

EVENT HIGHLIGHTS

National-Level
Programme Launch
for the
Innovative Backyard
Poultry Model



Introduction



Date: 23 September 2024

Time: 10:00 AM - 2:00 PM

Venue: Annexe Building, India International Centre (IIC), Lodhi Road, New Delhi

The convening featured the introduction and expansion of the Backyard Poultry (BYP) model, co-developed under the Hatching Hope Program by Cargill, Heifer International, and FEED, with a successful pilot in Odisha. This model is now set to scale up across seven Indian states—Jharkhand, Madhya Pradesh, Bihar, Andhra Pradesh, Odisha, Chhattisgarh, and Uttar Pradesh—in collaboration with Transform Rural India. The initiative's core aim is to address rural poverty by transforming lives through sustainable poultry farming that integrates with local ecosystems.

Major Highlights

- **Standardize Costs for Scaling:** Organize and standardize overhead costs involved in poultry farming to facilitate scaling of the BYP model.
- **Encourage Genetic Upgradation:** Focus on the genetic improvement of desi poultry breeds to ensure better productivity.
- **Promote Integration with Goat Farming:** Integrate poultry farming with goat farming (1 goat and 6 poultry birds) to enhance overall profitability and preserve breed traits.
- **Raise Awareness through Digital Platforms:** Utilize social media, community radio, and educational booklets in regional languages to disseminate information on poultry farming.
- **Encourage Segregation of Eggs:** Implement practices at the farmer level to segregate table and hatching eggs for efficient production.
- **Focus on Brand Development:** Incorporate traceability and branding strategies to build consumer trust and promote local products.
- **Create Shorter Revenue Cycles:** Adopt models that reduce the time for returns and provide consistent income for farmers.
- **Establish Processing Units:** Promote the creation of poultry processing units to add value and increase profitability for farmers.
- **Adopt Early Warning Systems:** Implement early warning systems to mitigate climate-related risks and protect farmers from sudden losses.
- **Promote Climate-Resilient Farming:** Address climate change risks through diversification and risk management strategies, such as insurance coverage for small-scale farmers.

Major Highlights

- **Expand to North Eastern Regions:** Scale the model in the North Eastern region, ensuring that local breeds are clearly defined and promoted based on productivity rather than just their indigenous status.
- **Leverage Tribal Ministry Schemes:** Utilize government schemes like the Pradhan Mantri Janjatiya Unnat Gram Abhiyan, which offers 90% subsidies, to enhance poultry farming among tribal communities.
- **Address the Idle Period in Broiler Farming:** Tackle the issue of broiler farms remaining idle for 21 days by offering solutions to keep the farm productive, such as staggered batches or diversification.
- **Promote Knowledge Dissemination through Pashu Sakhis:** Use **Pashu Sakhis** (animal health workers) to disseminate knowledge and facilitate better poultry management at the grassroots level.
- **Integrate One Health Initiative:** Implement a holistic approach to poultry health management focusing on antimicrobial resistance, health protocols, and flock management.
- **Leverage Government Schemes:** Utilize the National Livestock Mission (NLM) and the Animal Husbandry Infrastructure Development Fund (AHIDF) to provide subsidies and financing for infrastructure and inputs.
- **Cultural Preservation of Indigenous Breeds:** Prioritize the conservation and promotion of indigenous poultry breeds, emphasizing their cultural and economic significance.
- **Increase Return on Investment for Farmers:** Ensure premium pricing for desi poultry and eggs to enhance returns for smallholder farmers.
- **Develop Local Expertise:** Use the CAVE Resource Person System to establish local expertise and support rural farmers by providing guidance on poultry management.
- **Support Women Entrepreneurs:** Strengthen the role of women in poultry farming through targeted schemes like the **PURTI** and **MUDRA** schemes.

Key Highlights of the Model:



Empowering Rural Communities through Sustainable Livelihoods:

The BYP model focuses on enhancing the livelihoods of rural households, with particular attention to empowering women as primary agents of change. As Ms. Rina Soni emphasized, the program is more than just "hatching hope"; it represents a movement where knowledge sharing plays a crucial role in creating self-reliance for smallholder farmers. Women-led interventions—such as CAVES (Community Agro-Vet Entrepreneurs)—assist in providing veterinary support, promoting income diversification, and fostering leadership within communities.

Aligning with Sustainable Development Goals (SDGs):

Heifer International's vision is closely aligned with global SDGs, especially the goals of eradicating hunger and poverty. In India, the organization works with partners to empower marginalized farmers through projects aimed at economic sustainability, increasing market access, and enhancing nutritional security. The BYP model focuses on transitioning families from subsistence farming to market-oriented sustainable livelihoods, a shift that has already empowered over 135,000 women since its inception.

