



Pollamma and Narsamma her Mother-in-law, from Gummidiguda village, Pachipenta Mandal in Parvatipuram ITDA were both interested in rearing poultry birds. But predation was a major problem and they could not manage rearing birds in large numbers.

Pollamma and Narsamma were happy to receive support from ITDA in 2016 for construction of night shelter. They also received 5 chicks from a breed farm entrepreneur in 2017. The structure of the programme is to create a Common Interest Group (CIG) – a cooperative of 100 households, which pool in money to avail the services of the vaccinator and get preference for sale of birds from the breed farm. This ensures that birds stay healthy. Presence of this service has encouraged many to take up backyard poultry and become members of the CIG.

The amount they spend on feed is very low, as they cultivate millets and paddy. They use the same to feed the birds. They only purchase rice bran at ₹ 10/- per kg. On an average, they spend ₹ 1000/- on feed in a year.

Pollamma and Narsamma are not interested in sale of birds. They use them for their household consumption and for sacrifice during local festivals. As the number of cocks in their brood increased, they recently sold 5 cocks.



Income from Sale of Cocks

Cost / bird (A)	Number of Cocks Sold	Total income (A)
1600	2	3200
1200	1	1200
2200	2	4400
Total		8800

The women used this amount as part of the marriage expenses of Narsamma's younger son. Of the total marriage expenses of ₹ 40,000, they contributed ₹ 8800/- and supported the family in meeting the expenses.

Pollama says, "Until now, agriculture was the only source for both food and livelihood. Now with the project support especially for night shelter, there is huge scope to increase our income from BYP."

As on December 2019, they have 3 cocks, 10 hens, 14 growers and 13 chicks. Over the last six months, they consumed 8 birds and sold 14 birds to earn ₹ 6800.

