



Consumers Willing To Pay Higher Price On Seeing Package Of Practices Followed

Satyavathi and Mastyalinagm feeding Desi Poultry at breeding farm

Turre Satyavathi 40 year old and her husband Mastyalinagam 44 years old belong to the Konda Dora tribal community. They live in YB Gonduru village (with a total population of 163 from 40 families) of G Madugula Mandal of ITDA Paderu, which is 4 km from the mandal headquarters in Visakhapatnam district. Yearly, she earns ₹20,000/- from agriculture and ₹15000/- from daily wage labour. Her husband earns ₹50,000 per year from the kirana shop that he runs. It is hardly enough to support her family of four (a son, daughter and her husband).

Satyavathi has been rearing 40 birds in her homestead even before the backyard poultry programme (BYP) began. But she was not able to contain the mortality from communicable diseases. Satyavathi came to know about the BYP program on attending the village gram sabha conducted by Jeevam (the local NGO) and WASSAN in January 2018. Here the women in the village realized the huge loss (in terms of money) they were incurring due to high mortality of birds – ₹80,000/- across the village.

Satyavathi realized that by following the package of practices and with proper medication and vaccination services the mortality rate could be brought down. She expressed interest in the BYP program and was willing to invest as she had forage area around her home. Satyavathi became a



breed farm entrepreneur in the cluster. She had to supply 5 chicks to 100 tribal families (total 500 chicks).

The birds forage freely and are supplemented with millets like ragi and rice bran, which comes from her field. They are also supplemented with Azolla and earthworms, termites from the compost pit (training is provided on developing azolla and termite pits). She spent about ₹48000/- on feed supplements such as maize, rice bran and medicines (when not available from the AH department) since March 2018 to September 2019.

INCOME THROUGH POULTRY: FROM MARCH 2018 – SEPTEMBER 2019

SOLD POULTRY ITEM	AVERAGE PRICE	NO OF SOLD	TOTAL INCOME
Chicks	100	300	30000
Hens	400	215	86000
Cocks	700	60	42000
Eggs	8	360	2880

The family also uses a few of the hens for domestic consumption. Mastyalinagm (her husband) has also spent considerable time in the rearing of desi poultry. Nearly 150 desi poultry rearing entrepreneurs from Visakhapatnam, Nellore, Kadapa districts of Andhra Pradesh, and Orissa, Madhya Pradesh, West Bengal visited the breed farm to learn from Satyavathi and Mastyalinagm. Their story was also broadcast on ETV Jaikisian program on September 14, 2019.

The vaccinator who was providing vaccination service in the village got another job opportunity. So Matsyalingam, (Satyavati's husband) is now providing this service. He runs a small kirana shop and stores the vaccines in the refrigerator at his shop. When vaccines are not available with the animal husbandry department, Matyalingam buys them from the local vaccine suppliers. He has now developed a lasting relationship with them. The mortality rate is zero from RD. However 1 or 2 chicks per HH were lost due to extreme weather conditions in the winter.



Azolla pit and forage development for desi poultry

When buyers come to her farm and see the package of practices that they follow, they are willing to buy at a rate higher than at the shanty without much haggling. Sri. Dinesh Kumar (Trainee IAS Officer visiting Visakhapatnam) also visited the breed farm and encouraged Satyavati and Matsyalingam for their initiative.

“Ma dagaraki konnukodaniki vachinappudu, santalo kanna yekuvaki amma galugutunnamu. Valu mevu chesay PoP chusi yekkuva beram cheyakunda tesukuntaru,” says Satyavati.

