



Success Story of Srinidhi Poultry Farming: A Journey toward Economic Prosperity

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Srinidhi is a dual-purpose breed developed at ICAR-Project Directorate on Poultry, Hyderabad for backyard poultry production in rural and tribal areas. The birds have potential to produce more eggs and meat than desi chicken. Srinidhi birds, owing to the similarity in phenotypical appearance with desi birds particularly multi-coloured plumage, it is well taken by the farmers. Moreover, these birds have higher growth rate, therefore, produce more meat and egg than the native chicken, e.g. Hardy and better livability, higher disease tolerance, brown egg, produces higher egg mass per egg than the indigenous chicken and highly suitable for backyard free range farming. Due to its relatively light weight and long shanks these birds are able to protect themselves from predators.

Challenges

Inmates from Sarder Patel High School, Khurkhul village, Imphal West District, Manipur faced a critical financial hardship for livelihood. Their earning was very meagre and not enough for day-to-day family maintenance. During an interaction with ICAR Director and staff during a visit at the school they expressed their desire for rearing poultry bird as a source income generation. As desired, training programme on Management of small poultry units using improved variety i.e. Srinidhi was conducted and given exposure to the rearing of Srinidhi, a dual purpose and multi-colored chicken suitable for rural poultry farming with a potential to produce 100% more eggs of 13-15 g heavier weight as compared to non-descript/local breed under scavenger system of management. During the training programmes emphasis was given to make them aware about upgraded poultry birds, different diseases, their prevention and control measures. Economics of poultry farming was also highlighted in the training programme.

KVK Intervention

To enhance their family's financial stability, they ventured into the commercial rearing of Srinidhi poultry—a dual-purpose breed renowned for its hardiness and adaptability to local agro-climatic conditions. After being trained and support from ICAR Manipur Centre a low-cost poultry house was constructed at the school campus and the inmates were provided with 100 nos. of improved germplasm Srinidhi birds along with medicines, equipment and feeds. They rear the birds for meat purpose. The inmates set out on a carefully planned, meticulously managed farming enterprise that would soon become a benchmark for success. A balanced diet comprising high-quality feed, rich in protein and essential nutrients, was provided to the poultry to encourage steady growth and optimum weight gain. Despite their best efforts, they faced a mortality of 12 birds, resulting in a 6% mortality rate.

Result

With a stock of 100 birds, they could earn a net profit of approximately, Rs. 33,500/- with a benefit: cost ratio of 2.03. The average body weight of adult birds was estimated about 3.0 kg and 2.5 kg for male and female respectively.

Impact

The rearing of improved breeds gives a sustainable income by lowering mortality rate, disease occurrence and quick weight gaining capacity. The introduction of improved germplasm has proved a boon to the villagers, thus fulfilling the demand of quality meat as well as source of employment for their socio-economic development. It has been a great source of inspiration for local peoples in the village as a result of which a great number of unemployed educated youth have been motivated to take poultry farming.



Inauguration of poultry shed and distribution of chicks at Khurkhul relief camp



2 weeks old Srinidhi birds



Distribution of feeder, waterer



3 months old birds



Weighing of birds



Visit of HoRC and scientist of KVK