

JOAN'S FARM: FRESH AND HYGIENIC - A TALE TO TELL Success Story/2024-3 ABOUT A WOMEN POULTRY FARMER

SCIENTIFIC INTERVENTIONS FOR IMPROVING LIVELIHOOD AND NUTRITIONAL SECURITY OF FARM WOMEN THROUGH BACKYARD POULTRY FARMING

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PROBLEMS/CONSTRAINTS

Mrs. Eliza Dsouza, a young poultry farmer from Thivim, Bardez taluka of Goa, was new to the concept of backyard poultry farming. Initially, she faced challenges in starting her venture and sought guidance on setting up her farm in 2019. She had a small coop in low-land, mortality of chicks in early period due to less awareness of scientific management, prevalence of cannibalism and coccidiosis in flock and inability to vaccinate by herself. Increasing flock size was a greater difficulty for her because of improper flock breeding and incubation of fertile eggs and also higher price for procurement of commercial chicks. Later, she faced problems in layer management during rainy and summer seasons.

INTERVENTIONS

Mrs. Dsouza gained insights into handling and managing poultry flock, housing and feeding practices, collection and incubation of eggs, and breeder flock management on attending a training on scientific poultry farming at ICAR-CCARI, Goa. She embarked on her journey by constructing a poultry shed in the barren land based on scientific recommendations for hot and high rainfall areas. She procured improved backyard Gramapriya germplasm from institute poultry unit. She was also supplied with chicks, feeder, waterer and chick feed under NABARD funded project on backyard poultry farming. She practiced flock breeding for fertile egg production and hatched chicks by utilizing institute hatchery services to expand her flock. During demonstration, she was trained to prepare feed from locally available herbs and plants which she implemented and reduced feed costs. She followed proper lighting regimen during rainy season to sustain the productivity of layers and prevented coccidiosis by proper litter management. She followed biosecurity measures and acquired skills on debeaking and vaccination that reduced flock mortality.



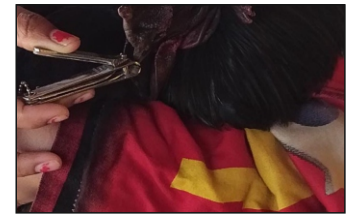
New poultry shed in barren land



Training attended



Inputs supplied



Debeaking of hen

IMPACT

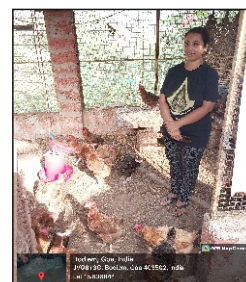
Initially started with 20 Gramapriya chicks, she gradually expanded her farm to accommodate around 250 Gramapriya parent stock. She produces chicks around 160 per batch for next generation by selective breeding and hatching. She also housed diversified poultry such as few guinea fowls, turkeys and local hens in different sheds. Despite being a novice farmer, she implemented scientific practices and optimized performance for maximum egg yield. She markets her produce with brand name "JOAN'S farm". Beyond personal consumption, she sold her produce in local markets earning ₹ 97,000/- in the year 2023. Emerging as one of the rising women poultry farmers in Goa, Mrs. Eliza Dsouza serves as an inspiration for others venturing into poultry farming



Parent stock of Gramapriya birds



Chicks production



Established poultry farm



Marketing by branding