Locally Led, Globally Connected:

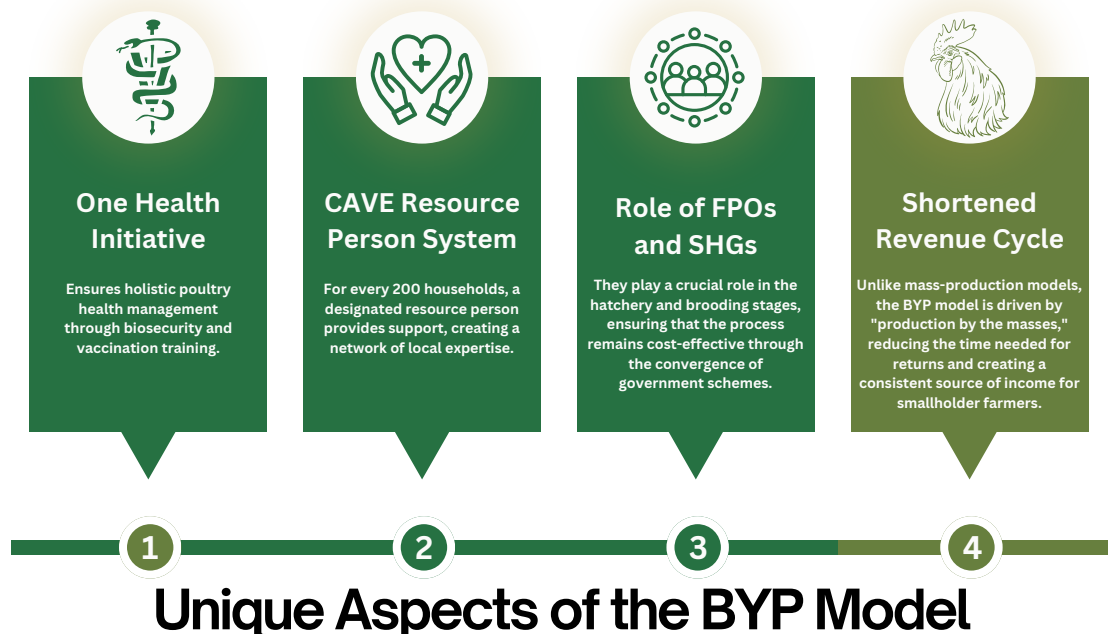
The BYP model adopts a locally led and globally connected approach, reflecting lessons learned from initiatives like the CAVE model, which supports local value chains and creates entrepreneurial pathways for women. Partnerships with SHGs (Self-Help Groups) and FPOs (Farmer Producer Organizations) are integral to this model, ensuring that the farming community has access to inputs, services, and marketing avenues. This approach also aligns with climate change resilience, a core focus of the Hatching Hope program globally, aiming to improve the livelihoods of 100 million people by 2030.

Tackling Challenges through Innovation:

One of the challenges faced in the BYP model is the high mortality rate of poultry due to inadequate veterinary care. The scaling of the model to new states provides an opportunity to address these issues more systematically. The model integrates biosecurity training, framed upon the One Health Initiative of the World Health Organization (WHO), focusing on health protocols, antimicrobial resistance, and better flock management.

Cultural and Economic Importance of Desi Chicken:

Indigenous breeds hold cultural significance in rural areas, and this model emphasizes preservation of desi poultry while catering to growing consumer demand for local, free-cage chickens. The BYP model offers higher returns to farmers due to the premium pricing of desi chicken and eggs, which align with changing market trends driven by restaurants and dhabas.



Experts Speaks



Shri Charanjeet Singh

Addl Secretary, Rural Development, Gol

- Highlighted past challenges faced with broiler poultry models, such as difficulties in structuring, water management, electricity, and temperature control.
- Emphasized that the Backyard Poultry (BYP) model has effectively addressed these issues by focusing on nutrition, vaccination, and even insurance to target high poultry mortality rates.
- Introduced DAY-NRLM, which supports 10 crore beneficiaries. Special mention of the 1.3 lakh Pashu Sakhis, alongside Krishi Sakhi and Bank Sakhi, who play critical roles in knowledge dissemination and community support.
- Suggested publishing educational booklets in regional languages for wider reach, complemented by leveraging social media in today's digital age.
- Proposed the use of community radio for enhanced outreach and better communication with rural populations.



Dr. Neeraj Gupta

CEO, UP Livestock Development Board

- Noted that Uttar Pradesh have 2.2 crore poultry birds and produces 1.6 crore eggs per day, but the average consumption is 3.4 crore eggs per day, indicating a gap.
- Shared experiences in developing policies that largely targeted the commercial poultry sector, but emphasized that the Backyard Poultry model could bridge this gap effectively.
- Mentioned that 200 backyard poultry units are established per district, involving 16,000 farmers. Each unit consists of 50 chicks, with scaling tied to profitability.
- The desi poultry market is expected to double in demand in the coming years, driven by local preferences.
- Explained the interconnected gameplay of breeding, brooding, and fattening stages in poultry farming, all contributing to revenue generation.
- Stressed the need to standardize and organize overhead costs for efficient scaling of the BYP model.

