



KEGGFARMS

Pioneering - A Way of Life



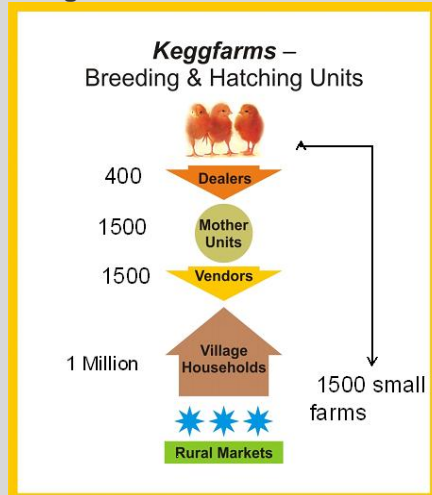
Building a Sustainable Social Enterprise

Established in 1967, Keggfarms is one of India's oldest *poultry centric organisations*. Having pioneered genetic breeding of high quality poultry stocks for the Indian environment as early as 1972, Keggfarms could not but take note of complete irrelevance of the Industrial Poultry Production Model for the Rural Sector. The Company was thus propelled to devise a sustainable rural specific business model, which potentially could enable 30 million households convert a poorly remunerative traditional poultry keeping into a significantly remunerative activity. Towards this, Keggfarms, during the early '90s developed KUROILER - a low-input, high-yielding village specific poultry stock and an innovative distribution system to ensure delivery to remote rural households even in very small numbers (2-10 birds /household). Keggfarms is already reaching almost one million rural households across 13 states that generate an income of INR 450 million, primarily from no cost natural agriculture and household waste. And the number is growing year by year.

Success Factor # 1: Research and Development to Produce a Specifically Relevant Product Seeped in Ground Reality

KUROILER yields almost four times as many eggs as a non-descript village poultry stock and grows 3.5 times larger in the hostile village environment, primarily by scavenging village agricultural and household waste with virtually zero input cost.

Success Factor # 2: Activate the Product Commercially by Developing a Distribution Model that Helps Reach the Householders' Doorstep in Remotest Villages and in Smallest Numbers



An innovative multi-layer marketing and distribution system was conceived and successfully established to enable gains of modern science and technology percolate down to remote village households at the very bottom of the pyramid. Through voluntary inter-dependence, all stakeholders sustain a system that benefits each one.

Success Factor # 3: Sustaining Team Morale

Highlighting the purposefulness of the mission, sharing all indications of success and involving key players in handling challenges helped keep the ship steady.

THE KUROILER EFFECT: Poverty Alleviation, Women Empowerment and Food Security for the Rural Poor

- 1) Generation of additional income from KUROILERS improves the financial status of the rural women and provides significant inputs for family education, health and welfare
- 2) Ready availability of eggs and chicken meat for which the village population is otherwise dependent on costly retail outlets in the city significantly aids provision of nutrition.
- 3) Providing Livelihood Opportunities as Dealers, Mother Units, Vendors and Small Farmers have emerged as micro-entrepreneurs located in rural or peri-urban India thereby stirring local economy.
- 4) Raised humanely in open range, KUROILERS enable household, agricultural and natural waste to be converted into highly nutritious food without causing any environmental harm.

MAKING INDIA PROUD

- Privileged to receive National and International accolades through various awards, invitations for talks and other felicitations.
- Keggfarms is supplying stock to various State Governments of India as a part of their poverty alleviation and rural livelihoods development programmes.
- Field tests in Uganda proved that KUROILER performance was hugely superior to the local varieties and establishes that KUROILER can in fact, be extensively used in South Asia, Africa and Western Asian countries for eggs and meat in the traditional no cost manner

www.keggfarms.com