

**Promotion of Backyard Poultry in A.P under the assistance of  
Centrally Sponsored Schemes “Assistance To State  
Poultry/Duck Farms” by Government of India.**

**Presented**

**by: Dr.B.AppiReddy,**

**M.V.Sc**

**Assistant Director (AH), Poultry,**

**O/o Director of Animal Husbandry,A.P,Hyderabad.**

Government of India have approved the above scheme and communicated the guidelines for implementation.

The pattern of Assistance is 100% for North-Eastern States including Sikkim / Union Territories and on 80:20 Center to State basis for the other States in India.

(Only one time assistance is provided to suitably strengthen the farms in terms of Hatching, Brooding and Rearing of the birds with provision of feed mill and their quality monitoring and in house disease diagnostic facilities.)

# Introduction

- Though Poultry development in the country has taken a quantum-leap in the last three decades, the growth has been mainly restricted to commercial Poultry.
- Rural Backyard Poultry though still contributing nearly 30% to the national egg production, is the most neglected one and the fact that their Poultry eggs and meat fetch a much higher price than that of commercial Poultry.
- The private commercial is doing business, through integrated approach of contact farming using high input and high output birds. Due to their operation being of an industrial nature, the private sector is not inclined to go the rural areas particularly to small farmers and landless labourers including rural women.
- Besides additional income generation, Rural backyard Poultry provides nutritional supplementation in the form of valuable animal protein and empowers women. It is also noticed the demand for rural backyard Poultry is quite high in tribal areas.
- In view of the above in A.P, the introduction of Vanaraja/Gramapriya strain crosses in villages will result in mass production through masses giving triple benefits (combating malnutrition, Self employment and quick income generation) to users and may correct to some extent the low per capita availability and intake of chicken production in villages, tribal areas and semi urban localities.

# Andhra Pradesh Profile

- Geographical area : 275 Sq Km
- No of Districts : 23
- No of Mandals : 1128
- No of Grampanchayats : 21,840
- No of Habitations : 67,505
- No of Veterinary Institutions : 5190
- Commercial Layer Population : 8.61 Crores
- Commercial Broiler Population : 32 Crores per Annum
- Desi Poultry Population : 3.74 Crores

# AIM

Establishment of Low Input Technology Breeding Farms & Hatcheries in A.P.

(At present the birds developed by ICAR institutions and recommended for state such as Vanaraja & Gramapriya have been selected for the purpose upgrading Desi poultry birds.)

# OBJECTIVES

- To Supply Vanaraja/Gramapriya chicks/Fertile Eggs to the targeted group – to Marginal Farmers/landless labourers/Women SHGs & other socially backward sector of the society.
- To achieve overall development in the state in terms of employment generation, supplementary income in addition to improve the nutritional status for Rural /Tribal Population.

# BACKGROUND

- Generally Commercial Traders do not prefer to establish Rural Oriented Backyard Poultry Breeding Farms & Hatcheries in Rural Areas & it is also uneconomical.
- Eggs & Meat of Rural Birds reared in backyard farming are having considerable demand & are sold at premium rate, even in cities where plenty of Farm Eggs & Broiler meat from commercial poultry are available.
- Rural birds can thrive well on grain waste, kitchen waste, tender grass, insects etc. without much investment on feed.
- There is a great potential for Rural poultry in Tribal/Rural areas for improving socio-economic conditions and alleviating protein deficiency in Rural/Tribal population.

# STATUS OF POULTRY IN A.P.

(As per Livestock Census)

Item	Year 1999	Year 2003	Year 2007	% of growth over 2003
Commercial Layer Poultry in (Crores)	3.68	7.09	8.61	21.43
Rural / Desi Poultry in (Crores)	2.60	2.93	3.74	27.64

It indicates there is a more growth for Rural Poultry in future.

# Major Constraints to Rural Poultry development

- Low Productivity.
- Delayed Maturity & Weight gain.
- Lack of technological Upgradation at the grass root level to retain their hardiness required for their Scavenging nature and survivability in harsh rural conditions.

# Technical support of Animal Husbandry

## Department for

### Economic growth of Backyard Poultry

Protection of Rural / Tribal Poultry against Ranikhet disease has yielded higher income to the owners of Backyard Poultry through reduction of mortality (from 22 to 5%) and enhancing egg and meat production including valuable Backyard Poultry manure. The approximate income through Backyard Poultry in the state is about Rs.790 Crores per annum.

