

# Rural Backyard Poultry Development

Next Steps and Way Forward

# Poultry Sector in India

- Indian poultry sector is broadly divided into organized and unorganized sub-sectors. Small and medium farmers are mostly under contract farming system under larger integrators (mostly broiler farming).
- Needs are very different.
- There is also not a clear but emerging small and marginal subsector in transient phase from unorganised to organised.
- Low-attention area which requires intervention

# Poultry Population

- 18<sup>th</sup> Livestock census- 648 million
- Around 45% of birds in the backyard or not in farms at 294 million.
- This includes both the desi type and improved variety and also 26 million ducks.
- Out of this 224 million birds are desi types (i.e. around 76%)
- The total number of fowl layers (both in backyard and farms) are nearly 267 million with an average yield of 211 eggs annually totaling to 56.21 million egg production (as per 2009-10 estimates)
- However, the share of desi birds and improved variety in backyard in egg production is not available at this stage.
- As per earlier estimates Approx. 77% egg production is coming from improved poultry whereas 23% from desi birds

## Unorganised Poultry Subsector Requirement

- For giving support to unorganized sector, which addresses livelihood issues, a lot of R&D efforts are needed.
- New scheme envisages development of unorganized sector for scientific and safe production.
- Replace in a phased manner the low-yielding birds with improved varieties which can survive at farmers' doorstep
- Health coverage
- Supplementary income generation and nutrition supplementation

# Industrialized and Small & Marginal Poultry Subsector requirements

- Industrialized sector needs conducive environment to grow for which policy support & intervention
- Focus on: standardization & quality control, HACCP GMP, compliance to WTO & CODEX norms; drug residue problems, drug/ vaccine quality control; disease surveillance and monitoring; gradation, value addition etc.
- The SME can not as individual scattered unit cope up with steep requirement of standards, biosecurity & health protocols.
- Poultry Estates is an attempt at collective effort and achieving economies of scale by small & marginal farmers.
- PVCF encourages entrepreneurship development by offering a basket of activities

## Some initiatives- 2000s ( X, XI FYP)

- **Govt emphasis on development of rural poultry for livelihood**
- Containment and control of avian influenza; economic relief to poultry sector
- Subsidized maize (unfit for humans) released exclusively for Poultry sector to meet demand
- Ban on maize export temporarily to control domestic price and supply control by discouraging hoarding etc.
- Boost to export of poultry products- cold storage, pressured air cargo capacity and reference laboratory for certification of health and products, compartmentalization.
- Extended relief under debt-waiver relief announced in 2008
- ‘The Prevention and Control of Infectious and Contagious Diseases in Animals Act, 2009’ further strengthens the reporting and surveillance
- venture capital fund scheme
- ASCAD scheme: control of major animal diseases through strategic immunization, diagnostic labs, biological production etc.

## Other action taken

- Risk analysis undertaken for various livestock products and Sanitary Import Permit issued before import of any livestock product
- National Poultry and Meat Processing Board set up
- Food Safety and Standards Authority set up
- National Biosecurity Network Proposed
- National Institute of Animal Health set up for veterinary Biological Products Quality Control
- Veterinary services strengthened and support through diagnostic and prophylactic facilities enhanced by way of BSL lab upgradations
- Establishment of National Animal Disease Reporting System
- Creation of awareness in community, IEC campaign, around 11,000 Community Workers trained for AI
- National Livestock Policy in the pipeline and proposes a holistic approach for the sector's development

## Some notable Studies/Workshops

- World Poultry Congress 1996,
- Workshop on *Rural Poultry*. (24-05-2004)
- Aspects of Rural Production and Consumption with special emphasis on Marketing problems of small/marginal farmers. (2003)
- Prospective Plan for Food Security, Employment and Income Generation through Poultry by 2010. (2004)



# Chicken farming and Marketing Models

- BRAC
- Mozambique
- Cuban
- DANIDA-Integrated Livestock
- Kegg Farms
- PRADAN(Kesla)s
- ICAR
- NABARD

# Assistance to State Poultry

- Approach of scheme is to increase egg and meat production especially in rural areas of country using stocks of improved low-input technology birds
- Scheme launched in 1999-2000 was initially restricted to North Eastern States and subsequently extended to all State in X Five Year Plan.
- One-time assistance is being provided to suitably strengthen the farms in terms of hatching, brooding and rearing of the birds with provision for feed mill and their quality monitoring and in-house disease diagnostic facilities.
- Revolving fund aims at sustainability of this scheme for a longer period.
- 218 farms have been assisted under the scheme so far.

