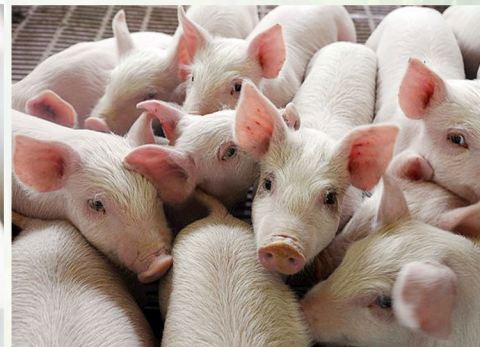


Livelihood Generation through integration of Animal Husbandry, Agriculture and Allied Activities

possibility always talked about, we will implement
on ground for your firm belief.

Giriraj Singh

Min of Fisheries,
Animal Husbandry & Dairying



INTRODUCTION

- A step Towards employment, wealth and livelihood generation
- Promote Organic Products
- Export of Free Range Organic Animal Husbandry products



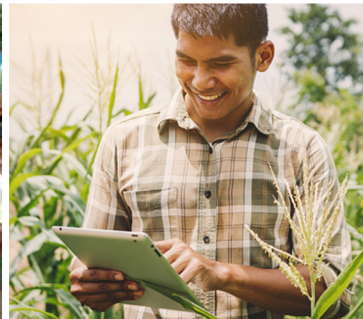
In order to secure employment, income and livelihood generation a synergic approach integrating Animal Husbandry, Dairying and Fisheries and Agriculture Sector.



It is essential to generate an approach which is suited to farmers and rural sector workers with small to micro land holdings.



These programs can be deployed both in individual and a cluster based capacity.



The Model of 5F resonates My commitment towards

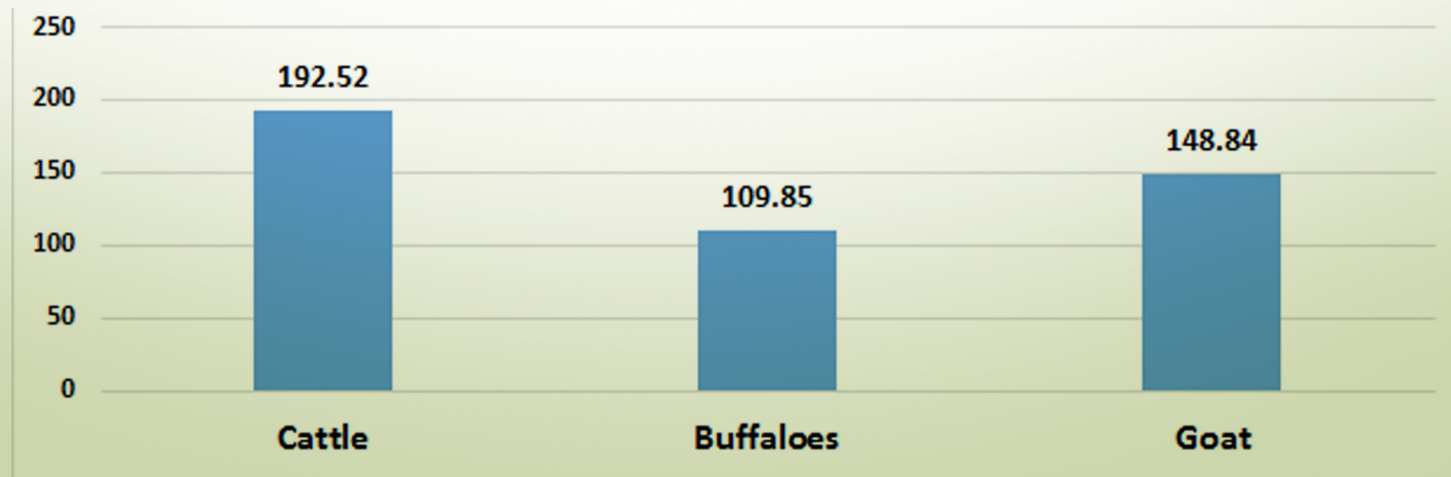
- Stray Cattle Management
- Utilisation of Cow Dung for low input cost Birds (Poultry)
- Breed Improvement with latest ETT/IVF/AI Techniques
- High Nutrition Feed like Moringa, etc for better productivity

FOOD, FEED, FODDER, FUEL, FERTILIZER SECURITY



Scientifically Integrated Solution...
Natural Solution...