The following are the details of R.D vaccination

Sl.No.	Year	Doses of Vaccine Utilized in Crores
1.	2004-05	2.20
2.	2005-06	2.16
3.	2006-07	2.09
4.	2007-08	2.05
5.	2008-09	2.32

# Present Status of Commercial Poultry in A.P.

- At present commercial Broiler production is increased upto 32 Crores per anum.
- For commercial broilers & layers, there are about 11 pure line broiler breeders, 7 layer breeders & 75 broiler breeders cum integrators with hatcheries are concentrating on development of commercial hybrids & are not interested rural poultry due to low production & scattered nature of the units involving heavy expenditure in catering services to rural poultry.
- In order to improve the production of present population of Desi poultry, 4 low input technology breeding farms & hatcheries are proposed to produce & supply of improved variety of rural oriented birds suitable for rearing in villages under scavenging conditions. One breeding farm & hatchery unit is already started functioning and supplying vanaraja / Gramapriya chicks at Mamnoor, Warangal (dt).

# Justification for establishment of low input technology breeding farm & hatcheries in A.P.

- In North Telangana Region, Warangal district is selected to cover Warangal, Khammam, Karimnagar & Adilabad districts.
- In Rayalaseema Region, Kadapa district is proposed to cover Kadapa, Kurnool, Chittoor & Ananthapur districts.
- In South Coastal Region, Nellore district is proposed to cover Guntur, Krishna, Ongole & Nellore districts.
- In North Coastal Region, Vizianagaram district is proposed to cover Srikakulam, Visakhapatnam & Vizianagaram districts.
- In South Telangana Region, Project Directorate on Poultry is located in Rajendranagar, Hyderabad to cover entire state including Mahabubnagar, Rangareddy, Nizamabad, Nalgonda & Medak districts

- Even though at present, there is no existing Government Poultry Farm in the state, it is proposed to establish the low input technology breeding farms & hatcheries due to the following reasons.
- Availability of sufficient suitable Govt. Land.
- Availability of Technical/Non-Technical Staff at Livestock Farms.
- Economic viability of the Scheme.
- Availability of sufficient number of targeted beneficiaries per year from nearest /adjacent districts of the farm under the scheme.

# HATCHERY

- To produce 2 lakh chicks/annum
- To supply Vanaraja/Gramapriya chicks to 20,000 SF/LL/Unemployed youth & SHGs per annum.
- To provide training in management and disease control to the selected 600 members/annum
- To create employment opportunities through producing of poultry / poultry products for marketing.
- To provide highly nutritious food at an affordable price in villages.
- To Provide adequate health coverage to the Rural Poultry by Animal Husbandry Department.
- Under CM Package, there is a target for supply of 40,000 units/annum in Andhra Pradesh. After establishment of these (4) breeding farms & hatcheries, 80,000 units will be supplied/annum

# TYPE OF OPERATIONS

- Breeding Farm & Hatchery Operation.
- Maintenance of low input technology breeding stock (Vanaraja /Gramapriya) of 2500 parent birds for production of more than 2.00 lakhs commercial chicks per annum for dual purpose (meat & egg).
- Providing awareness training programmes to rural farmers.

DIRECTOR (State Administrative Head)

ADDITIONAL DIRECTOR (AH), PRODUCTION  
(Convenor)

JOINT DIRECTOR (AH) of the District  
(Chairman for TMC & Nodal Officer for the scheme)

ASSITANT DIRECTOR (AH), I/c of the Farm & (Member Convenor)

Vety. Asst. Surgeon  
Staff

Vety. Assistants  
Staff

Office Subordinates  
Staff

# National Policy objective

Holistic development for the rural and socially backward communities, women empowerment, Poverty alleviation, Nutrition supplement especially of the rural poor using rural Poultry as a tool.

## Breeding Policy.

- Research on indigenous Poultry on their production, adaptability to the environment, Disease resistance, selection based on the propagation.
- Selection of indigenous breeds based on genetic insurance, which may be needed in future to close the masses due to sentimental value.
- The inputs and marketing facilities for these shall be geared up prior to ensuring their popularization.
- Establishment of a gene pool or bank for indigenous breeds

**THANK YOU**