# Central Poultry Development Organizations

- DADF, Government of India has established CPDOs located in Mumbai, Bangalore, Bhubaneswar and Chandigarh and one Central Poultry Performance Testing Center (CPPTC) at Gurgaon.
- Breeding program by these Central Farms has been re-oriented towards goal of making improved rural poultry a viable income generation mode.
- CPDOs are maintaining parent stocks for distribution to state Poultry Farms for onward multiplication and distribution to farmers.

# Rural Backyard Poultry Development

- For poorest of the poor and farmers with minimal landholdings, major issues are food security and risk spreading through subsidiary income, which are not addressed by private commercial sector.
- Besides income generation, rural backyard poultry provides nutrition supplementation in form of valuable animal protein and empowers women.
- It has also been noticed that demand for rural backyard poultry is quite high in tribal and other backward areas.

# Rural Backyard Poultry Development- Expected benefits

- As per Animal Husbandry Statistics – There are 23.82 crores desi birds (estimated). Through this scheme we expect to replace 10% of desi fowls.
- Expected numbers of BPL beneficiaries are around 3.85 lakh.
- Beneficiary receives 4-6 week old birds & sells them at 14-16 weeks of age, they will realize cash returns in a lumpsum every 10 weeks.
- Around 60 mother unit demonstration centers are proposed to be set up in initial phase at premises of State Poultry farms
- Around 2000-3000 pheriwalas will also benefit and play important role in service, input delivery.

## RBYP-So far

- Scheme took off after due approvals from the Cabinet Committee on Economic Affairs received in mid-2009.
- Since launch of the scheme, till date 22 valid proposals from 16 States have been processed
- Over Rs. 37 crore released covering more than 1.6 lakh BPL beneficiary families.

# Mother Units



One mother unit uses outside open(netted) enclosure for day-time and a more secure inside house for night; it is also stated that birds grow faster if allowed in the open and scavenge



Using clay-pots as drinkers

# Mother Units





# Beneficiaries



# Night shelters



# Night Shelters



One of the best self-made nightshelter at Chak-Jamalpur



Some birds kept in Moklis died



# Night Shelters



# Scavenging



Scavenging in banana plantation



Birds colored to identify



# The Approach

Department of A.H., Dairying & Fisheries  
Identified importance of unorganised sector  
and LIT birds in rural development

Central Level

Stocks developed by  
ICAR/ CPDOs/SAUs/VUs/Private  
CPDOs maintain GGP/GPs and multiply stock

Parent Stocks supplied to State Governments  
Assistance to State Poultry Farms  
(erstwhile CSS; presently a component under Poultry Development  
Scheme)  
218 State Farms strengthened so far;

