Kerala Chicken; Kudumbashree’s first sales outlet starts functioning

Hope you all would have read about the Kerala Chicken Programme which was started envisaging the sustainable change in the broiler chicken market of Kerala in ‘Making an Impact’ Article - 19. The first sales outlet of Kerala Chicken under the leadership of Kudumbashree have started functioning today at North Paravur of Ernakulam district of Kerala. Shri. A.C Moideen, Minister, Local Self Government Department, Government of Kerala had inaugurated this outlet through video message.

Kudumbashree implemented Kerala Chicken Programme in different phases. In the first phase, Integration Farming was done associating with Kerala State Poultry Development Corporation (KEPCO). This was the programme in which the 53 farmers from Thiruvananthapuram, Kollam and Pathanamthitta districts were given one day old chicks by KEPCO and they bought back the chickens after 40 days. Following that, Kudumbashree signed contract with Meat Products of India (MPI) for Integration Farming in Ernakulam and Kottayam districts. The programme of identifying farmers who are doing broiler farming/ interested in maintaining broiler farms were provided with CEF (Community Enterprise Fund).
This financial support to farmers were also started parallel. As of now, CEF was provided to 545 farmers.

The construction of Poultry Processing Plant including Breeder Farm, Poultry Line and Rendering Plant had already been started in Thiruvananthapuram under the banner of producer company formed by Kudumbashree. These activities were progressing as part of Kerala Chicken Project. As a next step, Integration Farming (the process in which one day old chicks, medicine and feed would be given and the broiler chicken would be brought back after 40 days) was also started simultaneously under the umbrella of Kudumbashree Broiler Farmers Producer Company. For the last 6 months, 95 broiler farmers were given 4,16,000 chicks in 4 terms, the matured chickens were brought back and were sold in the market.

After these activities, now Kerala Chicken Programme has entered into next phase. This is the phase in which the results that the public expect would be made available. In this phase, the chicken brought back from the farmers as part of the Kerala Chicken Programme would be marketed through the branded KERALA CHICKEN outlets of Kudumbashree. The first sales outlet began functioning in North Paravur of Ernakulam as a start to this. The enterprise is started jointly by Smt. Renuka Rajan and Smt. Anaswara, who are the NHG membets under Paravur Municipal CDS. Five chicken farmers were given day old chicks before 40 days to provide broiler chicken to these outlets. They farmers were provided with day old chicks in such intervals so that continuous supply is ensured in the sales outlet.

In addition to the sales outlet that was started today, activities had already been started for opening sales outlets at Thirumaradi, Aayavana, Kottappadi and Maradi of Ernakulam district before 15 July. 34 farmers were given one day old chicks for supplying chicken to these outlets. The matured chicks would be brought back and it is expected to bring them for sale when those sales outlets start functioning. Our team is happy that we could start this third phase, the most challenging but most awaited phase of Kerala Chicken. With this beginning at North Paravur, we hope to progress steadily. We aim at starting 100 outlets before September by doing Integration Farming through 124 farmers and 200 outlets before December 2020 by doing Integration Farming through 220 farmers. Hope this small start would be a stepping stone to a great leap in Broiler Chicken industry within the upcoming six months.