK Intervention

Following Technical guidance was given on package of practice for TANUVAS Aseel chicken rearing under backyard condition.

Poultry Entrepreneurial Unit Establishment

- Trained to rear improved poultry (TANUVAS Aseel) variety under backyard condition.
- Trained to produce green fodder (Hedge lucerne, Agathi, subabul and Azolla) supplement for reducing fodder cost and supplementing additional nutritional to poultry feeding.
- Trained to produce Termite with available resource.
- Training to utilize KVK Dharmapuri egg incubator for sustainable production of chicks.
- Trained to utilize KVK Dharmapuri mini feed mill for low cost homemade concentrate feed.
- Trained to use TANUVAS Brooder for brooding of day old chicks after receiving for incubator.

Health Management

- Regular deworming against Trematode, Cestode and Nematode with rotation of drugs for preventing formation of drug resistance.
- Vaccination against Ranihket disease (RD) on 9th week of age and Pox disease on 12th week of age.
- Deticking at 3 month interval.

Result and Outcomes

As a result of technological intervention by the KVK, Dharmapuri the farmer had obtained good revenue.

S. No	Parameters		TANUVAS Aseel
1	Body weight (g)	10th week	710
		20th week	880
		30th week	1320
		40th week	1400
		50th week	1870
2	Livability (%) (12 weeks)		98
3	Age of first egg(d)		168
4	Egg Production % (40 weeks)		154
5	Egg weight (g)		52
6	Hatchability (%)		87
7	Adult livability (%)		95
8	Market rate (Rs.)/kg		250
9	Income-Net return (in Rs.)		21300

So (9+1) TANUVAS Aseel chicken farmer can get twenty one thousand per year along with nutritional support to their family members. Farming women can engage in improved poultry farming no need of outside labour. Small land holders can get good income from backyard poultry rearing and nutritional support to their farmily.

Success Point

As a result of technological intervention by the KVK, Dharmapuri the farmer had obtained good revenue. Backyard poultry rearing with TANUVAS Aseel with 9+1 numbers along with improved rearing technologies of poultry farmer can get Rs. 21,000.00 /year. Small and marginal farmer can get more income through backyard poultry rearing with improved varieties of chicken.

Figure 1: Class room training on backyard poultry rearing

Figure 2: Exposure visit at Poultry college, Hosur

Figure 3: Distribution of one month old TANUVAS Aseel chicks (9+1)

Figure 4: Assessment of reproductive performance of TANUVAS Aseel Chicken

Conclusion

TANUVAS Aseel chicken is significantly effective in the prevention of poverty in rural poor concerning difficult environmental conditions and unemployment, rural youth can better engage in backyard poultry farming for higher income generation and nutritional support.