

## **Case study / Success Story to be developed – Two best only in the following format**

### **Profitable Vanaraja Rearing – A boon for rural women**

It has been recognised that, backbone of the rural poor women economy is backyard poultry rearing. One can able to earn daily income by sale of egg and periodical income by sale of bird with a little investment. However, the profit from rearing of local poultry bird is very low owing to its poor egg yield potential and body weight.

So, KVK, Bargarh has carried out demonstration on rearing management on Vanaraja poultry for higher profit owing to its rapid growth and more egg laying capacity. Through this programme a rural girl Miss Bijli Kumbhar D/o Sri Makardwaja Kumbhar of village Tamparsara was convinced to rear Vanaraja poultry as after leaving school she had engaged herself in local poultry rearing. So, she has been provided with 20 nos of 21 days old chicks and trend on proper feeding and rearing management with timely vaccination schedule.

By following KVK advice she could able to earn a gross income of Rs 12800/- from both meat and egg with a minimum maintenance expenditure of Rs 3500/- for these birds. Being influenced by this success now she has been rearing 200 birds in a unit from which she is earning Rs 7500/- per month. She has nearly saved Rs 70,000/- for her marriage in near future. She is also planned to make a poultry unit with capacity of 500 birds. By observing the success from rapid growth and more egg laying potential of Vanaraja poultry the other local poultry rearers have shown their interest for this profitable Vanaraja breed.

