

SUCCESS STORY - P. MANOHARAN

NATIVE CHICKEN REARING AND CAGE MANUFACTURING

1.	Name of the farmer	Mr. P. Manoharan
2.	Address of the farmer	P. Mettur Post, Mallur via Salem District (As AnnexureI)
3.	Type of primary activity	Native chicken Rearing consists of 120 breeding stock, 140 grower and 80 chicks. Cage Manufacturing and sale(600 nos) and Incubator and Community Hatching service(20 nos) for resource poor /landless farmers in hatching their eggs(As AnnexureII)
4.	Date of start of the farm	2003
5.	Details of Training undergone at VUTRC / FTC	Attended training programme at KVK, Namakkal during the year 2004
6.	Advice received from VUTRC / FTC	Regular technical guidance from KVK, Namakkal
7.	Sustainability of the farm	He tapped niche market for desi poultry and started poultry input services such as Cage and Incubator manufacturing and evolved as sustainable model
8.	Income generated / annum(Profit)	Rs1,90,000
9.	Diversification of the farming activity	He started desi bird farming initially to sale adult birds for meat pupose, then he moved to sale of chicks, for breeding, he started his own hatching unit and converted it in to a community hatching centre
10.	Innovative package of practice adopted	Hatching of eggs using incubator Cage system of rearing chicks up to 1 month Adoption of nipple drinker and feeder in free range system Cultivation of mixed fodder and using poultry mini chaff cutter
11.	TANUVAS technologies adopted	TANUVAS Mineral mixturte used for concentrate feed preparation
12.	Details of saving of resources and inputs	Adopted free range system of rearing which conserves feed and other inputs
13.	Strategies adopted for control of disease	Adoption of scientific technologies in prevention of diseases and effective bio security measures for farm cleanliness.
14.	New technology adopted	<ul style="list-style-type: none"> ➤ Hatching of eggs using incubator ➤ Cage system of rearing of desi birds ➤ TANUVAS Mineral mixture used for concentrate feed preparation ➤ Nipple drinker and feeder in free range system ➤ Balanced feed ration of KVK, Namakkal was adopted
15.	Number of employment created	3 persons employed in the farm all over the year(2 family and 1 hired labourers)
16.	Tie up with other agencies	State Animal Husbandry Department and TANUVAS
17.	Economic empowerment of the farmer	He earned annual profit of 1.9 lakhs which can be utilized for day to day expenses and for professional education of his siblings He settled the loan of Rs4.0 lakhs
18.	Cost effectiveness of the practices adopted	Low cost technologies adopted
19.	Dissemination of information	➤ TV talk- Given by his wife on Rabbit farming for podihai

	to other farmers	<p>and Pudiya thalaimurai TV</p> <ul style="list-style-type: none"> ➤ He delivered lecture on alternative poultry farming for podihai ➤ Popular article written on rabbit farming in Pasumai vikatan ➤ Guest lecture delivered on desi bird farming, incubator usage and rabbit farming at KVK, Namakkal, VUTRC, Salem and VUTRC, Karur. ➤ Radio talk given on desi bird farming, incubator usage and rabbit farming at KVK, Namakkal for community radio station
20.	Recognition/ Awards by block/district/state Government & NGO agencies (if any)	<p>Felicitated at Innovative and Progressive farmer meet on January 2014 by NIANP, Bangalore.</p> <p>Outstanding farmer award during 8th SAC Meet of KVK, Namakkal during 2013</p> <p>Best stall Award in Alternative poultry farming on the occasion of Technology Dissemination Programme during 2010.</p> <p>Outstanding farmer award during SAC Meet of KVK, Namakkal during 2010.</p>
21.	Success stories/feature articles/papers published in newspapers / internet / journals, magazines etc.	<p>Mr. P.Manoharan is exchanging his own experiences and Scientific method of desi bird rearing everyday with the farmers and helping them to succeed in their business through his innovative ideas on Incubator and low cost technology in desi bird enterprise, Moreover he has prepared his own extension teaching materials leaflet and pamphlet in desi bird Management and distributing it to the farmers.</p> <p>Success story documented in the KVK Annual Award 2010-2011</p>
22.	Future plan	<p>Mr. P. Manoharan is having the idea to start “Community desi bird egg collection centres” in Salem and Namakkal District in 2017 to collect desi bird eggs from the farmers to hatch their eggs in the Community Incubator and distribute their respective chicks through collection Centres for saving their time, distance, expenses and to improve overall hatching percentage.</p>
23.	Any other information	<p>Mr. P. Manoharan has started desi bird & rabbit farming in the year 2003 but incurred huge loss and then approached K.V.K Namakkal during 2004, he attended number of trainings, seminar and conferences and learnt scientific method of rearing desi birds, guinea fowl and turkeys and started poultry and alternative poultry farming through adopting low cost Scientific method of desi bird farming.</p> <p>Subsequently he learnt incubator preparation method at mayiladurai and he customized his own incubator with the capacity of 90 eggs with the financial assistance of KVK, Namakkal to hatch the eggs of his farm in 2010.</p> <p>Then he established “Aaranya Community Incubator Centre” in 2011 with 5000 eggs capacity to cater the needs of desi bird farmers in the surrounding villages of Salem and Namakkal</p> <p>He has not only enhanced his own economical status and slowly started to help the nearby Desi bird farmers to hatch their eggs and also empowering the livelihood of progressive desi bird farmers in Salem and Namkkal district.</p>

