

**SUCCESS STORY ON RURAL BACKYARD POULTRY**  
**UNDER FOCUS PROJECT MAMIT DISTRICT**

**a. Introduction.**

Improving the daily egg and meat production of the local community poultry birds, which are mainly indigenous breeds, can help contribute to income generation for the rural mass, bridge demand-supply gap of poultry products. However, appropriate interventions require understanding of the existing village poultry systems.

Backyard poultry rearing is one of the oldest farming techniques practised by the community in majority of villages under Mamit District. However, no specific type or breed of poultry bird were given much importance besides broiler for meat and layer for egg production. Local breeds neither provide the desired meat and eggs for daily income or consumption.

Now, introduction of improved variety of poultry bird (i.e., Rainbow Rooster) to the community will help them to overcome the constraints of local breed of poultry and improve their overall income by providing a bird capable of producing both meat and egg at a considerable amount as compared to the local poultry birds.

The aim of the FOCUS Project is to establish a rural backyard poultry unit to the community mainly targeting women with the aim of improving household food nutritional security alongwith secondary income to the family.

**b. FOCUS Project Intervention.**

The different activities taken by the FOCUS Project in converging with District AH & Vety Department are:

1. **Establishment of Brooding unit:** Establishment of brooding unit to act as a center for distribution to different villages under Mamit District and to reduce mortality during rearing of chicks. A day old Rainbow Rooster chicks were procured from Zoram Poultry Development Society (ZPDS) Hatchery Tanhril, Aizawl and brooded for 4 weeks. Brooding is done by FOCUS (AHM, TO, SAC and VFA) & AH & Vety Staff under the supervision of District AH & Vety Officer.

2. **Distribution of Brooded Chicks:** After brooding brooded chicks were distributed to every village under Mamit Districts. On the 1<sup>st</sup> phase we have distributed to 1000 numbers of beneficiaries covering 34 village council area, on the 2<sup>nd</sup> Phase we have covered 510 numbers of beneficiaries from 17 village council area and on the 3<sup>rd</sup> Phase we have covered 450 numbers of beneficiaries from 15 village council area. A total number of 20 numbers of brooded chicks along with feeder, drinker and feeds were distributed to each beneficiary. So, a total of 20,000 chicks from 1<sup>st</sup> Phase and 10,200 chicks from 2<sup>nd</sup> Phase, and 9,000 chicks from 3<sup>rd</sup> Phase. Total numbers of brooded chicks were distributed to 1960 numbers of beneficiaries whereas total nos. of chicks distributed was 39,200 birds.

3. **Vaccination and technical training:** Awareness on importance of animal vaccination alongwith deworming, common diseases and their prevention, poultry rearing

methods and other important technical activity training was provided by the FOCUS Staff and District AH & Vety Staff from Mamit District to the farmers.

**c. Conclusion**

Distribution of brooded chicks was started on 26 June 2020 till May 2022, the total amount of meat sold & consumed was 18,145 numbers of birds with an average weight of about 2.5kg bodyweight and the total amount of eggs produces which were sold & consumed was 5,13,424 numbers with the market price of Rs. 10 per egg.

So with the average weight of 2.5kg (Market rate of Rs.150/kg Bodyweight) of poultry meat the total amounts of meat consume/sold is about kg 45,362.5 kg with an estimated value of about Rs. 68,04,375 and the estimated value of egg sold or consumed is about Rs. 51,34,240. The total amount of estimated income from sold or consume of eggs and meat per beneficiary is about Rs. Rs. 11,938.615. The total expenditure per beneficiary from the project was Rs. 2,500.00 during 1<sup>st</sup> Phase (i.e. 1000HH), and Rs. 2660.00 per beneficiaries during 2<sup>nd</sup> Phase and 3<sup>rd</sup> phase (i.e. 960 HH).



**Fig: Brooding Unit before Renovation**



**Fig: Renovation of Brooding Unit**



**Fig: Renovation of Brooding Unit**



**Fig: Brooding Unit Setting Ready for Chicks (Spraying of Disinfectants)**



**Fig: Chicks Brooded**



**Fig: Vaccine given to brooded Chicks**

**DISTRIBUTION OF RAINBOW ROOSTER**

**1. 2020-2021 Target: - 1000 household (Completed)**

**2. 2021-2022 Target: - 510 household- (Completed)**

**No. of Birds Distributed: 10,200 (i.e., 20 Birds per Beneficiaries)**

❖ **Three weeks old Rainbow Rooster was distributed, which was inaugurated by Dr. Lalrozama IAS, DC and Chairman, Focus Mamit District.**



**Fig: Backyard poultry rearing**



- ❖ Distribution of Rainbow Rooster within Mamit District improves the egg production and chicken availability within the District. From the Report and monitoring, we have found that the birds started laying eggs from 5-6 months under backyard poultry farming and this practice also improved the cost of feed, but mortality percentage is higher comparing to intensive farming. The reasons might be because of bacterial infections on exposure to different types of kitchen waste/ leftover feed for feeding.
- ❖ Since the RR birds lack broodiness, after 18-20 months of ages when egg production declined, the birds were culled for meat purpose. As the report the birds could laid 170-200 nos. of egg per annum.