

Small-Holder Poultry Rearing
*A Sustainable Livelihood Opportunity for the
Rural Poor*

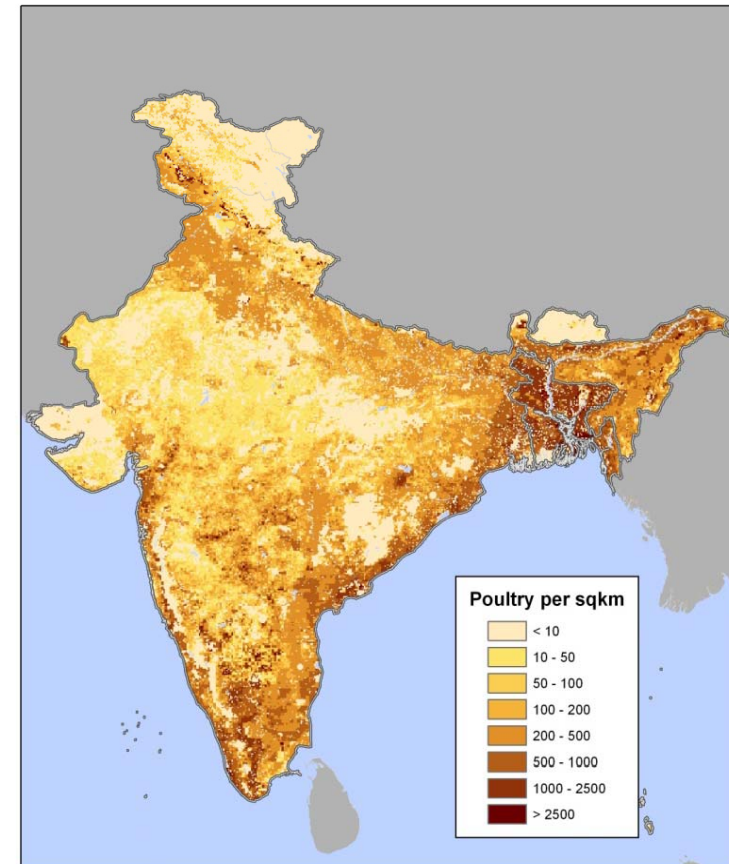
By

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Poultry Rearing in India

the macro picture

- India has 3% of the world's poultry population (*648 m poultry birds*);
- Third largest egg producer (*After PRC & USA*)
- TN, AP and WB has 50% of the country's poultry population
- Growth in poultry meat
 - 6% annually during the 1980's
 - 11% annually in the 1990's
 - 19% annually during 1997-2002



