Round Table on Livelihoods For Tribal Poor in A.P.

November 12th, 2013
Keggfarms is a Social Enterprise

- One of the **oldest poultry breeding organizations** of India established in 1967.
- Since 1990 the Company is dedicated to the development of rural specific poultry stocks branded **'KUROILER'**
- **Only organisation**, anywhere in the world, to focus exclusively on development, production and supply of scientifically developed poultry stocks to village households.
- **Government recognised** : As low input technology bird for rural poultry development programme.

- **National Coverage**: **One million** poor households, across **13 states** in India
- **International coverage**: **Africa**
Village Poultry is very significant; practiced by an estimated 30 million poor/PoP rural households in India. Yet Beyond the Pale of the Industrial Poultry Revolution; Rural poultry production remained stagnant.

A community Based Delivery Model

Initiating, validating and establishing a self-sustaining business in which the poor and deprived participate on a voluntary basis to generate enhanced incomes.

Case in Point: Parent Stock (1500/annum) to State Governments of Meghalaya, Tripura, Mizoram, Arunachal Pradesh, Nagaland, Manipur.

Day Old Chicks (2.2 lakhs/month) to local dealers who supply to tribal areas across the north-eastern states.
KUROLIER: Bird of Hope

**IT IS A DUAL PURPOSE HARDY BREED WITH HIGH PRODUCTIVITY AND DESIRABLE FEATURES OF INDEGENOUS BIRDS**

<table>
<thead>
<tr>
<th>FEATURES</th>
<th>Non-Descript Desi Bird</th>
<th>Kuroiler</th>
</tr>
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<tbody>
<tr>
<td>Colour</td>
<td>Multi-coloured</td>
<td>Multi-coloured</td>
</tr>
<tr>
<td>Egg Production in field conditions</td>
<td>40 Eggs</td>
<td>150 Eggs</td>
</tr>
<tr>
<td>Egg production commences</td>
<td>32 weeks</td>
<td>24 weeks</td>
</tr>
<tr>
<td>Body weight potential.</td>
<td>1 Kg. – 1.1 Kg.</td>
<td>3.5–4Kg.</td>
</tr>
<tr>
<td>Feeding</td>
<td>Household, agricultural waste</td>
<td>Household, agricultural waste</td>
</tr>
<tr>
<td>Housing</td>
<td>Rudimentary shelter</td>
<td>Rudimentary shelter</td>
</tr>
<tr>
<td>Potential Income</td>
<td>Marginal</td>
<td>Substantial</td>
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And Adapting Modern Concepts For Ground Solutions

Community Based Delivery Model of voluntary interdependence of all stakeholders to sustain a system that benefits each stakeholder.
THE KUROILER EFFECT: Poverty Alleviation, Women Empowerment and Food Security for the Rural Poor

1) Improved financial status of rural women and provides significant inputs for family education, health and welfare

2) Ready availability of eggs and chicken meat significantly aids provision of nutrition

3) Providing Livelihood Opportunities as Dealers, Mother Units, Vendors and Small Farmers have emerged as micro-entrepreneurs

4) Raised in open range, KUROILERS enable household, agricultural and natural waste to be converted into highly nutritious food thereby not causing any environmental harm.

- Reaching One Million Poor Rural Households
- Across 13 States
- Generating Additional Income of INR 500 million
- Establishing close to 5000 micro-entrepreneurs
- Partnerships with Jeevika, Govts of Uttrakhand, North Eastern States/ Gates Foundation

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Some Real Life Examples

Anjali Maiti
“Kuroiler Nahi to Jeevan Nahi (No Kuroiler – No life)”

Shantana Purkiat
“I am happiest when Kuroiler money comes into my hands” (translated)

Tarabela Ghosh
“Kuroiler for me is only profit. (Translated)”
Key Issues

a) Identifying Geography and Potential:
   • Rural areas, where poultry raising is already a tradition, underlines the suitability of that village/ that terrain as appropriate for intervention through Kuroilers.
   • Empirical observation is that wherever nature is bountiful are suitable for rural poultry, provided very importantly that there is no infestation of carnivorous wild animals.

b) Not all households will adopt Kuroilers. 40-60% of the total population will

c) A self-sustainable value chain needs to be adopted, cost attached to delivery

d) Importance of partnerships with Government Departments / Agencies cannot be stressed enough
• **Transfer of Technical and Management Expertise**
  • *KUROILER raw material in the form of parent stock, hatching eggs, day old chicks (DOCs) and 21 day old birds*
  • *Technical Training to Mother Unit Operators (21 days onsite)*
  • *Capacity Building of Various Stakeholders Through Experience Sharing, On-site Exposure Visits and guidance on practical aspects.*

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**Figure 1: Recommended Model**

- **Technical Inputs**
  - Initial Vaccination
  - Training

- **Associate Responsibility**
  - Supply of Chicks
  - Supply of Feed and Vaccination

