

Keggfarms

The Kuroiler Supply Chain

Breeding for the Village Environment

R & D –

Development of a village-specific genetic product branded 'KUROILER' which is capable of expressing its performance potential in a hostile, resource poor, foraging village environment.

Egg production 150 compared to 40.
Male body weight 3.5 Kg. compared to 1 Kg. of the 'Desi' male. Female 2.5 Kg. against 0.9 Kg. of 'Desi' female.



Reduction of Mortality – First Stage of delivery chain

Mother Units –

Development of mother units, which offer vocational opportunities and enables supply of 'Started' birds for range rearing in village households, thus minimizing early chick mortality. And a measure of immunization.

Day old chicks are ready for range rearing in 2 to 3 weeks



How to produce by the Million and Deliver in 5s and 10s

Village Vendors –

Development of Village Vendors provides occupational opportunity through vending of 'Started' chicks and also is a cost effective delivery system to householders in remote villages in various parts of the country.



Benefits to Stakeholders

Mother Unit Owners

Mother Unit Owners purchase Day Old Chicks (DOCs) for around Rs. 15, rear them for 2 to 3 weeks, spending about Rs 10 on feed, vaccines and supervision, and sell them to Vendors with a mark up of Rs.5

On an average sized unit of 1000 DOCs these micro-entrepreneurs earn about Rs 5000 per month

Village Vendors

Buy brooded birds for Rs.30 and peddle them to village households in small flocks of fives and tens for Rs. 35 and earn around Rs. 5000/month

Village households

Rear the birds in traditional semi scavenging conditions and either sell them for meat after 40 days for about Rs.80/ bird. Or sell the males and retain the hens for egg production. They can double their investment in about 40 days.

Keggfarms services approx 2500 mother units, 2500 village vendors and an estimated 1 million rural households in 13 states

The Stakeholder Chain

- This System effectively enables gains of modern science and technology to percolate down to remote village households at the very bottom of the pyramid.
- Through voluntary interdependence all stakeholders sustain a system that benefits each stakeholder