Poultry Rearing in India

the macro picture

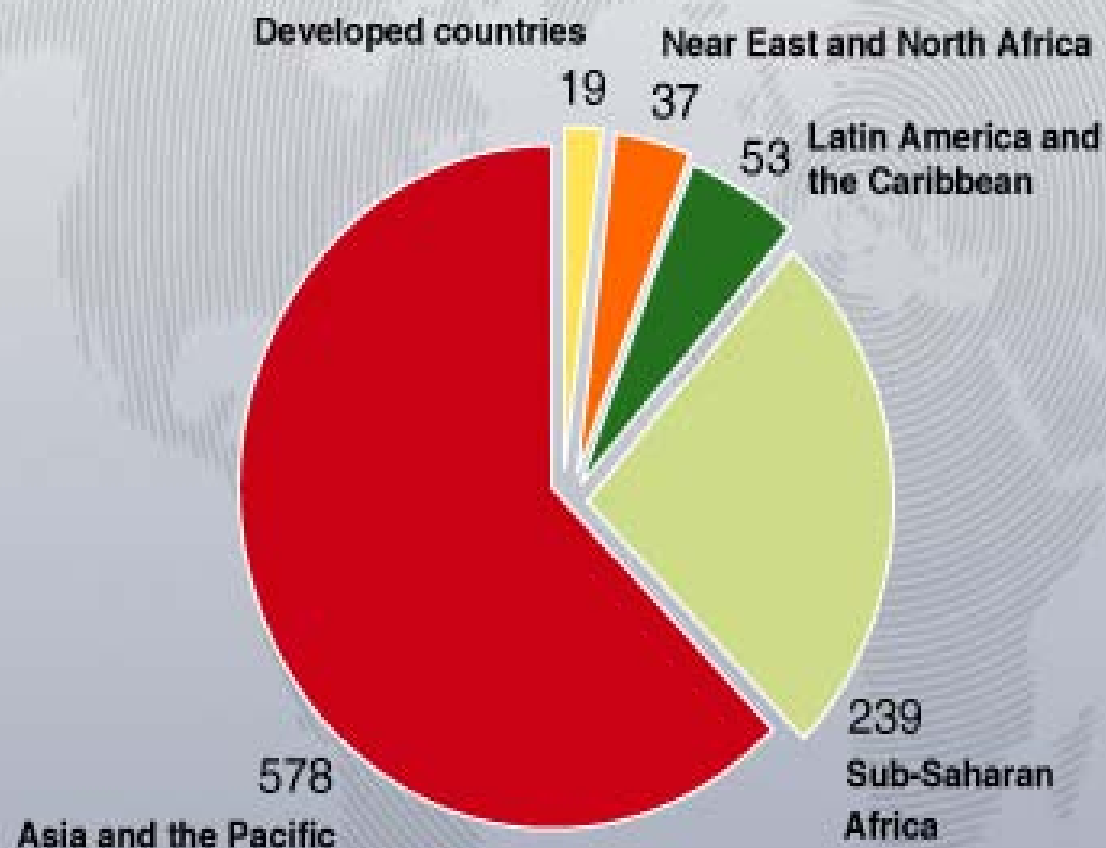
- Poultry Related Exports :
Rs.161 crores in 2004 to Rs. 372 crores in 2009.
- The Sector provides
employment to > 3 million.
- One of the fastest growing
sectors (10-15% per
annum over the last decade).
- Transformation from a
back-yard/ household
into a major commercial activity.



Poultry Rearing in India: *the macro picture*

- Poultry meat production (2008-09) - 1.85 million tonnes
- Egg Production in India - 55.64 billion
- Sectors output value - Rs. 23,443 crores
- **What does that mean to us here today ????**
 - ❖ That poultry production is a viable activity
 - ❖ That we are a world power in poultry,
 - ❖ That we have technology, and scope for future growth

Global hunger declining, but still unacceptably high



Millions of people (as of 2010)



FAO estimates that globally 925 million people are undernourished in 2010. While this figure marks an improvement compared to 2009, it remains unacceptably high.

Most of the world's hungry live in developing countries, where they account for 16 percent of the population. The region with most undernourished people continues to be Asia and the Pacific. The proportion of undernourished people remains highest in sub-Saharan Africa, at 30 percent in 2010.

The chart on the left shows where the world's hungry people live.

- ▶ [Policy brief](#)
- ▶ [More graphs](#)

Poultry facts vis-à-vis Poor in India

A traditional livelihood activity : Significant contribution to household

Primarily a women-oriented family activity



Poultry facts vis-à-vis Poor in India

- Food security, nutrition, income = Soci-economic Status.
- Family produced meat & eggs contribute 20-30% of the animal protein.
- Best input-output ratio (*poultry provides more protein than mutton/ milk*)
- BUT, full potential not realized due to several limiting factors
- **India's per capita egg availability - 47 (v/s world's 165).**
- Provision of key inputs and access to markets can double income from small-scale poultry rearing, and meet critical requirements of food and nutrition security.

Poultry Rearing in India : Small Holders' Perspective

- Poultry rearing is recognized as a key poverty reduction strategy
- Large number of schemes on promotion of poultry development
- The poultry sector is today an `industrialized' sector.
- The high growth: Largely confined to the commercial, organized sector
- Benefits of various schemes by-passed the rural poor.

Why?

- Small holders lack knowledge and initiative abilities
- Poor risk bearing capacity of small-holders.
- Lack coordinated supply of inputs, extension and market services
- Commercial poultry is organized, complex, competitive & market oriented.
- The poor are unable to enter the sector without outside support.₈

How to enable small-holders for effective participation in the expanding poultry sector ????