Total no of Livestock Population in India during 2019 (Provisional) (In Million)



Poultry Numbers: India

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

India's Position In the World Trade



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



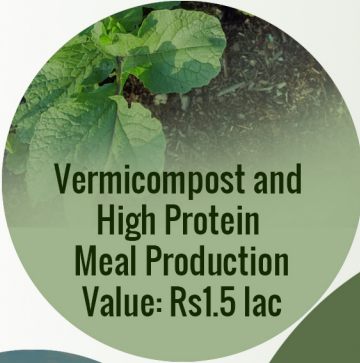
Backyard Poultry Feed

- 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
- The Model will assure income of Rs 5 lac/ PA to farmers
- 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


अन्नदाता से ऊर्जादाता



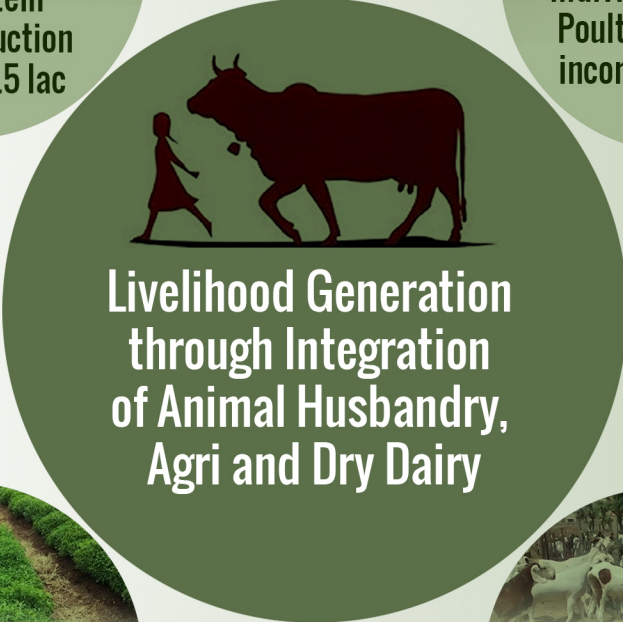
Vermicompost and High Protein Meal Production
Value: Rs1.5 lac



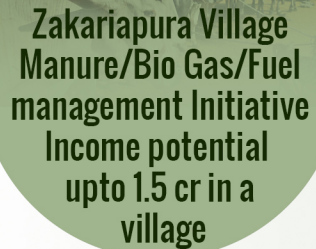
Dry Dairy Stray Cattle Management
Breed Improvement
Nutrition Feed Compost



Individual Backyard Poultry Rs.25k/pm income for farmers




Livelihood Generation through Integration of Animal Husbandry, Agri and Dry Dairy




Zakariapura Village Manure/Bio Gas/Fuel management Initiative
Income potential upto 1.5 cr in a village




