

SUCCESS STORY – Mr. THANGAVEL

DESI CHICKEN FARMING

1.	Name of the farmer	:	Mr.Thangavel,
2.	Address of the farmer	:	7/153,Konurkandampalayam Namakkal-637207
3.	Type of primary activity	:	Desi chicken farming consists of 6000 parent stock,2000 grower and producing 5000 chicks weekly Dairy farming consists of 4 milking cows and 4 calves of Cross bred jersey Goat farming consists of 40 adults and 30 youngs of crossbred boer, tellichery and salem black.
4.	Date of start of the farm	:	Desi chicken farming, Dairy farming and Goat farming started during the year 2000, 2005 and 2006 respectively.
5.	Details of Training undergone at VUTRC	:	-
6.	Advice received from VUTRC / FTC	:	Regular advisory service received from KVK, Namakkal.
7.	Sustainability of the farm	:	Diversification made in the rearing method and the poultry waste used as manure for organic farming and evolved as sustainable model.
8.	Income generated / annum	:	Rs.2,00,000(Profit)
9.	Diversification of the farming activity	:	Desi bird rearing, Goat rearing, Dairy farming and organic farming
10.	Innovative package of practice adopted	:	<ul style="list-style-type: none"> ➤ Artificial Insemination in desi chicken, ➤ Hatching of eggs using incubator ➤ Cage system of rearing of desi chicken
11.	TANUVAS technologies adopted	:	<ul style="list-style-type: none"> ➤ TANUVAS Mineral mixture used for concentrate feed preparation ➤ Mineral block used for small ruminant
12.	Details of saving of resources and inputs	:	Primarily having livestock farming and integrated with organic farming
13.	Strategies adopted for control of disease	:	Adoption of scientific technologies in prevention of diseases and cleanliness measurement of farm
14.	New technology adopted	:	<ul style="list-style-type: none"> ➤ Artificial Insemination in desi chicken ➤ Hatching of eggs using incubator ➤ Cage system of rearing of desi chicken ➤ TANUVAS Mineral mixture used for concentrate feed preparation ➤ Mineral block used for small ruminant
15.	Number of employment created	:	5 persons employed in the farm all over the year(2 family and 3 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 2.0 lakhs which can be utilized for day to day expenses and for education of his son

			➤ He earned no income in 2000 and from two chicken he established this farm and purchased new asset
18.	Cost effectiveness of the practices adopted		Low cost scientific technologies adopted in desi chicken farming, goat farming and dairy farming
19.	Dissemination of information to other farmers	:	TV talk given:2 Popular article written:2 Guest lecture delivered: 10 at KVK, Namakkal and VUTRC, Karur. A total of 10,000 farmers visited his farming and received advise for starting desi bird farming
20.	Recognition/ Awards by block/district/state Government & NGO agencies (if any)	:	Velan vithakar Award by makkal TV on 4.01.2009 Outstanding farmer award given in the commemoration of National Land Resources Conservation week celebration at KVK ,Namakkal
21.	Success stories/feature articles/papers published in newspapers / internet / journals, magazines etc.		6 success stories documented on his farm
22.	Future plan	:	Up scaling of desi bird enterprise
23.	Any other information	:	-