

Success Story

On

**Empowerment of Rural Women through backyard Poultry by
using Giriraja breed**



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A) Introduction:

Rural Poultry production is being recognised as important component of socio economic improvement among the weaker section of society; specially landless labour, small & marginal farm women's. Rural Poultry generates self employment, provides supplementary income with protein rich food at relatively low cost. Chicken share is quite sizable in total meat consumption as it is cheaper than Sheep & Goat meat.

There are some enterprises existing in the present situation which gives some assured income viz. Backyard Poultry, Small Unit of Goat keeping etc. in the hands of farm women.

B) Back ground & Problem:

Socially we are having male dominating family system; obviously all income from agril produce is in hands of male farmer. It is observed that there is always shortage of money in the hands of rural farm women. However poor farm womens have maintained local strains with traditional management having low productivity & low level of income.

As we are well aware that the tastes of Deshi Poultry were accepted widely, obviously it has more demand. But when we think about commercial point of view, problem of low weight gain & less egg per bird with high mortality in chicks is the major problem observed by KVK.

C) Technology / Process which was intervnted for its success:

KVK, Solapur has planned to replace the Deshi breed with faster weight gain and high eggs producing breed with almost same taste as like deshi breed. Here while intervening the technology another point was to reduce mortality percentage.

Table No.1 : Details of Economic traits of Giriraja

Sr. No.	Particulars	Giriraja
1	Weight of chicks at day old (gm)	41 - 42
2	Eight week body weight (gm)	1300 - 1400
3	Feed efficiency (ratio)	1 : 2.4
4	Survivability at 8 weeks (%)	95 - 98
5	Age at sexual maturity (days)	166
6	Egg production up to 500 days (no.)	120 - 150
7	Egg weight (gm)	50 -55
8	Hatchability (%)	80 -85 %

So KVK, Solapur has selected 'Giriraja' breed as a need based intervention for tackling the problem with deshi breed & planned to conduct Front Line Demonstration on enhancing poultry keeping entrepreneurship by introducing Giriraja breed. Giriraja breed is having characteristics of coloured feathers as like deshi breed. It has capability of faster weight gaining breed i.e. achieving 1300 to 1400 gms weight within 8 weeks. This breed also gave 120-150 eggs within 52 weeks of its productive life. Giriraja breed is genetically resistant to Gumboro disease.

During Front Line Demonstration of Giriraja, KVK Scientist regularly monitor the performance of the chicks supplied at the door steps besides providing health care and technical support. KVK made it a point to vaccinate all the birds. Vaccination against Ranikhet disease was done on 7th day & booster dose on 23rd day of age. Mean while various extension activities conducted viz. Video Show, Group Discussion, training for farm women & female extension functionary. Other extension activities like T.V. Show, radio talk & popular articles were conducted for creating awareness in rural masses.

D) Productivity :

In backyard it is observed that 65% increase in live weight of Giriraja with free range management over the deshi breed. The eggs production are also 97% more and the mortality due to weak chicks & diseases are almost nil while 10-20% in deshi breed.

Table No.2 : FLD Result at Farmers field.

Sr. No.	Particulars	Giriraja at Farmers field
1	Weight of chicks at day old (gm)	34 - 37
2	Avg .body weight gain over the Deshi at the age 8 week (%)	65
3	Survivability at the age 8 weeks (%)	97
4	Egg production up to 500 days (no.)	110 - 130

E) Production & Economic gain:

The backyard poultry units having an average 15 birds. From these birds around 1800 eggs were produced which costs about Rs. 4500/- (Rs. 2.50 per egg) within 52 weeks of productive life. Also the saling of birds for chicken purpose earning of Rs. 1200/-. The total gross income is around Rs. 5,700/- from one unit of backyard poultry; while input & other cost was around Rs. 1200/- only. The cost benefit ratio of one unit is 1:3.75.

