

Backyard Poultry with Colored Birds Way Forward

Road Map By

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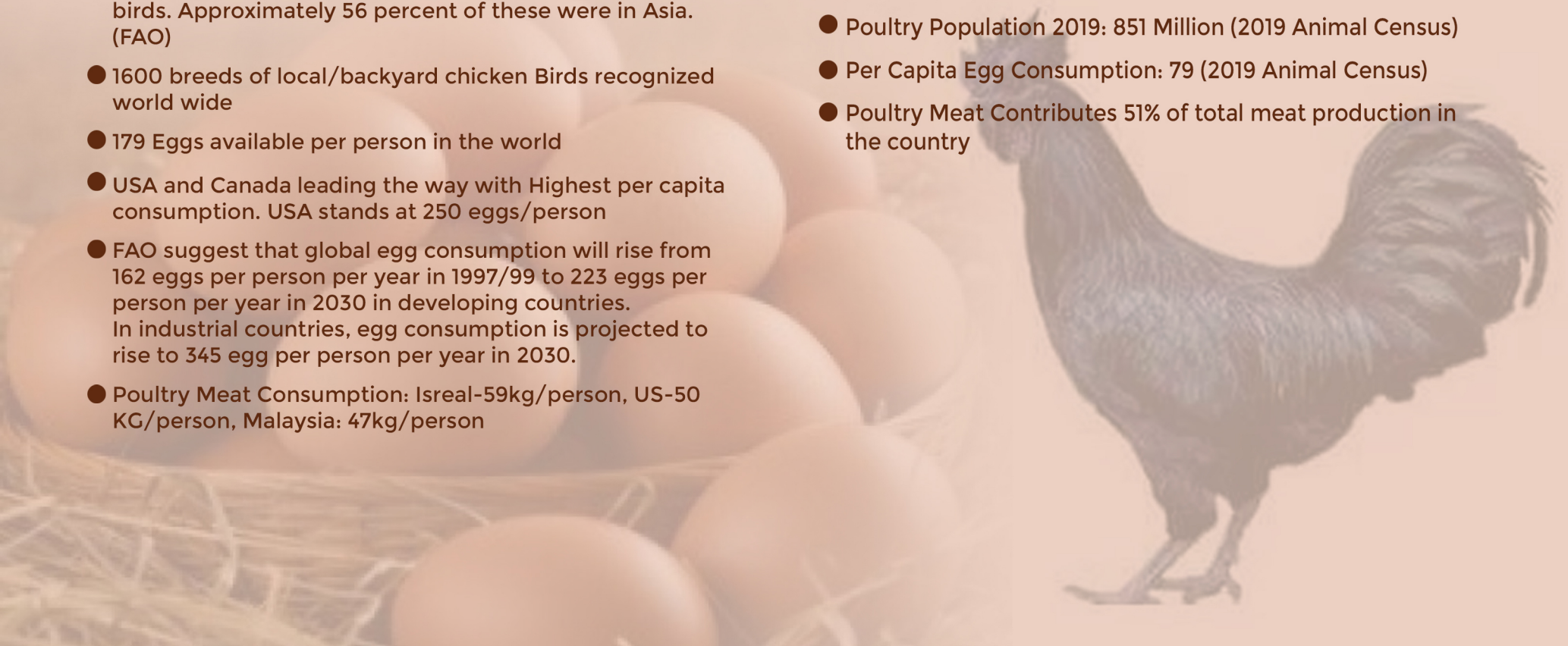
Where We Stand

World Consumption and Projection

- Domestic Chicken appeared more than 8000 years in South East Asia
- High-yielding commercial breeds of chickens have been developed in recent decades to meet growing global demand for animal-source foods
- In 2017, the global chicken population was over 22 billion birds. Approximately 56 percent of these were in Asia. (FAO)
- 1600 breeds of local/backyard chicken Birds recognized world wide
- 179 Eggs available per person in the world
- USA and Canada leading the way with Highest per capita consumption. USA stands at 250 eggs/person
- FAO suggest that global egg consumption will rise from 162 eggs per person per year in 1997/99 to 223 eggs per person per year in 2030 in developing countries. In industrial countries, egg consumption is projected to rise to 345 egg per person per year in 2030.
- Poultry Meat Consumption: Isreal-59kg/person, US-50 KG/person, Malaysia: 47kg/person