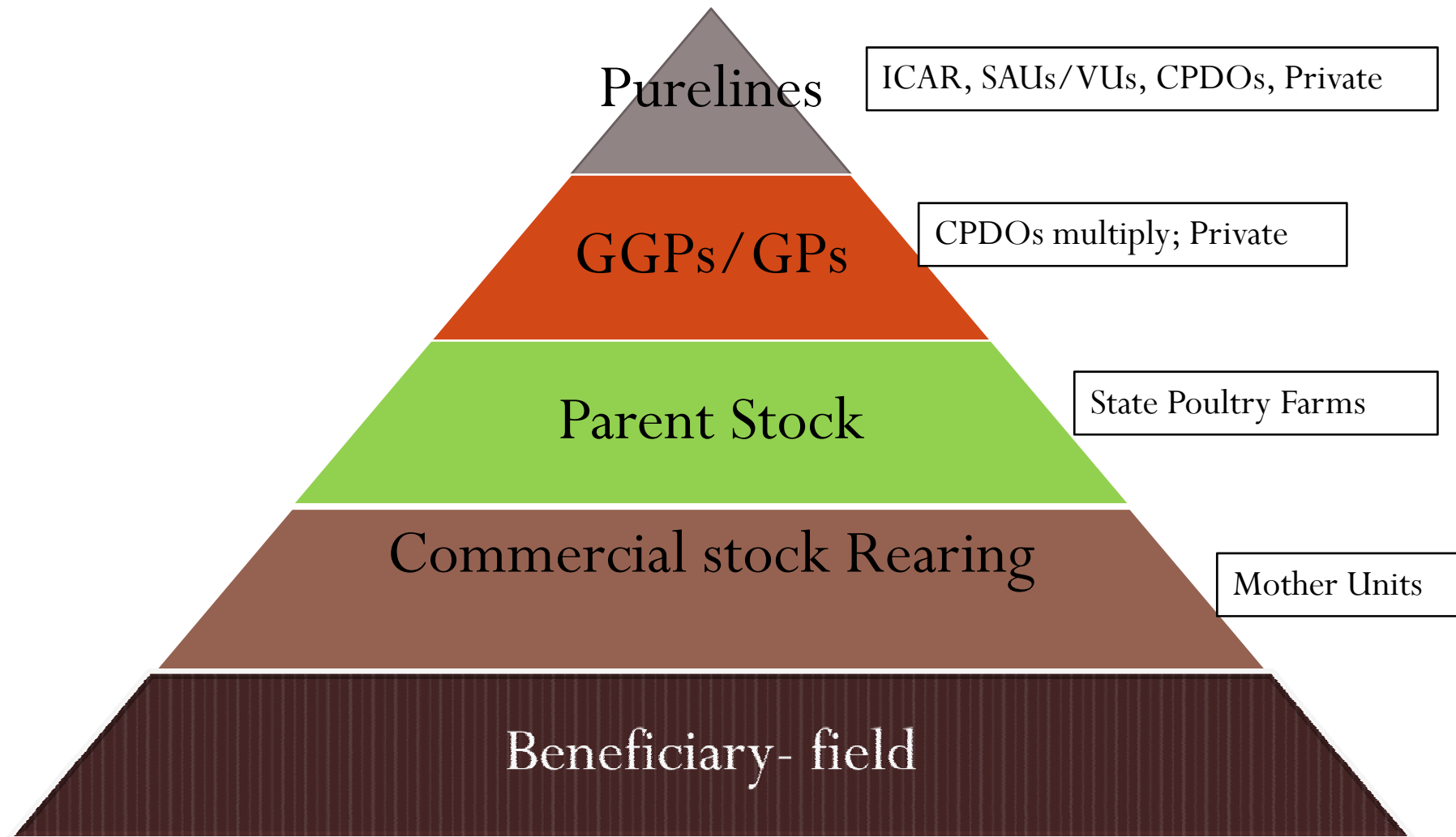
State Level

RBYP scheme component  
Mother Units

BPL Beneficiaries

Grassroots Level

# Flow of Germplasm



# Strategy & Strategic Planning Workshop-Aspirations

## Backyard/ Unorganised sector

1. Use backyard poultry development as a potent tool for addressing livelihood, poverty alleviation and nutritional issues
2. Ensure complete health coverage to birds in backyard/ small sector

## Commercial/ Organised Sector

1. Sustainable growth with adequate feed supply(backward linkage) and optimal processing (forward linkage)
2. Realistic national and global poultry database and marketing intelligence
3. Upgrade technology to meet global standards
4. Epidemic / Pandemic mitigation



# Gaps identified

- Lack of realistic database
- Inadequate improved stocks(LIT birds)
- Lacking effective door-step health service delivery system
- Absence of corpus/ institutional financing for technology upgradation
- Standards implementation framework
- Pandemic/ epidemic risk mitigation measures missing
- Incentives for exports wanting
- Inadequate HRD for specialized poultry operations
- Non-recognition of poultry as agriculture activity in many States

## Next Steps and Way Forward (1/2)

- Constant monitoring and ensuring health coverage to backyard sector vis-à-vis the scheme at present and extend to the entire unorganised sector eventually.
- Create and update the dynamic database of the poultry sector using GIS tools with special focus on vulnerable unorganised sector/ live bird markets and note trade flows
- Develop the participatory epidemiological tools essential to our conditions
- Focus on technology upgradation of smaller units so that they are geared enough to deal with the impending requirement of biosecurity, food safety, environmental damage mitigation etc.

## Next Steps and Way Forward (2/2)

- State Governments should identify and engage NGOs to carry the programs of the Government in the future sustainably so as to eventually de-centralize
- Training at different levels is required: for the farmer, for skilled HRD personnel operating the feed/ diagnostic laboratories and for Community Workers.
- Documentation of the progress is imperative as it not only helps sharing of experiences but also helps record the indigenous knowledge which could be replicated elsewhere (e.g. rice husk hatching in backyard)

A long path ahead...



Thank You