Experts Speaks



Shri S.K. Dutta

In-charge,
National Livelihood Mission, GoI

- Highlighted the **generation gap** in poultry farming and production methods.
- India produces **140 billion eggs annually**, with the **commercial sector** contributing **80%** and growing at a rate of **8-10%**. The **rural backyard sector** contributes around **19-20%**.
- Discussed the **National Livestock Mission (NLM)**, under which over **₹200 crore** in subsidies has been disbursed. A separate poultry sector has been devised under the **Integrated Poultry Productivity Program (IPPP)**, built on two approaches.
- A major challenge faced was the **availability of quality inputs**, particularly genetics, when state governments were responsible for delivering chicks to farmers.
- NLM revision will not occur before **2025-26**.
- Urged for **segregation of table and hatching eggs** at the farmer level to streamline production.
- Promoted **private sector participation** in input delivery, providing **50% subsidy** (up to ₹25 lakh) under the **Animal Husbandry Infrastructure Development Fund (AHIDF)**. The remaining cost can be financed through loans, with interest subvention.
- Addressed challenges in the **marketing** of poultry, with **demand for cage-free eggs** rising from the EU. Commercial producers are shifting practices, supported by **ICAR** and models like **Happy Hens and Egos**.
- Suggested leveraging the **Pradhan Mantri Janjatiya Unnat Gram Abhiyan** under the Ministry of Tribal Affairs, which offers **90% government subsidy**.
- Core focus on **entrepreneurship and genetic upgradation** in the current scheme.
- Raised concerns about the **replacement rate** in broiler farms, which typically remain idle for **21 days** between batches.
- For **fattening farmers** managing 200 birds, after the **16-week fattening period**, they sell the birds but then face **4 months of inactivity** before the next batch arrives. This leads to recurring costs, such as feeding and maintenance during the idle period.
- Suggested addressing this issue by focusing on **brand development**, incorporating **traceability** into products to build consumer trust, and leveraging tribal involvement to enhance the model's image.
- Stressed the importance of expanding the model to the **North Eastern region** and clearly benchmarking the **desi breed** by highlighting its productivity traits, rather than relying on its indigenous status alone.
- Proposed the **goat and poultry integration model**, where **one goat and six poultry birds** could be managed together, increasing profitability while preserving valuable breed traits.

Scaling Up: The 5P

(Public Private People Partnership for Poultry)

Key Highlights from the Discussion:



Dr. S. Glory Swaroopaa

Director General,
National Institute for Micro Small
Medium Entrepreneurs (NIMSME)

- **NIMSME** focuses on business development and capacity building for **SHGs** (Self Help Groups) and **FPOs** (Farmer Producer Organizations).
- Actively involved in **SRLM** (State Rural Livelihood Missions) with a specific focus on **women's entrepreneurial development**. This model can be scaled up at the national level.
- Promoted the **PURTI scheme** to leverage rural India for alternate livelihoods, with **MUDRA** schemes potentially benefiting women entrepreneurs.
- **Training CEOs of FPOs** is supported by **NABARD**, and NIMSME plays an active role in the **Agri-Clinic and Agri-Business Centre** under the Ministry of Agriculture.



Ms. Dipanwita Chakraborty

Regional Lead - Corporate Responsibility
& Sustainability, Asia Pacific,
Cargill

- Praised the progress of the model and encouraged continuous growth and ambition.
- **Hatching Hope** is designed to improve nutrition and living wages for **100 million** individuals globally, particularly targeting India's nutritional deficiencies (e.g., proteins and vitamins).
- The model's core components include **convergence, preservation, and entrepreneurship**.

Key Highlights from the Discussion:



Dr. U Rajkumar

Principal Scientist & Head,
AGB Division,
ICAR-Directorate of Poultry Research

- Highlighted how **backyard poultry**, once a **nutritional need-based model**, has evolved into an **entrepreneurial opportunity**.
- Emphasized the importance of both **forward and backward linkages** in the model for long-term sustainability.
- Mentioned the **inadequacy of diet** in the current model and stressed the need for comprehensive solutions. **Scaling up** the model will naturally follow once **farmers are assured of their returns**.
- The **ICAR** is working on **mission mode** to **catalogue indigenous breeds** across various livestock animals, with two breeds already notified in Odisha – **Hansli** and **Phulbani poultry**.
- Suggested that **processing units** will significantly increase profits, offering an additional revenue stream for farmers.



Shri Anuj Kumbhat

CEO,
Weather Risk Management Services
Pvt Ltd

- As a **risk manager**, emphasized the need for **diversification** in poultry farming to mitigate climate-related risks.
- Suggested the implementation of **Early Warning Systems** for better **risk management**.
- Highlighted the challenge of providing **insurance coverage** for small-scale livelihoods and advocated for **parameter insurance** as a popular approach to tackle losses.

Key Highlights from the Discussion:



Dr Kamna Barkatki

Director,
Central Poultry Development
Organisation, Chandigarh

- Discussed the **Chabro** breed, a **dual-purpose colored broiler** that is in high demand in the **hilly states** of Northern India, showcasing the need for breed diversification to meet regional demands.



Ms. Rina Soni

Executive Director,
Passing Gifts - a subsidiary of Heifer
International

- Emphasized the unique selling point (USP) of the model: "**Not Mass Production but Production by Masses**".
- The revenue generation cycle has been **shortened** to cater to farmers' demand for **assured returns**.

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