- **KEGGFARMS Responsibility**
  - Parent Farm
  - Hatcheries

- **Associate Owned Mother Unit**
  - Day Old Chicks
  - Two-Three Week Old Chicks
  - Pheriwalas
  - Rural Households

- **MONITORING AND EVALUATION**
  - After 7-8 months: Upscale Sustainably

- **KEGGFARMS’ Parent Farm**
  - Hatching Eggs

- **KEGGFARMS’ Hatcheries**
  - Associate Owned Mother Unit

- **Associate Owned Mother Unit**
  - Pheriwalas
  - Rural Households (45% Rural Households @ 10 birds/household)
  - After 7-8 months: Upscale Sustainably

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**Application in Tribal Areas of AP**

- **Transfer of Technical and Management Expertise**
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Application in Tribal Areas of AP

• Phase Wise Implementation

Figure 2: Central and Individual Mother Units (Scalability Levels)

<table>
<thead>
<tr>
<th>PHASE 1</th>
<th>Objective: Demonstration of Impact</th>
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<tbody>
<tr>
<td>Threshold for Viability</td>
<td></td>
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<tr>
<td>• 5000 day old chicks</td>
<td></td>
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<tr>
<td>• To be supplied within a radius of 30-40 km</td>
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<table>
<thead>
<tr>
<th>PHASE 2</th>
<th>Objective: Scaling Up Through Community Engagement</th>
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<tbody>
<tr>
<td>Threshold for Viability</td>
<td></td>
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<tr>
<td>• 500-1500 day old chicks</td>
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<tr>
<td>• Sold at three weeks</td>
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<tr>
<td>• To be supplied within a radius of 10-15 km</td>
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- Run by Associate Agency
- Buying day old chicks from Keggfarms
- MU Capacity: 2500 sqft for upto 5000 chicks

- Run by SHGs/Private Entrepreneurs
- Buying day old chicks from Central MU (run by associate)
- Central Coordinating Unit also supplying them feed and vaccination
- MU Capacity: 2500sqft-7500sqft room
Glimpses From The Field

MOTHER UNIT

PHERIWALA

VILLAGE HAAT

NATURAL ENVIRONMENT

UPSCALED PRODUCT

HAPPY FACES
A dream that seemed all but impossible in 1991 is now a living and vibrant reality

THANK YOU
An Innovative System of Reach

- Enabling gains of modern science and technology to percolate down to remote village households at the very bottom of the pyramid

1500 small farms
Making a traditional activity provide supplementary income even for the men
Replicability, Scalability

Kuroiler can be used extensively in India, other Asian countries and Africa where village poultry is practiced.

Successful Experiments to Replicate the Kuroiler Model:

a) A trial conducted under supervision of Arizona State University and Uganda with replicated multi location trials in Uganda, proved conclusively that Kuroiler had the potential of yielding almost 3.5 times higher income than the local birds. Gates Foundation has commenced funding Production and Marketing of Kuroilers in Uganda.

b) Keggfarms is now exporting thousands of Kuroiler Hatching eggs to Ugandan Government and will supply Kuroiler Parent Stock, so that they can produce Hatching eggs locally.

c) Ethiopia has reported huge success and total acceptance of the Kuroiler by village households. Request for fresh Parent Stock.

d) Indian and State Governments have adopted the Kuroilers & Kuroiler model for promotion of village poultry. Keggfarms supplies Kuroilers Breeding stock to a number of State Government.
Sustainability of the Programme

- **Appropriate Technology to Create a relevant Product:**
  The product is genetic upgrade over the existing available product in the villages using relevant and environmentally adapted germ plasm.

- **Voluntary Interdependence of agents in the Delivery Chain:** Profit for all.

- **Working within Rearers Resource Base:**
  Nominal rearing costs and the enterprise fits well within their limited resource base, social hierarchies, anxieties and gender based household dynamics.

- **Ready market for Kuroilers which are sold/ consumed in rural areas.**

- **Pro-poor Approach:** Ensuring valuable additions to the bird and door-step delivery mechanism.
Awards & Accolades

a) In 2010, Keggfarms was invited to address the G77 nations at UN Headquarters in New York as a successful example of poverty alleviation through animal husbandry and animal welfare practices.

b) Winner of the first MARICO-BUSINESS WORLD- 'INNOVATION FOR INDIA AWARD' 2006, for social contribution by a business organization.

c) South Asia Pro Poor Livestock Policy Program (FAO & NDDB) identifies Keggfarms rural poultry program as a sustainable intervention & is undertaking documentation for National & International policy platforms and programs. Identifies Kuroiler as the 'Bird of Hope' for poor rural households.

d) CII recognition for Keggfarms social contribution & innovation through presentation of unique work at CII Innovation Summit, Bangalore & CII Leadership Summit Delhi, 2006, 2007 and 2008.