

Youth Empowerment through Poultry Farming Enterprise

N. Jyotsna¹, Y. Kenedy¹, RS Telem¹, N. Muhindro Singh¹ and W. Dipin Singh¹

¹ Krishi Vigyan Kendra, Senapati, Manipur, India

Corresponding Author: telemratan23@gmail.com

Introduction

Poultry rearing is one of the most profitable and fastest growing livestock businesses worldwide. Poultry rearing involves breeding and raising domesticated birds primarily chickens, but also ducks, turkeys, and geese—for meat and egg production. Poultry rearing is a high-growth agricultural sector, known for low startup costs and fast returns, operating through commercial, semi-intensive, or backyard systems. It requires systematic management of nutrition, housing, lighting, and biosecurity to maximize production and prevent disease. It serves as a vital income source for rural communities, women, and self-help groups.

Background information

Mr. Prakash Cheetry, aged 32 of Toribari village, Kangpokpi District formerly Senapati District, Manipur is a hard-working farmer. Before the intervention of ARYA project, he has reared local poultry birds and could hardly earn an average net income of Rs. 31700 per annum from the sale of birds, chicks and eggs.

Institutional Intervention:

Mr. Prakash Chetty came in contact with the staff of KVK seeking for improved breed of poultry and technical help. He was selected as one of the beneficiaries of ARYA project during 2017. Accordingly, he was imparted skill-based trainings and provided with critical inputs under ARYA project.



Acceptance of technology/process in terms of views of the farmers

Mr. Prakash Cheetry shows a favourable attitude towards poultry production since he has been rearing local poultry birds in free range system for the last few years. The new technology, coop system with improved breed of poultry is accepted by him viewing the advantages of security and

safety, operational efficiency, improved productivity and environmental protection of the birds.

Effect of technology

Impact factor	Before adoption of ARYA	After adoption of ARYA
Name of Enterprise	Poultry farming	Poultry farming
Size of enterprise	NA	200 birds per cycle for 2 cycle per year
Rearing system	Free range	Coop
Type of poultry	Local breed	Improved (Grama Priya)
Individual/group	Individual	Individual
Cost of production (Rs.)	42500	126180
Gross income (Rs.)	74200	258700
Net income (Rs.)	31700	132520
B:C	1.74:1	2.05:1

Impact of intervention:



Before the intervention of ARYA Project in the year 2017, Mr. Prakash was earning an average annual net income with ARYA intervention he could earn of Rs. 31,700/- from the sale of local poultry birds, chicks and eggs. Now, an

annual net income of Rs. 1,32,520/- from rearing and sale of gramapriya breed of poultry bird. For his contribution in poultry production and regular poultry supply in Kangpokpi and Senapati district markets, he was recognized with honor by Bharat Vikas Parishad, Manipur Prant during 2023.

Socio-economic impact

It has increased the income manifold with the change of poultry breed since 2017. This vocation/enterprise has generated an average of 250 mandays per year. Recently, 5 farmers from his village and 3 farmers from neighboring villages have also started the same enterprise and the products are sold weekly by Mr. Prakash at different butcher

houses of Kangpokpi and Senapati district. It is also apparently observed an improved standard of living. He has emerged as a special social class/ leader acting as a role model for other farmers of the district. Also on different occasions, he has been invited as resource person by different organizations from nearby villages.

Conclusion

Poultry rearing is an effective method of income generation for individuals, families and communities. With proper management, good housing, balanced feeding and disease control, poultry farming can significantly improve livelihood and reduce poverty.
