

## SUCCESS STORY OF BACKYARD POULTRY FARMERS UNDER FOCUS PROJECT

### A) **Introduction:-**

Mrs. Lalhruaitluangi age 60 D/O Zahmingthanga (L) residing at New Serchhip North, Serchhip District is a poultry farmers selected under FOCUS Project. Before FOCUS intervention she has raised poultry(Broiler for family consumption) and Pig for about 5 years for family consumption. Her main sources of income are Jhum cultivation and daily wages and poultry rearing provide subsidiary income for her family. She has newly constructed poultry shed and she is currently rearing about 9 numbers of rainbow rooster birds 1 cock and 8 hens. She is doing everything by herself like feeding, watering, cleaning and selling of eggs and meat to the market. She generally gives concentrated feed mixed with green vegetable for poultry feeds.

### B) **Project Intervention:-**

From the Project she has received 20 numbers of Rainbow Rooster chicks along with feeds, feeder and drinker. She has received training regarding about different poultry rearing management from FOCUS and Veterinary Department like feeding, watering, cleaning procedure, vaccination, bio-security etc. She 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 meets their needs.

### C) **Conclusion:-**

After rearing Rainbow Rooster birds she has made subsidiary income from meat and eggs. So far she has sold about 30 kgs of meat and 900 numbers of eggs and consumed about 700 numbers of eggs. After the introduction of Rainbow rooster they never purchased eggs from the market they only eat eggs from their own backyard.

She sold Poultry Meat at Rs. 350/kg and eggs at Rs. 15/egg. So, from meat she has earned an income of about **Rs. 10,500** and from eggs she has earned an income of about **Rs. 13,500**. In total she has earned an income of about **Rs. 24,000** 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.

