

Poultry units in Palakkad District

By the launch of Kerala Chicken, the broiler chicken industry is going to face steady changes. It would undoubtedly be a revolution in the state. Converging with the other departments like Kerala State Poultry Development Corporation, Animal Husbandry Department, Kerala Veterinary and Animal Sciences University and Local Self Government Department, Kudumbashree Mission is going to rewrite the history. Let's see what the beneficiaries would be aspiring about the programme.

Broiler Chicken

A broiler (*Gallus gallus domesticus*) is any chicken that is bred and raised specifically for meat production. Many typical broilers have white feathers and yellowish skin. Most commercial broilers reach slaughter-weight between four and seven weeks of age, although slower growing breeds reach slaughter-weight at approximately 14 weeks of age. The management of ventilation, housing, stocking density and in-house procedures must be evaluated regularly to support good welfare of the flock. Broilers are usually grown as mixed-sex flocks in large sheds under intensive conditions.

Poultry meat is the fastest growing component of global meat production. India, the world's second largest developing economy, now has a large and rapidly expanding poultry sector. The Indian Poultry industry has transformed from

meager backyard farming to a well-organized scientific techno commercial industry.

What is Kerala Chicken?

Kudumbashree, a pioneer in introducing collective group efforts by women self help groups is stepping in to contain the prevailing uncertainty in broiler production. Through the convergence with departments such as Kerala State Poultry Development Corporation, Animal Husbandry Department, Kerala Veterinary and Animal Sciences University and Local Self Government Department Kudumbashree Mission plans to launch Kudumbashree Broiler Chicken to the market.

Objectives of the programme

The main objectives of the programme is to provide a steady income for Kudumbashree members through broiler chicken production, to ensure safe and clean chicken meat to consumers at reasonable price and to provide a steady and non fluctuating market price for broiler chicken.

How it works?

In the first phase, 1000 units will be selected and later remaining units will be selected in a phased manner, an average of 100 units will be established in each of the districts in the first phase. The converging departments will provide one

day old broiler chicken to the units and will provide training to the beneficiaries. It is expected that the project will ensure employment opportunity to 5000 Kudumbashree members in a phased manner.

As per the existing Panchayath Livestock Farm licensing Rules 2012, poultry farms rearing more than 100 birds require licensing. The minimum area required for 15 birds is 1 cent and hence for 1000 birds this come to 66 cents.

The programme would be implemented by dividing the beneficiaries into two categories. Individual enterprises which can rear 1000 chicks and four membered group enterprises which can rear 250 chicks each.

As per the guidelines of the Panchayathi raj, the individual enterprises (Category 1) should have the basic amenities to rear 1000 chicks. Preference would be given to those women who are already in the field of poultry farming. The beneficiaries may register their enterprise in the CDS. After that JEVA team will evaluate them. Bank account is compulsory for the enterprise. The CIF amount should be deposited in the CIF account. The financial register is to be kept compulsory.

In the category 2, every 4 members of the group should have the basic amenities to rear 250 chicks each. A CIG should be formed with the 4 members and the members should be from the same CDS and should register the same. The group should have a President and a Secretary. After that JEVA team will evaluate them. Joint Bank account is compulsory for the enterprise. The CIF amount should be deposited in the CIF account of the CDS. The CIF should be repaid at an interest of 4 % at the CDS. The CIF amount can be used to purchase chicks, their food and can be used to set up the basic amenities. In category 2 the units would be started as JLGs.

Kudumbashree Meat Stalls for selling the produced meat. Rs 2 lakh is given to CDS for starting the same. The unit should have at least 3 members for starting the same. They may set up a kiosk or could make permanent set up.

Kerala Chicken in Palakkad

A total of 285 beneficiaries from across the state and out of which 20 beneficiaries are identified from Palakkad itself. In the first phase, those individuals doing the poultry farming was identified and was included in the programme. The process of identifying the beneficiaries is done and the first installment is ready to be issued.

Present Status

The list of 10 beneficiaries identified in the district are as follows:

SI No.	Name of Panchayath	ADS	NHG
1	Ayiloor	09, Chakrayi	Viswadeepam
2	Ananganadi	08, VK Padi, Vellinamkunnu	Gramasree
3	Kumaramputhoor	13, Kulappadam	Sangamam

4	Kongad	02, Kottassery	Nandana
5	Cherpulassery	23, Kottakkunn	Sobhika
6	Mathur	04, Viswalam	Sree Sakthi
7	Vandazhi	02, Kunnuparambu	Dhanalakshmi
8	Lakkidi Perur	09, Perumbarambu	Kanakasree
9	Kuthanur	03, Arithikkod	Dhanasree
10	Kavasseri	17, Kunduthodi	Sreemathi

According to Smt. Gopika from Dhanasree Kudumbashree of Ward 3 of Kuthanoor Panchayath, Palakkad, the Kerala Chicken programme is a brilliant idea that could revolutionize the broiler chicken industry. She is looking forward into the scope of this programme. She had been in this business for years and says that a little and proper care can bring in great changes in the market. As an entrepreneur, Gopika is very much excited about Kerala Chicken programme. For her, tieing up with Kudumbashree is more like a responsibility for her. She is looking forward for a fruitful work with the Kerala Chicken programme. Once the first installment would be received, she is ready to start her work. A broiler chicken will reach from 2.800 Kg to 3 Kg weight within the time frame. If one entrepreneur can rear upto 5 batches of chicks in an year, the venture would be successful for them. Like many other entrepreneurs, she is also confident about the programme.

By this project Kudumbashree Mission envisages to provide safe, clean and healthy meat to the consumers and will ensure fair pricing of broiler chicken industry.