

SUCCESS STORY OF BACKYARD POULTRY FARMERS UNDER FOCUS PROJECT

A) Introduction:-

Mr. Lalhlunchhunga age 37 H/O Lalnunpuii residing at Leng Village, Serchhip District is a poultry farmer selected under FOCUS Project. Before FOCUS intervention he was rearing piggery (One number) for about 2 years. His main sources of income are Jhum cultivation and daily wages and poultry rearing provide subsidiary income for her family. He has newly constructed poultry shed and he is currently rearing about 11 numbers of rainbow rooster birds 1 cock and 10 hens. He and his wife are doing everything by herself like feeding, watering, cleaning and selling of eggs and meat to the market. He generally gives concentrated feed mixed with green vegetable for poultry feeds.

B) Project Intervention:-

From the Project he has received 20 numbers of Rainbow Rooster chicks along with feeds, feeder and drinker. He has received training regarding about different poultry rearing management from FOCUS and Veterinary Department like feeding, watering, cleaning procedure, vaccination, bio-security etc. He has also received home visit and monitoring by CAHWs and VFA under FOCUS Project. The main purpose is to promote household nutritional security and to support their livelihood from eggs and meat of poultry and Rainbow Rooster as dual purpose strain of poultry is suitable to meet their needs.

C) Conclusion:-

After rearing Rainbow Rooster birds he has made subsidiary income from meat and eggs. So far she has sold about 21 kgs of meat and 1300 numbers of eggs and consumed about 200 numbers of eggs. After the introduction of Rainbow rooster they never purchased eggs from the market they only eat eggs from their own backyard.

He sold Poultry Meat at Rs. 350/kg and eggs at Rs. 12/egg. So, from meat he has earned an income of about **Rs. 7,350** and from eggs he has earned an income of about **Rs. 15,600**. In total she has earned an income of about **Rs. 22,950** from both meats and eggs.

The Introduction of Rainbow Rooster as backyard system under FOCUS Project has been seen as very successful by the farmers and they are very thankful and sure to continue rearing poultry as a part of their livelihood.



Latitude: 23.163332
Longitude: 93.112991
Elevation: 1201.95±25.80 m
Accuracy: 12.55 m
Time: 14-02-2023 11:44:23
Note: Leng , Pu Lalhlunchhunga ar

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