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Popularization and Women Empowerment through Backyard Poultry Rearing

Backyard poultry production system is an enterprise with minimal initial investment with higher economic returns and considered as socio economic improvement among the weaker sections and marginal farm women's. It is evident from the project that the livelihood of farm women has been increased by getting an additional income of Rs.1,025/month from the backyard poultry unit which is several folds higher than conventional rearing and the livelihood of farm women has been increased by getting an additional income of Rs.1,025/month from the backyard poultry unit which is several folds higher than conventional rearing.

INTRODUCTION

The home and farm women in Thiruvarur District often ideal during non-cropping season without any income. Few do the rearing of desi birds unscientifically without giving much importance. The desi birds can lay about 100-200 eggs per year and attain more than 1kg of weight after one year and thus they are uneconomical from income point of view. Thus, in order to make them to know about the high egg laying crossbred desi birds and get more income through poultry, one FLD on 'Popularization of Nandavanam II In Backyard poultry' was conducted in 2010-11 in 50 homes. The beneficiaries on realizing the benefit of high income through eggs and meat, they sold all the birds and retained only few birds for want of shed.

In 2011-12, as per the suggestions of zonal project Director, an action plan was proposed to demonstrate the backyard poultry with a bucca shed, feeder, drinker and Namakkal 1crossbred desi birds. Accordingly 9 units were established in Devangudi village and the

Table 1. Micro level impact in Technology

Technologies	Knowledge		Adoption	
	No	%	No	%
Namakkal 1 cross bred desi bird	9	100	9	100
Incubator for further production	9	100	1	11
Scientific feeding	9	100	8	89
Vaccination schedule	9	100	9	100
Selling of cocks at marketable age	9	100	9	100
Average	9	100	7.2	80

Table 2. Economic Impact (Average of 9 units)

Parameters	Backyard poultry	Conventional
No. of birds/unit after 4 months	78	4
Income from sale of eggs and cocks/unit/4 months	8600	4400
Net return/unit/4 months (Rs)	4100	150
BCR	1.91	1.03

farm women were provided with 25 Namakkal 1 chicks, one feeder and one drinker. Periodically, technical backstopping was provided to the women on scientific feeding, oral pellet vaccine, dermal vaccine etc., by the scientists of KVK. Besides one off campus training was given on 'Disease Management in Backyard poultry with Special reference to earlnkhet disease' on 22.08.2011 at Devangudi village. A total of 20 farm women and 7 farmers attended the training. In addition, a vocational training on "Backyard poultry" was organized at KVK from 01.03.2012 to 02.03.2012 in which 85 participants (55 male and 30 female) attended the training. The farmers and farm women were taken an exposure visit to Devangudi to witness the successful backyard poultry units. KVK also made available one low cost egg incubator for the use of farmers. The poor farmers brought and keep their eggs and get then hatched with low or no cost

IMPACT OF BACKYARD POULTRY MACRO LEVEL IMPACT

Out of 94 farmers and farm women (excluding the 9 FLD women) participated in KVK interventions, 7 have started backyard poultry units and 23 are planning to establish. KVK alone has sold a total of 122 chicks from its backyard poultry unit.

MICRO LEVEL IMPACT IN TECHNOLOGY

All the farmers who are having the demonstrations are knowing the scientific rearing and adopting it. Out of 9, one farm women (Shyamala) alone is having incubator and has extended his unit now

with 400 birds. The others could not adopt the technology for want of finance. However, the other farm women use the incubator owned by shyamala and the incubator at KVK (table 1).

ECONOMIC IMPACT

It is evident from the table 2 that the livelihood of farm women has been increased by getting an additional income of Rs1025/month from the backyard poultry unit which is several folds higher than conventional rearing.

SOCIOLOGICAL IMPACT

The backyard poultry units at Devangudi village become a point of sale of desi bird's eggs which is fetching high price in the market. Besides, the women who are doing the enterprises are well recognized by the society in that village.

CONCLUSION

The project has improved the socio-economic conditions of the farm women and an additional income of Rs. 1025/Month obtained from the backyard poultry rearing. The mortality of the chicks and adult birds were lowest in backyard poultry rearing when compare to conventional rearing and through this project the farm women well acquainted with technologies such as incubator for production of quality chicks, scientific feeding, vaccination scheduling etc., Hence it is evident from the project that backyard poultry rearing found to be boon to the rural farm women in rural villages.