Kerala Chicken; Kudumbashree's 24 Marketing Outlets starts functioning

Hope you recall the previous articles in which we had explained about the ‘Kerala Chicken’ Programme being implemented through Kudumbashree. This program envisages making available good quality chicken at affordable prices for the public. Now, Kudumbashree's 24 marketing outlets has been started as part of Kerala Chicken Programme. These outlets function at Ernakulam and Thrissur districts. We aim at extending the programme to more districts and start 26 Marketing outlets within the three upcoming months.

The first marketing outlet of ‘Kerala Chicken’ was opened in North Paravur of Ernakulam district. Following the inauguration of the first outlet, we focused on creating a system for ensuring continuous supply of broiler chicken to the outlets from own farms within a district. We succeeded in that (system to supply ‘day old chicks’ to farms in ernakulam district in regular intervals so that there is continuous supply of broiler chicken to all the outlets within the district). Supply chain and logistics management for this has been achieved and the system is well set now in Ernakulam. As per this, 16 Marketing Outlets have been started in Ernakulam district. For delivering broiler chicken to these 16 outlets, 46 Kerala Chicken farms were started. The production is staggered in such a way that there’s continuous supply to the 16 outlets in the district from the farms within the district. On finding our Ernakulam model a success, we ate now planning to start implemented this model in all other district and we started with Thrissur district. Now, 8 Marketing outlets and 6 farms have been started in Thrissur district to supply to 8 outlets. There are 52 farms altogether in both the districts.

The process of opening markets in each districts and connecting them with the farms will be scaled up now. We aim at starting more marketing outlets and farms within the three upcoming months in other districts. The details regarding the sales at the marketing outlets and the other information are available in this link -https://www.kudumbashree.org/pages/873.