Cluster Backyard Poultry
Derived from individual model, Rs.25k/pm for farmers



Cluster based Stevia Cultivation
Income potential of Rs.1.4 lac/acre



Cluster based Moringa Cultivation
Income: Rs 75,000/Acre



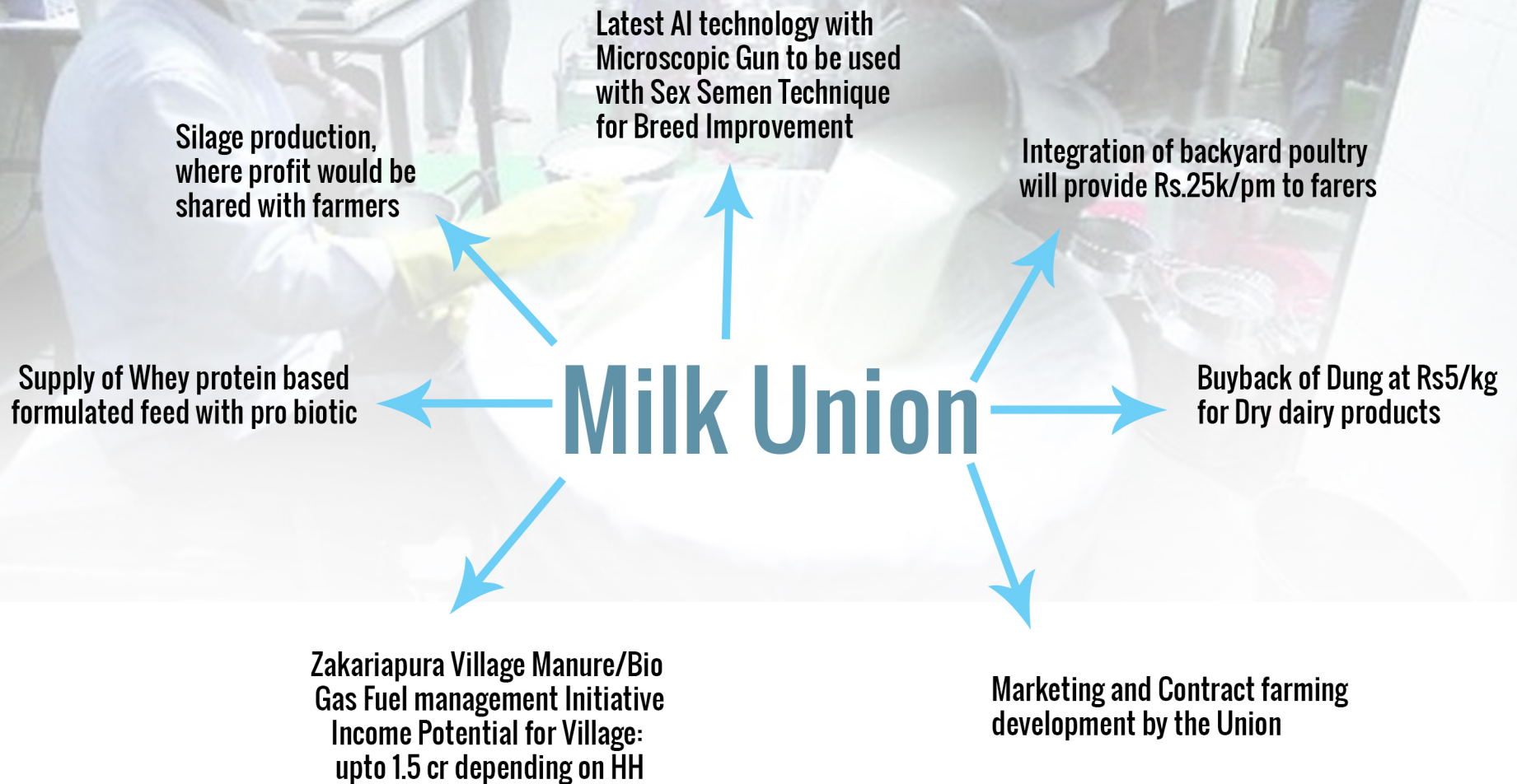
Stall Fed Goatery
Income Potential: Rs1.4 lac/Benefeciery



The Hub and Spoke Model of Milk Union



Activity Supported By Milk Union



Activity 1: Backyard Poultry (Individual)

