



BRLF

Om sai ram PG, Jhengapada

Village profile:

Village name- Ludung

GP- pokhrasali

Block- Kolabira

Total no. of Households-112 (ST-93, OBC-19)

Total no. of PG members- 112

Activities- Agriculture (112 HHs), poultry (112 HHs) and goat (35 HHs)

Origin of the activity:

Livestock rearing particularly poultry as a means for livelihood has emerged from time immemorial in the village. Poultry keeping has been practiced with an objective to meet the unexpected needs of people as in instant money requirement, guest food, festivals and celebrations. Majorly it was seen as an asset for the family in times of their dire needs. Although not very high in number of mother birds, but then almost every household had some (even if very few) numbers of them. Also, being not very a cumbersome affair to handle like goatery, poultry keeping as an activity has been very easily and widely acceptable by people.

Major interventions of SEWA and present status of the activity:

SEWA in its purview of livelihood promotion has intervened in various means of providing technical support in order to enhance the livestock activity status of the hamlet, Jhengapada. A few of them are- conducted residential training programmes by partnering with RSETI, conducted exposure visits to fields of organizations like WASSAN and PRADAN who are working around the similar objectives, conducted local exposure visits to CPDO, Attabira for contextual understanding of the activity by the SHG women who are the major interface point of SEWA.



Around the technical interventions of the activity, SEWA has focused on introducing to the community the importance of de-worming, vaccination and shelter sheds construction along with nutrient food preparation for poultry birds which is visible in practical terms and also in practice in the hamlet. As of now, one can find at least 20 numbers of poultry sheds and at least 50 families practicing standard package of practice for poultry farming. Proper book keeping has also been an area that SEWA has been focusing ever since the introduction of PG (Producer group). The concept of PG has been introduced in the month of april 2019 which focuses mainly on collective farming and marketing of the poultry produce in order to enhance the income gained by each family from the activity by technically improved and increased participation in the activity.

Individual Story

Lata kisan (Age 43) has been one of the active leaders of the village. In her family there are 5 members. Their major livelihoods included paddy, vegetable and marigold cultivation. Though she had a few poultry birds, she was not a very serious cultivator of poultry and relied on them just for celebration in times of need.

However her life changed when she got the opportunity for an exposure visit to WASSAN organization in Srikakulam and got to see the large scale poultry farming that included all sorts of improved techniques like mandatory de-worming and vaccination, separate sheds for mother birds and layered platform structure for the rest stock, improved feed like azolla, termites cultivation and mineral mixture etc.



Azolla culture in her backyard

Poultry shed in her backyard

During her interaction she mentioned, *“I had never ever imagined that such large scale poultry stock can be possible to keep. After seeing that I realized that if these people can then why can’t I.”* and then started her journey of poultry stock multiplication in geometric progression. Just a few months before she had a stock size of 10-15 birds today which have turned to around 120. Wherein a few months before there was rampant cleaning of the stock due to various life threatening diseases, today it has reduced to a considerable level due to regular de-worming and vaccination. Today she is also witnessing

the increase in the weight (almost double) of the birds in the same period of time due to the practice of improved feeding techniques. The separate shed constructed for each category of birds with bamboo platform is giving even more contribution for the increase in stock size and healthier and happier stock.



And lastly her words," *I am able to realize now that alone from poultry cultivation only I will be able to earn Rs. 30k a year which is a considerable portion of my livelihoods.*" When asked about her thought about broiler poultry she said that, "*Backyard poultry can be done with much less labour and engagement compared to broiler poultry. And so, I would like to continue with backyard poultry only. Also, it's meat is much more healthy and tasty compared to broiler poultry and therefore costly around Rs 250 per Kg of meat. And so, a much profitable option.*"

Lately, she has been chosen as the Pranimitra of her village wherein she has the role to make the people of her village understand the importance of poultry farming along with imparting de-worming and vaccination to the poultry stock of each family. She also has the role of showcasing a poultry cultivation model to the rest of the people in the village which she has very successfully shown. Today, in addition to being a pro-active leader of the village leading the WATSAN (water sanitation and hygiene) programme in the village, she is seen as a role model in poultry farming in her village and also in her gram panchayat.