F) Horizontal spread & Acceptance of the technology:

(i) Adoption by beneficiaries:

Beneficiaries of front line demonstration i.e. women's produces chicks from eggs of Giriraja by hatching traditionally with their own local hen. Beneficiaries of 1

to 2 year back purchase day old chicks from agent of C.P.D.O., Mr. Shawkat Siddiqui, Mumbai which is facilitated by KVK, Solapur.

ii) Adoption by non-beneficiaries:

Due to good result & return from Giriraja the farm women's supplied & presented the birds & egg of Giriraja to their relatives like daughter, sister, mother & sister in law etc. Some farm families purchased eggs from beneficiaries at the rate Rs. 2.50 per egg & hatched with their own local hen. About 20 farm womens purchase day old chicks from the agent of C.P.D.O. Mumbai, who planned for large scale (50 - 100 birds) unit. While some of the farm womens having linkages with the Department of Animal Husbandry had purchased fertile eggs & grower birds from this department. Those families having linkage with department of Animal Husbandry also purchase grower birds from them.

Table No. 3 : Details of horizontal dessimination & replacement of local Poultry by Giriraja breed

Name of the District	Name of the Tahsil	Number of villages covered	No. of farm families	No. of Giriraja birds
Solapur	North Solapur	09	127	4574
	South Solapur	05	88	1850
	Mohol	07	103	3710
	Madha	04	04	94
	Pandharpur	04	55	2232
	Akkalkot	03	45	1100
	Barshi	03	57	1662
	Karmala	02	44	1067
	Mangalwedha	02	43	851
	Sangola	01	29	760
Osmanabad	Tuljapur	03	43	1034
Total=2	11	43	728	21350

G) Suitability:

i) Nutritional Security:

Consumption of eggs & Chicken has gone up with farmers possessing improved coloured Giriraja birds. The frequencies of consumption of the eggs, particularly in childrens are increased. Egg became an instant food available to farmers particularly in the morning just before a child's left to school. It has enhanced protein consumption in daily diet of a farm family.

The Giriraja birds reared in free range system eats naturally available feed. Due to this feeding style, eggs having typical aroma which is observed in eggs of deshi birds. So the acceptability by the children's & farmers is more.

ii) Low cost of feeding & management:

Backyard poultry thrives on kitchen waste, broken waste grains, insects, ants & worms also backyard organic waste. There is no special management required for rearing. It can be done in morning & evening time by doing another major work. The unproductive family members, old person's, children's can supervise & manage the work in very short period. For Giriraja breed doesn't require medication except vaccination against Ranikhet & de-worming. The veterinary aids are available from department of Animal Husbandry. Farm womens are also done the exercise of vaccination and de-worming.

H) Replacement of Deshi breed with Giriraja:

The FLD beneficiaries replaced deshi birds by 350 Giriraja birds. Where as in case of the non beneficiaries it is approximately 1,000 birds.

Krishi Vigyan Kendra, Solapur observed very good response from the FLD beneficiaries & non-beneficiaries. So KVK had given wide publicity through extension activities like Radio talk, T.V. show & popular articles. Meanwhile the 20,000 chicks of the Giriraja breed were made available with the department of Animal Husbandry and thus it has replaced the local birds.

I) Social Impact:

As earlier we have mentioned that our society is male dominating where low or no money remains in hands of farm women's. There with the help of backyard poultry with Giriraja returns were increased & all these amounts are in hands of farm women's. So she became a money holder person of a family and because of that she is major member of family having the role in decision making of a family.

This is the actual empowerment of farm women in real sense.

J) Marketing Channels:

Commercial poultry produce are in around the city & the cost of commercial poultry produce increased in village level due to transportation & unavailability while backyard Giriraja breed produce is in village & easily available. So the village itself is the market while weekly bazaar & major yearly or other bazaar available for chicken & eggs of Giriraja breed.

K) Linkages:

After the FLD programme KVK has helped farm women to develop functional linkages with Central Poultry Development organisation, Mumbai, Department of Animal Husbandry, Zilla Parishad, Solapur, Vaccine, Medicines & Feed Centre.

L) Collected & recorded the video clips for the impact of KVK (DVD preparation).

M) Publications:

KVK has given wide publicity through Radio Talk, Television Show, Popular article & Charts display in exhibition.

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