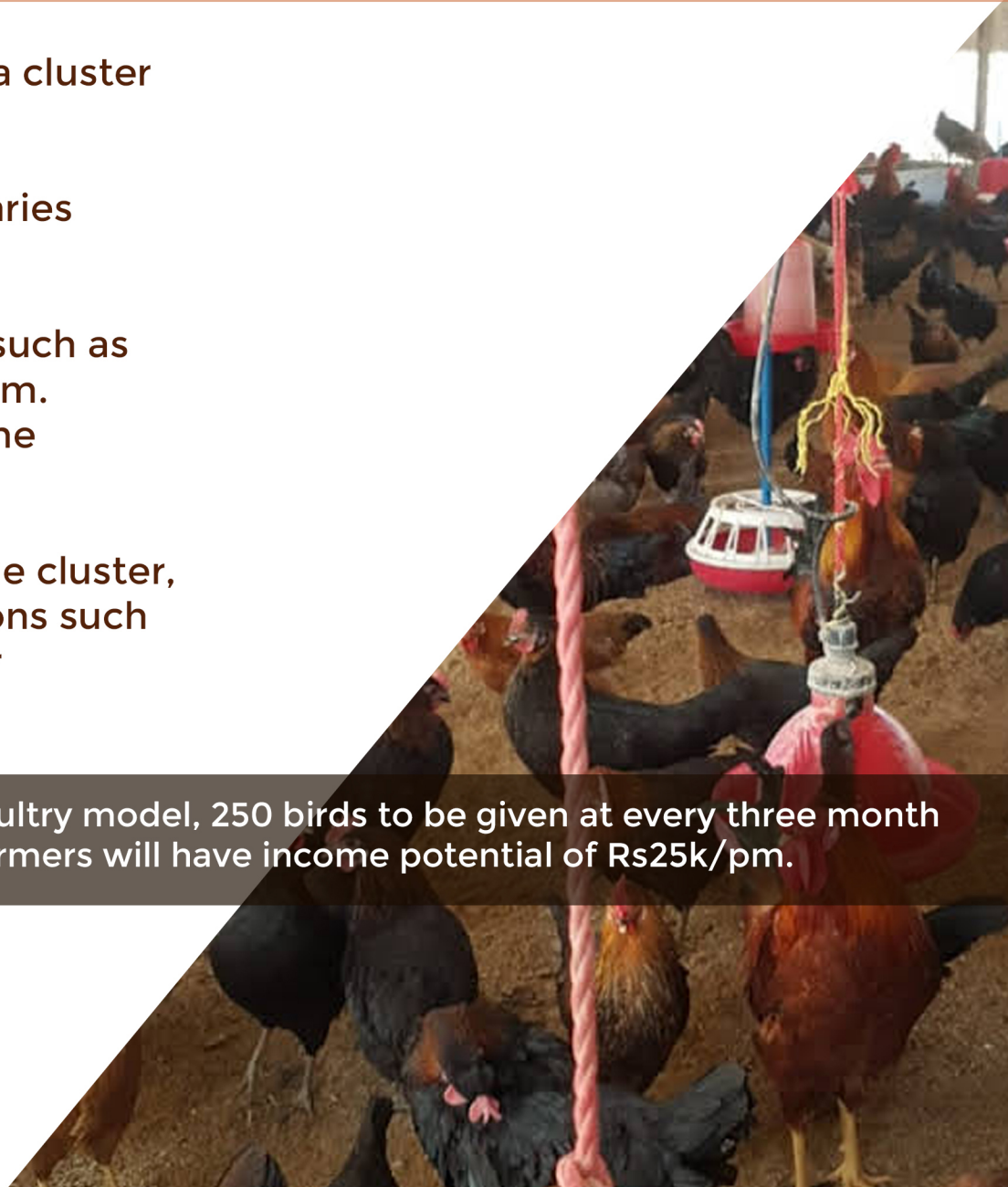
- Free Range Backyard Poultry
- An Individual shall be given 250 Birds at the start of the cycle. Hence after, every three months 250 new birds to be given and 125 male bird to be sold off.
- Cycle will go on till the scheme exist. 500 birds/cycle. Will keep female birds, sell off male birds.
- Zero Cost Feed Model.
- After 6 months income from egg starts, Initially with 50 organic eggs per day to 300 to 400 eggs after 5th Cycle
- The cost of feed to be recovered by sale of Chicken on a rotatory Basis.
- Low cost feed like Earthworms, Vermicompost, Locally available fodder, Maggots and Broken Rice.
- Feed concentration will maintain green fodder and high levels of protein.



Activity 1: Backyard Poultry (Cluster)

- An Individual shall be given 250 Birds in a cluster of 500 People.
- Hub and Spoke Model with the beneficiaries linked to an aggregator.
- The aggregator equipped with facilities such as hatchery and Feed production mechanism. Low Cost feed made available through the aggregator.
- Aggregator responsible for organizing the cluster, and employment of thematic interventions such as branding and marketing of the cluster products.

Note: Continuing with Individual backyard poultry model, 250 birds to be given at every three month cycle. 125 male birds will be sold of. Farmers will have income potential of Rs25k/pm.



