



Hatching economic prosperity – one egg at a Time / Poultry Farming: A Way to Financial Prosperity

Animal husbandry is identified as an area for intervention to develop rearing as a remunerative activity for steady flow of income to dryland, small and marginal farmers who have always been facing irregular income from agriculture.

Kamala Venkatramana Naik resides in Hasinguli village of Doddamane Gramapanchyat, Siddapura taluk, Uttar Kannada District. Her husband Venktramana Naik works in the landlord's house, doing odd jobs. Kamala has two school-going children. "Like all other children, they are at home, due to the lockdown," says Kamala. Having studied only up to 7th standard due to her family's financial difficulties, Kamala wants her children to be well-educated. Kamala and her husband own half an acre of land, on which they grow paddy.

When the MANUVIKASA team visited the village for Sangha formation, Mahadevi was impressed with the concept of the Sangha, and decided to become a member of Jnana Jyothi MANUVIKASASA Swasahaya Sangha. As a Sangha member, Kamala decided to avail a loan of Rs.10,000/- from the Sangha and Rs.30,000/- from Davinthaⁱ to start an income generation business. Being a housewife, Kamala opines that her aim is always towards improving the family's economic conditions. "I decided to begin a small-scale poultry farm, as I could give time to the business as well as the housework," recollects Kamala.

"Earlier, options for livelihood improvement were limited. When MANUVIKASA starting a Sangha and I signed up for its membership, it was a godsend. This opened up many opportunities to strengthen my family's economic condition," says Kamala.

To begin with, Kamala purchased 75 poultry/chicks (chicken??)

at a cost of Rs.60/- each. With an initial investment of Rs.4,500/-, Kamala purchased 50 more chicks for the same rate.



"Purchasing poultry feed at Rs.1,800/- for a 50 kg bag from retail shops turned to be very expensive for a small, family-run business like ours. So, I began preparing the feed at home," recollects Kamala. She mixed paddy, toor dal, millets, etc., costing a lot less than

the market-bought feed. Adds Kamala’s husband Venkatramana Naik ,”Market-bought feed costing Rs.7,000/- a month for 100 poultry, cost us a negligible amount, when made at home.”

The poultry business, which Kamala began a year ago is making brisk progress. She sells 100-150 fully-grown poultry, and 50 eggs at Rs.10/- each, every month. “Depending on the size of the poultry, I sell them at Rs.300/- to Rs.500/- each. I don’t sell all the eggs, as I keep some, so that they can hatch into chicks,” explains Kamala. After all the expenses for running the business is met, Kamala is able to save Rs.5,000/- per month.

Monthly income	Savings per month	Annual Savings
Rs.9,000/-	Rs.5,000/-	Rs.60,000/-

Kamala rears different varieties of poultry like the local hen, Fighter, Giriraja, Kadaknath, and so on. “Poultry business has its advantages – it has its share of risks too, as with any other business. We lost 25-30 grown hens to disease last year,” shares Kamala. With the lessons learnt from this incident, Kamala consults the local veterinary doctor and has begun implementing his advice to maintain the health of her poultry. “I ensure that the poultry farming area is maintained in a spick and span manner, following all health and safety precautions, thanks to the doctor’s guidance,” says Kamala.



Kamala has regular clientele among the locals for her poultry. “Demand for poultry is especially high during the festive season, with my customers placing orders 15 days in advance. Most of the time, youngsters who come in to buy for the party, pay the highest rate for my hens,” shares Kamala.

Of the loan of Rs.40,000/- that Kamala availed for her business, she has been able to clear Rs.34,000/-. With the business flourishing steadily, Kamala feels the need for a bigger space to run her poultry farm and has plans of renting space to accommodate more poultry. “There has been a vast improvement in our financial situation, from what it was before I ventured into poultry farming. MANUVIKASA and its team gave me an opportunity to venture bravely into establishing a business. Not only have my finances improved, it has helped us lead a peaceful, healthy contented life as a family. I am eternally grateful to MANUVIKASA for the positive changes that have happened in my life,” says a visibly happy Kamala.

ⁱ Davintha is a Financial Company which is gives loans to the public