

SUCCESS STORY OF BACKYARD POULTRY FARMERS UNDER FOCUS PROJECT

A) **Introduction:-**

Mrs. Lalrempuii 48 D/O Rintluanga residing at North Vanlaiphai, Serchhip District is a poultry farmer selected under FOCUS Project. Before FOCUS intervention she has raised poultry (4 numbers of Broiler) for about 2 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 14 numbers of rainbow rooster birds 4 cocks and 10 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, VFA and officers under FOCUS Project and veterinary Department. 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 she has made subsidiary income from meat and eggs. So far she has sold about 10kgs of meat and 1000 numbers of eggs and consumed about 150 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. 12/egg. So, from meat she has earned an income of about **Rs. 3,500** and from eggs she has earned an income of about **Rs. 12,000**. In total she has earned an income of about **Rs. 15,500** 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: 23.127498
Longitude: 93.065912
Elevation: 1394.52m
Accuracy: 5.3m
Time: 07-02-2023 16:47
Note: N.Vanlailaiphai