Domestic Consumption and Projection

- India Currently produces 48,47,000 MT egg, with world share of 5.57%
- Commercial Poultry egg: 85 Billion
- Backyard Poultry: 19 Billion
- Total Egg production: 104 Billion, increase by 8.5%
- Poultry Population 2019: 851 Million (2019 Animal Census)
- Per Capita Egg Consumption: 79 (2019 Animal Census)
- Poultry Meat Contributes 51% of total meat production in the country



Backyard Poultry Led By Kadaknath Bird

Backyard Research

- Kadaknath or Kali Masi, Mainly found in Jhabua, MP and parts of Chattisgarh is the most special variety available
- Central Govt, State Govt and ICAR institutions are working on improvement of various local Birds including Kadaknath, CARI Gold, Vanraja, Girraja, etc

RESEARCH CONDUCTED TILL DATE:

- The Central Food and Research Institute(CFRI), Mysore, studied its medicinal qualities and found it suitable for cardiac patients as it increases blood supply to the heart.
- ICAR has also conducted study on the nutritive value of Kadaknath meat and published in British Poultry Science Journal, International Journal of Livestock Research and also Indian Journal of Poultry Science.

FURTHER STUDIES REQUIRED:

- To validate the medicinal properties of Kadaknath, the Department may interact with ICMR, ICAR and CFTRI and initiate study by analysing Amino Acid and Melanin properties.
- We have not been able to Promote out backyard birds for export
- Potential to be promoted as free range Organic Birds

Organic Meat of Kadaknath

- High nutrition, the protein content higher than other native chicken.
- High Protein more than 25% (highest of all chicken breeds, other have 15 to 20 percent).
- Low fat 0.73-1.05% only (lowest of all chicken breeds).
- Vitamins B1,B2,B6,B12, C and E, niacin, protein , fat, calcium, phosphorus, iron, nicotinic acid etc.
- High levels of 18 essential amino acids as well as hormones that are required by the human body.
- Researchers said, Black chicken has full of antioxidant which helps to keep health, prevent sickness and common colds.

EGGS:

- The eggs are also an ideal nutritive, especially for old people and high blood pressure victims, since the cholesterol content is lower Rich in amino acids and higher than that of other kinds of birds.
- The eggs of kadaknath chickens can be used effectively to treat severe headaches, headaches after giving birth, faintness, asthma and nephritis (acute or chronic inflammation of the kidney)

FUTURE MARKET THROUGH HUB AND SPOKE MODEL

- This medicated meat export will create wealth and employment to tribal areas and Villages
- Need to create awareness on its benefits with entrepreneurship Model
- Can an be a replacement for red Meat in India and the World

Addressing The Challenges



Cost Of Input



Commercial Poultry Feed

- Readymade Costly feed
- For Starters: high protein based feed
- Grower feed specifically for egg or meat purpose
- Cost: Rs.1600 to Rs.2600 per quintal
- High Cost of Maintenance and over heads
- No premium pricing