Key Emerging Lessons:

- **Approach:** Need “distinctly designed approach”
- **Choice of Breed:** In household level production systems, investments in non-descript (*desi*) and indigenous birds, provide higher returns than exotic birds (meager input costs).
- **Nutrition:** Scavenging base is sufficient to feed the birds.
- **Production scale:** Small-scale broiler and layer farms are good investment opportunities.
- **Outside Support Critical** - Farmers require support (including institutional support) for inputs, health care and market linkages.

Small-holder Poultry Rearing: Key Lessons

Profitable/Sustainable Models for Rural House-holds:

(A) Low input/ low output – rearing of *desi* breeds:

- An `auto-run' system that requires no or negligible investment. Birds are dual purpose, raised for both eggs and meat. The system meets critical household food and nutrition security needs, and `emergency' income requirements.
- Being native to the environment, these birds demonstrate high levels of adaptability.



Moderate inputs/ moderate output – Improved breeds – higher productivity, but dependence on strong linkages, health services, feed and market access.

High input/ High output (semi-commercial/ commercial) –Need for strong institutional systems, high level of dependency on linkages (health services, feed and market access need to be ensured).

(Selection of the most appropriate system in a given context is critical to ensure success of the small-holder poultry model)



how can we create a 'level playing field' for the poor.....

Understand the farmers, their needs, and the constraints

Common Constraints faced by small-holder poultry rearers:

- ❖ Lack of knowledge and initiative
- ❖ Conventional knowledge cannot compete with newer technology
- ❖ Access to inputs (Equipment, vaccinations, health services)
- ❖ Access to markets
- ❖ High cost of feed

First & the Best Service to the farmer;

Advice on the selection of appropriate small-holder model in a given situation

Advice on inputs: developing necessary infrastructure & purchase of birds

how can we create a 'level playing field' for the poor.....

2. Access to preventive vaccination services :

- ❖ Disease are a major constraint in up-scaling small-holder poultry farming.
- ❖ Provision of vaccination services at the 'door-steps' reduces bird mortality.

Impact of Animal Health Workers on Poultry Mortality

	Mortality rate in Poultry	
	Before Provision of vaccination services	After Provision of vaccination services
Bangladesh	35-40 %	15 %
Andhra Pradesh, India	41 %	10 %
Chatthisgarh, India	75 %	20 %

how can we create a 'level playing field' for the poor.....

3 High cost of feed: Feed constitutes 65% of the running costs

- Production of maize static; imports with high import duty.
- Alternative sources of feed based on locally grown crops.
- Diversify feed sources based on local practices:
 - High protein feed from rearing termites in earthen vessels,
 - Feeding of greens,
 - Adding crushed snail shells to feed etc.
 - Promotion of vermi-compost in mixed farming systems.

how can we create a 'level playing field' for the poor.....

- 4 **Market access is critical for commercially oriented small-scale poultry units** – comprehensive systems of input supply and market support are essential.
- 5 **Collectivization of small-holders** to achieve economies of scale is essential (*the success of the Amul model of milk collection and marketing is dependent on small farmers collectively marketing their produce*)
- 6 **Extension systems should centre-stage small-holder** poultry rearing, including the veterinary course curriculum, where currently the focus is largely on commercial production.

how can we create a 'level playing field' for the poor.....

- 7 The Poultry Sector in India is neither classified as an agricultural sector nor an industrial sector:

small poultry producers - are agriculturalists,

deserve appropriate benefits and concessions as other farmers.



Government Schemes on Promotion of Small-Holder Poultry

- **Centrally sponsored scheme on poultry development :**
 - Assistance to state poultry/ duck farms (218 farms assisted in 11th Plan)
 - Rural back-yard poultry development – SHG/ NGO/entrepreneurs qualify
 - Can take up a mother unit activity qualifying for Rs.20,000 fixed capital subsidy and Rs.36,000 interest free loan.
 - Establishment of poultry estates (selected on a pilot basis in Sikkim for broiler farming and Orissa for layer farming)
- **Poultry Venture Capital Fund** – Proposed to convert pattern of financing to capital subsidy instead of existing interest free loan and include new components like hybrid layer and broiler poultry units.
- **Central Poultry Development Organization:** Making available supply of quality chicks, training to farmers, testing of stock available in the country to assess performance).

My Expectations from this Workshop

- **Identify key constraints facing small-holder poultry rearers ?**
- **Detail what needs to be done to enable small-holders to participate effectively and benefit from an expanding poultry sector ??**

