



# Enhancing Skills of Jharkhand farmers ~ Gaining Insights from the Success of Insights - Desi Backyard Poultry (BYP) under HDFC Bank Parivartan Project

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In the Seethempeta mandal, Manyam district of Andhra Pradesh, 40 JSLPS (*Jharkhand State Livelihood Promotion Society*) participants and two *Nudge Foundation* representatives explored the **HDFC Parivartan project** area and learned about *desi backyard poultry enterprises*.

These interventions will be used with extremely low-income households in Jharkhand, according to JSLPS and Nudge programs.

20 PVTG farmers will set up Desi Poultry breeding farms in their villages.

Farmers of PVTGs (Particularly Vulnerable Tribal Groups) benefit especially from backyard poultry (BYP), which provides a stable source of income and food. Desi birds offer an important source of nutrition and command higher market prices





because they are in high demand and resistant to disease and predators. The BYP gives a low-risk option for revenue production, decreasing their financial troubles and migration, considering the poverty, illiteracy, and resource limitations experienced by many PVTG farmers.



professionals and farmers with the information and abilities they'd need to improve their methods for raising chickens in the backyard.



WASSAN (*Watershed Support Services and Activities Network*) planned an exposure trip. The JSLPS team is putting the BYP breed farm model into practice in Jharkhand with the help of 20 entrepreneurs and 16 professionals who attended classroom training and engaged with Desi Poultry farmers in the project area.

A detailed action plan with deadlines for each job was also created, covering tasks like choosing a location, building a shed, providing training, and acquiring chicks.

During the excursion, participants went to BYP farms where they saw how sheds are made, how space is divided up for different bird age groups, and how creepers are grown for shade. Aside from deworming techniques, they also learned how to make wholesome chicken feed using local foods.



The tour to the Manda Desariguda hamlet gave the participants the chance to learn more about backyard poultry installations, consumption trends, sales, and the knowledge and customs of the locals. The visit's overall goal was to farm

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For more information on this exposure visit, please contact.

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