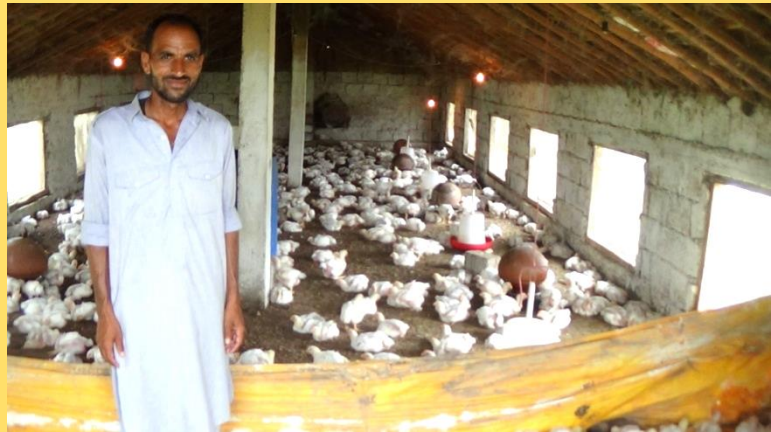


## Broiler Farmer –A a role model

**Mushtaq Ahmed** resident of Village Tanda, District Reasi is recognized by the whole village as a poultry entrepreneur now. But few years back he was about to close his farm due to heavy losses. Mushtaq is only 35 years old and had attained education



qualification up to VI class only. Earlier he was having a poultry farm of 2000 birds capacity which at the end of the year was going in heavy losses due to high disease incidence, high feed cost and low price for his produce and the biggest problem he faced was not getting buyers at the right time which in turn increases his cost of production. Krishi Vigyan Kendra, Reasi took the initiative to train him in scientific poultry farm rearing. He was advised for the use of good quality feed and a proper feeding schedule was prepared for him. He was suggested to include proper vaccination schedule and a regular monitoring of his flock was done. Market linkage was also developed with buyers from Sunderbani, Jammu, Surankote, Poonch, Akhnoor. As a result of scientific rearing after a period of 2 years he was able to start 2 new farms and presently is rearing more than 5000 bird per lot. Regular advisory is being provided by Krishi Vigyan Kendra, Reasi. Now he is having a net profit of Rs. 30000 to 35000 per month. He is advising other local farmers of the area to start poultry farming as an enterprise. He has become a role model for the whole village, more and more farmers are coming to and taking his advice for starting poultry farming.

**Impact and Feed back:** There has been an increase in income per bird from Rs. 4-5 to Rs.10-12, income per year from 30,000-40,000 to 100000-1,25000 and decrease in disease incidence and mortality rate from 30-40% to 5-10%. As a result of this presently around 18 new farmers of the village and the adjoining villages have started poultry farming as an enterprise and are successfully running their farms

with regular guidance of KVK, Reasi animal science expert. A whatsapp group has been started by the KVK Animal scientist with members as farmers and poultry buyers. In this group daily chick price, broiler price, feed cost, disease outbreak and disease management is provided on daily basis. The ready birds are picked from the sheds of the members at a fixed price round the year and sold in the market at prevailing market price. All these services are provided to the members' right at their door steps. In this way, the farmers are not getting affected with the price fluctuation of the market. They get almost a fixed income every batch. The income will fluctuate only with skill, manual input and management of the individual farmer



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