Kerala Chicken Project
Progressing with 47 Marketing Outlets

Kerala Chicken Project is achieving greater progress as 47 Marketing Outlets are inaugurated till date. We are sharing the details in today's article.

'Kerala Chicken' is the project conceptualized by the Government of Kerala to ensure the market of good quality chicken at affordable rates all across the state. In the first phase of this project, it was conceived in such a way that the farms are started and the broiler chicken from the farms is brought directly to the market. This was how the project was conceptualized and implemented.

Following that, from June 2020 onwards, we had started taking actions to sell broiler chicken to the public in 'Kerala Chicken' brand through specially branded marketing outlets of Kerala Chicken. The first marketing outlet in the state was started at Ernakulam district under Ezhikkara CDS. On 14 June 2021, latest marketing outlet was started at Venjaramoodu of Thiruvananthapuram district and with this, the total number of Kerala Chicken outlets has become 47. The total number of farms is 203.
The 'Kerala Chicken' Project is jointly being implemented by Kudumbashree, Animal Husbandry Department and Brahmagiri Development Society. This project is supervised by the Animal Husbandry Department. Kudumbashree had taken the lead in taking the broiler chicken to the market through integration farming. Also, a processing unit will be started as a part of this comprehensive project. This article is a brief summary of the progress made so far. We expect that we would be able to start 'Kerala Chicken' farms and marketing outlets by the end of this financial year itself and secure a notable space in the market, just like we started more than 1000 Janakeeya Hotels all across the state.

The details of Marketing outlets and farms in every district are given below (In the order of district, farms and marketing outlets).
1. Ernakulam - 48 Farms, 21 Marketing Outlets
2. Thrissur - 37, 11
3. Kottayam - 30, 9
4. Thiruvananthapuram - 31, 3
5. Kollam - 26, 3
6. Kozhikode - 31, 0

The project of taking the full-grown broiler chicken directly to the marketing outlets is being implemented in three phases. In the first phase, the aim was to start 40 farms each in 7 districts (Ernakulam, Kottayam, Thrissur, Kollam, Thiruvananthapuram, Kozhikode, Palakkad) and open 20 marketing outlets each to take the broiler chicken from those farms. In the second phase these activities would be extended to 3 more districts viz. Malappuram, Kannur and Alappuzha districts. It is planned to implement the third phase of the project in the remaining districts during this financial year itself.