Activity 2:

Vermicomposting and High protein Vermi-Meal production

- Sources of income: Sale of Vermicompost and Earthworms.
- Vermi-Meal and Vermi-Wash Production through rearing of worms.
- Through use of Cow dung, will help our stray cattle become sustainable.
- Higher value addition of cluster products through organic certification.
- With the use of a 300 cu. ft,
- Production of Vermicompost: 24 Tonnes
- Production of Worms: 2400 L Vermi-Wash
- Vermi-Meal: 360 Kg
- Value of Produce: INR 1.5 Lakhs



Activity 3: Moringa Cultivation (Cluster based)

- Cluster of 500 Farmers.
- Cultivation of Moringa: 500 Acre
- Production of Protein and Mineral Rich Biomass: 75 Ton/Acre (High Density Cultivation)
- Annual Biomass Production: 37,500 Ton.
- Convergence with Ministry of MSME, via schemes like SFURTI and CDP.
- Income to farmers: INR 75,000/Acre

Note: Moringa is high nutrient fodder for animals. CIRG Mathura has already conducted successful experiment.



Activity 3: Moringa Cultivation (Cluster based)

- Production of Value added products to be sold and utilized in the cluster such as:
- Moringa Based Animal Feed
- Moringa Based Poultry Feed.
- High Protein and Mineral Moringa Powder for Human Consumption.
- Fresh Moringa Biomass can also be utilized as an alternate cattle feed.



Activity 4: Stevia Cultivation (Cluster based only)

- Cluster Size: 500 Farmers
- Cluster Cultivation: 500 Acres
- Production: 10 Tonne fresh leaves, 2 Tonne dry.
- Annual income through sale of dry leaves: INR 1,40,000/Acre.
- Convergence with Ministry of MSME, via schemes like SFURTI and CDP is vital for production of Value added products such as Reb-A, Stevio-cide and Sugar-free value added products.

Note: Stevia is alternate source of Sugar, and has potential to generate high source of income for farmers.



Activity 5: Stall Feeding Goatery Incubation Model

- Preferably to be run in synergy with Moringa Cultivation.
- Unique Stall feeding model.
- Cost of Project (Individual based):
 - Cost of Goat: INR 2500
 - Cost of Feed: INR 2500
 - Weight Gained: 30 KG
 - Value of Gained Weight: INR 12,000
 - Income: INR 7000/Goat
 - Rearing 20 Such Goats Income: INR 1,40,000/beneficiary



Activity 5: Stall Feeding Goatery Incubation Model (Role of Aggregator)

High Income due to low input of feed cost.



Production of Feed



Support of Beneficiary



Assurance of Marketing



Profitability for Aggregator in a
People Cluster: INR 50 Lakhs



Activity 6: Integrated Dry Dairy Model

- To be run in a cluster based approach.
- Will integrate Dairying, Poultry/Goatery, Vermi-composting, Vermi-Meal Production, Animal Feed Production and Moringa Cultivation.
- With Moringa Cultivation in Place and Aggregator facilitated with animal feed production mechanism the following will be the dynamics of the cluster:
 - No. of cows/Beneficiary: 4
 - Area under Vermi-composting pits: 750 sq. ft
 - Birds/beneficiary: 800 (to be fed by the produced vermi-meal, vermicompost and allied activities)



Activity 6: Integrated Dry Dairy Model

Cow-dung produced and Moringa produced to be used as load for Vermi-composting pits.

- Net Value of Produce (Vermicompost, Eggs, and Vermi-wash): INR 12 Lakhs.
- Value generated per Kg of Cow Dung: INR 80



Zakariapura Village (Anand, Gujarat)

Bio Compost-Bio Gas Model

Current Status of Zakariapura Village

- Total Household-461
- HH with Animals- 368
- Present Income from Milk- Rs.66 lacs

Income from Fuel and Slurry

- Savings on Cooking Fuel
- Earnings on Slurry
- Additional income per HH from LPG and Slurry Rs.52k to Rs54k