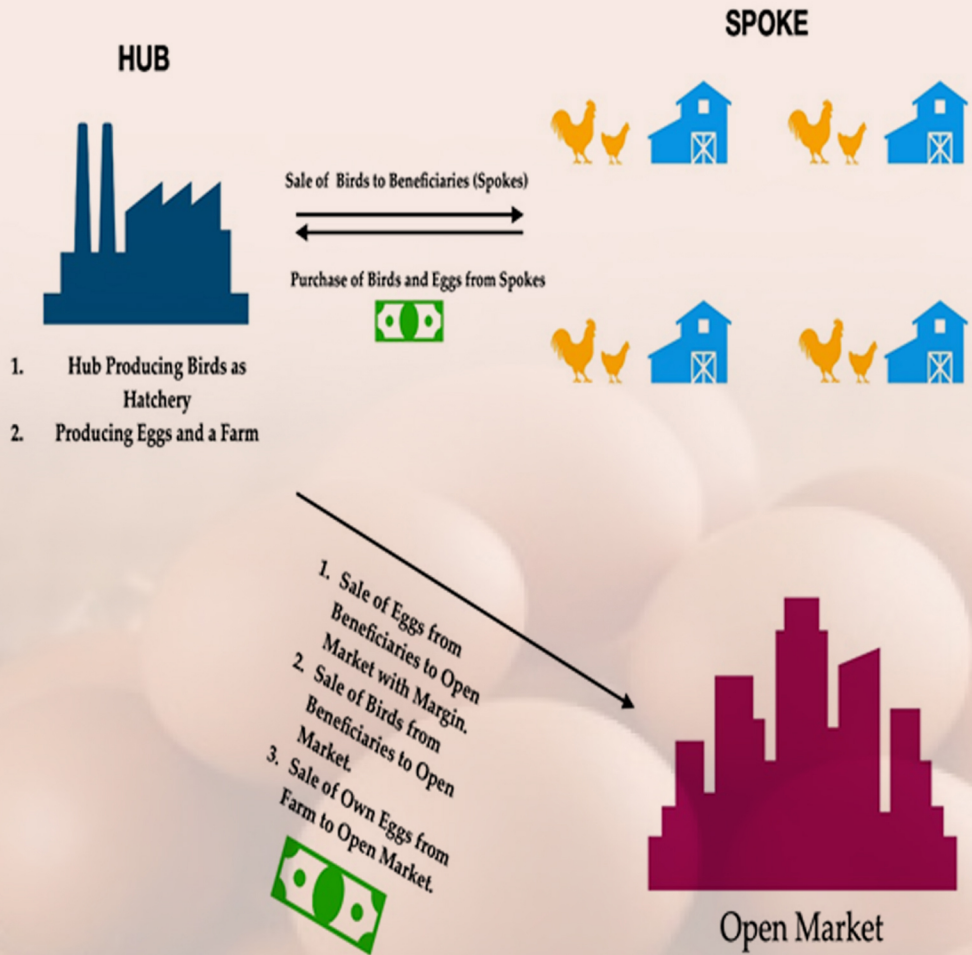
Backyard Poultry Feed

- High protein based earthworms produced from Stray Cattle Dung
- Maggot
- Cheaply available broken rice
- Moringa
- Veg waste
- Cost: 60 paisa/per day/ hen approx
- High premium pricing for Organic meat and egg

Execution on the Ground

- Hon Min Shri Giriraj Singh vision to make India export hub of Animal Husbandry products
- Free range Hen and eggs will create local employment and wealth, and will fetch farmers premium pricing
- New Approved Central Govt Schemes like Animal Husbandry Infrastructure Fund will create a value chain for Processing
- The newly developed model had a trial run at three institutes.
- Directorate of Poultry, Hyderabad.
- ICAR Integrated Centre, Patna.
- Central Avian Research Institute, Izatnagar
- Main source of income would be from Moringa seeds, Organic Eggs and Organic Poultry meat
- Two Entrepreneur in Bhopal and in Nagpur successfully executing the project

Entrepreneurship Idea Based on Hub and Spoke: Promotes Exports, Creates Wealth and Employment



- Assuming 500 Beneficiaries in a cluster, it will help them earn Rs.25k to Rs.30k per Month
- Beneficiaries can earn by Sale of Birds and Eggs
- Hub can make income from Sale of Birds to beneficiaries and sale of organic Birds and eggs in the open Market
- Hub can further be connected with E-market place like Grofers, Licious
- Top end online players will promote free range birds and egg to domestic and international market.

