



A POULTRY ENTREPRENEUR WHO TOOK UP CONTRACT FARMING WITH IB COMPANY

Allowing vertical integration in its breeding operations, IB group also delegates the breeding operations to external farmers on a contract basis. Under the contract program, IB group provides parent birds to the contract farmers with the responsibility of raising the birds under strict guidelines.

As a part of input supply, IB group provides the farmers with quality chicks, poultry feed, vaccines, technical services and broiler marketing assistance.

Mr. Majji Ravi Seshu, son of Majji Nageswara Rao and Majji Mangamani belonging to a village chinthala of Madugula mandal in Visakhapatnam district once visited Anand from Ontimadu of the same mandal, who is practicing contract farming,

Mr. Nageswara Rao found it good looking at the farm and asked for details of how he started and what are requirements. After returning home he started thinking how it would be if he also starts contract farming so that no need to go anywhere for work since he has agricultural lands available.

With this idea of starting farm, he got a permission from panchayat for setting up a

poultry farm and started with an investment of 10 lakhs for construction of shed and motor for water facility.

Shed measures of about 122 feet in height and 23 feet width with cement flooring and cements sheets, sprinklers and fans were also made available in the farm and ½ acre land was allotted for this purpose.

So as soon as he completed these works, he received 5000 old days chicks as single batch along with feed, medicines and, with vaccine supply. These birds should be reared by contract farmer for about 35 days and he will be given Rs. 5.75 / kg body weight of bird if the total cost of rearing bird comes under Rs 64 if it exceeds the cost of rearing then amount given for 1kg will be decreased.

At his farm's day, Mr. Nageswara Rao starts at 6:00 am with cleaning of shed and filling

water in the waterers. Feed will be made available all the time and whenever it gets completed, they will be filled again. Medicines supplied by the company will be given in the morning which is in powder form and in the evening times syrup will be given. He spends till 10:00 am in the morning and returns to home and again at 3:00 pm visits his farm for feeding and watering till 5:00 pm.

Untill 1 weeks chicks will be given water by hand feeding as they cannot drink themselves.

In summer months they see mortality and weight loss in a batch of 5000 – 1500 birds will die and also in birds survived weight will be decreased. By 31 days they reach to a weight of 1.9kgs in winter season and in case of summer it comes to 1.5kg per bird.

As a management practice in summer they use sprinklers to cool down temperatures and, also run fans continuously for 24 hours. One person from family his father usually spends most of the time and also stays back during night times near the farm.

240-250 bags of feed is utilised @ 50kgs each bag foe 35 days for a 5000 batch birds.

Batch to batch gap is about 15 days and for each batch 10 tonnes of meat is produced and he gets an annual income of 3lacks. Apart from this he has 3 acres of agricultural land given for lease and 1acre land they cultivate paddy for their own food purpose.

CONCLUSION

Higher the investment and returns of capital investment is for long term, whereas in backyard poultry lower is the investment and better are the returns in short time.

SIMPLE ANALYSIS WITH BACKYARD POULTRY

SL. NO	CONTRACT FARMING OF BROILER BIRDS	BACKYARD POULTRY
1.	High investment cost	Low investment
2	Small farmers can effort for	Small farmers can effort for
3	Long time for investment capital to returns	Short time
4.	Fluctuations in price as per rearing cost	No fluctuations in bird price
5	One person should give his time completely day and night 24hrs monitoring	24 hrs monitoring not required
6	Higher risk rate when there is high mortality	Lower risk – due to disease resistance
7	During disease outbreaks and pandemics all the birds are disposed or given at free of cost or very low price	Birds are not disposed completely and impact on price for desi birds is low