Income from Backyard Poultry Vermi compost Fed

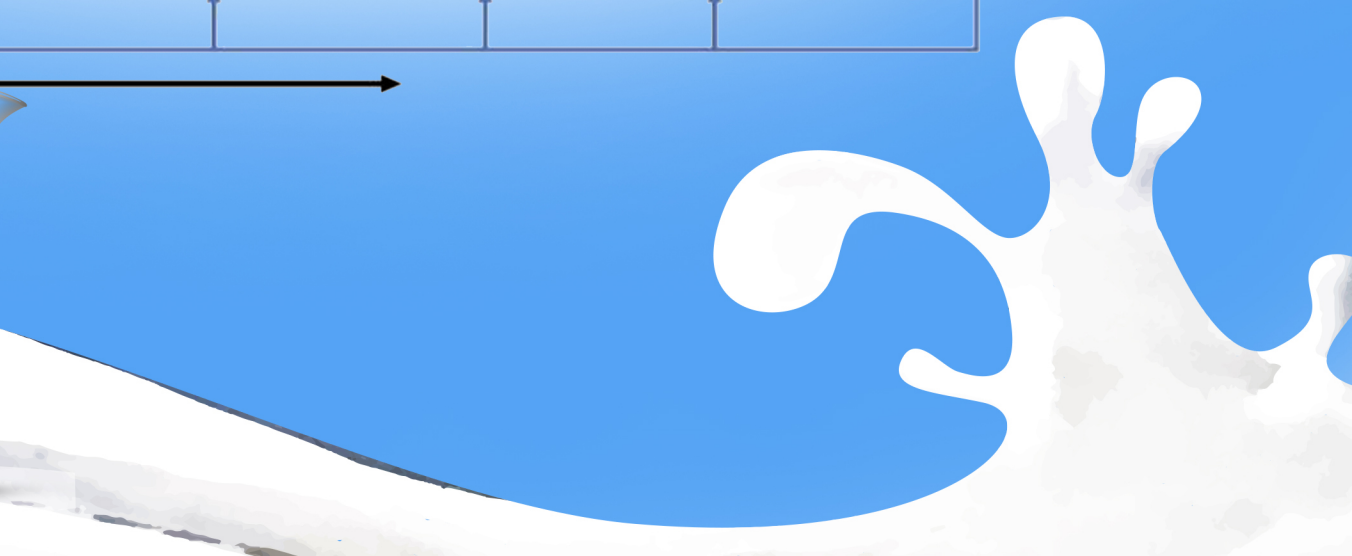
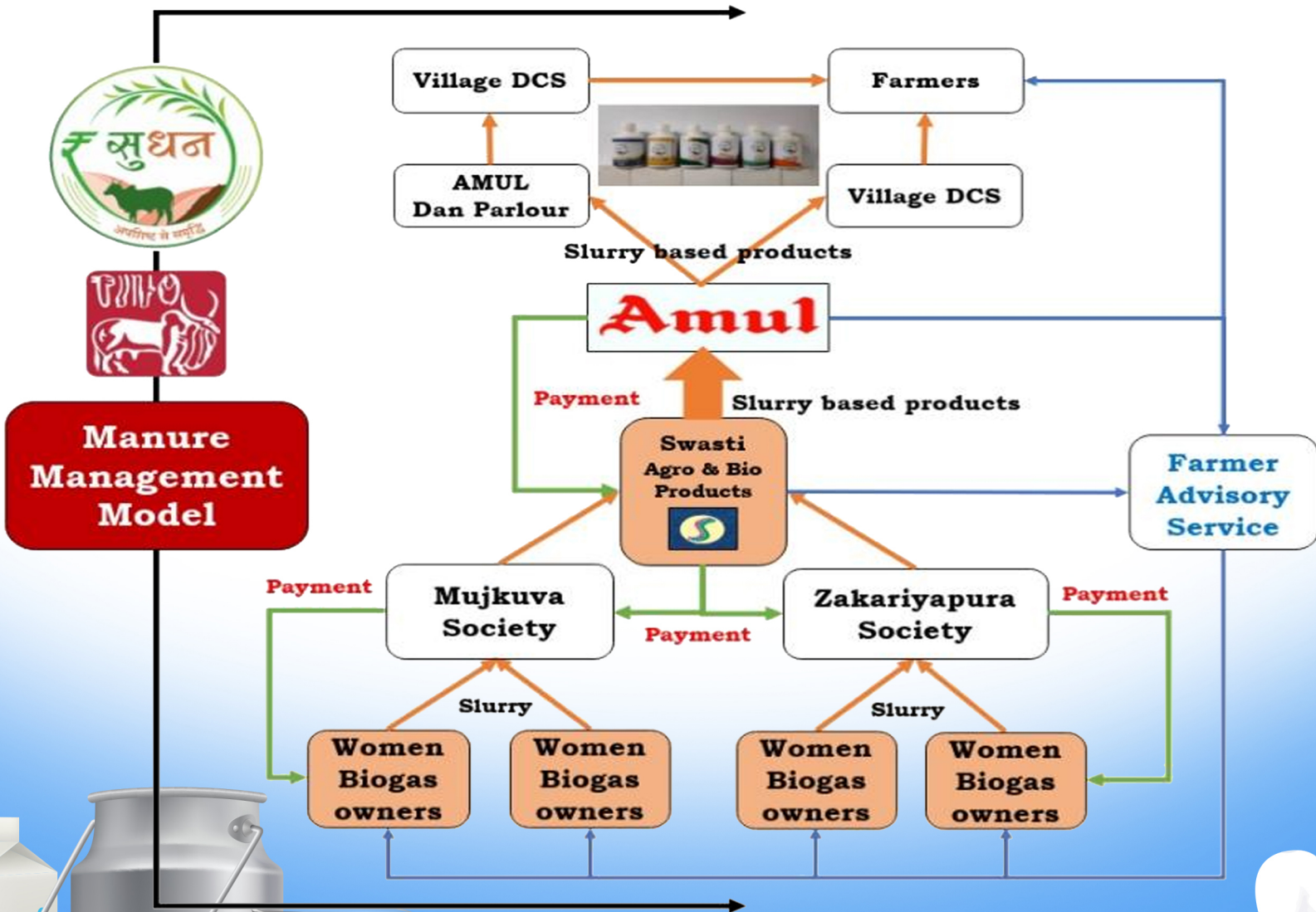
- Earnings from Poultry
- Rs 50k PA approx

Cumulative Earnings

- Additional income per HH from LPG and Slurry Rs.52k to Rs54k
- Potential up to Rs.2cr to 3cr at village level from LPG and Slurry depending on number of HH
- Employment Generation:21 (16 Skilled and 5 unskilled)

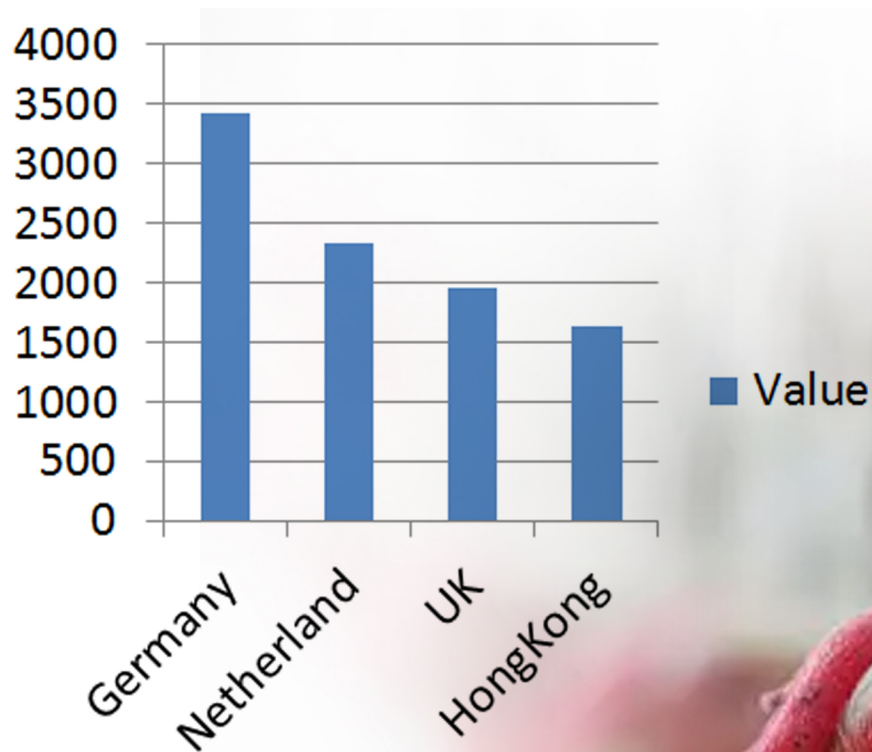


Detailed project is attached with the PPT. The project can be seen running in the Zakariapura Village, in coordination with Amul.



MAJOR GLOBAL IMPORTERS OF POULTRY PRODUCTS WITH THEIR SHARE: OUR POTENTIAL BUYERS

Major Importers Value(USD Million)



Challenges in Exports

High Cost of Feed

Outbreak Avian Flu

Ukraine and Turkey are India's main competitors

Currently their egg and chicken prices are 30% cheaper due to cheaper feed

Lack of Traceability/Origin

Market connectivity required with Middle East, EU. APEDA to play important role.

