

## Success Story VII

Name of the enterprise : Broiler Poultry Farming

Name and address of entrepreneur : Mr. Ravindra Laxman Dhurde  
At+ Post- Jamod Tq – Jalgaon Jamod

Dist- Buldana.

### Interventions of KVK with Quantitative data support

#### Training

Mr. Ravindra Laxman Dhurde is rural youth of Jamod Dist. Buldana, he is 12 th class passed. He is in contact with KVK from last 5 - 6 year. He is having 1.5 acre of irrigated land for production of agricultural crops like cotton, chilli, tomato & brinjal. During his visits to KVK he express his interest about agriculture subsidiary business like Poultry. Then he attended the vocational training in Broiler poultry Farming conducted by KVK during 17/03/2009 to 24/03/2009.

He attended the 7 days vocational training at KVK. During the training programme all information of Poultry Management like Breed management, care & management of day old chicks, feeding & watering management, Vaccination schedule & various diseases of poultry & their treatments are given to him.

During 10 days training all the participants visited to demonstration unit practice purpose in poultry shed like feeding & watering, Vaccination, Medicine practices.

#### Demonstration

In 2009-10 KVK has given FLD on vaccination in Broiler poultry birds. Also KVK gave benefits of FLD INM in Cotton to increase his production & income. He has regular contact with KVK for any problems occurred in his farm.

Field days, group meetings & Publicity & Marketing --

For Broiler poultry farming technical guidance given by KVK Scientist. Through various programmes like Krishi melawas, Agri. Technological week, Field day, trainings KVK gives wide publicity of his enterprise & also suggest to give advertisement in local mass media for marketing. For sales of birds KVK contacted him with the butchers and helping him for selling of birds.

#### Time line of entrepreneurship development of entrepreneur

After getting the training from KVK in the year 2009 initially he started rearing of poultry birds in existing infrastructure available on his farm. After selling of birds & agriculture produce he got some confidence about poultry farming. Then he constructed 500 birds poultry shed.& reared 500 birds at an interval of 15 days. He reared 7-8 batches in a year. In current year he reared 500 birds batch regularly.

#### Technical components in the enterprise

##### Raw materials

For poultry birds availability day old chicks , feed, feeder & drinkers purchase from M/S Patil poultry Traders, Jalgaon Jamod . We make contacts with them & co-operate with him.

##### Man power involvement

Only one man can also handle the farm. During the year 7-8 batches he reared. From Selling of birds he earned Rs. 50000-65000/- per year.

##### Economics

Year	Expenditure	Total income	Net income	C:B ratio
2009-10 (6batches)	160000	210000	50000	1:1.27

2010-2011 (7 batches)	180000	245000	65000	1:1.36
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#### Status of Entrepreneur before and after the enterprise

Before starting of broiler poultry farm, he earned Rs 50000/- income from his 1.5 acre land. After starting broiler poultry farm he earned income of Rs 50000-65000/- per year from Poultry and his income from land also increased because he used Poultry manure and curtail down expenditure on fertilizer.

#### Present Working condition of Enterprise

Presently he reared 500 poultry birds batch in his farm. Presently the cost of day old chicks & feed is more. Consumers preferred his poultry birds. Presently the butchers go there & purchase the poultry birds directly.

The cost of day old chicks is Rs 30/-, cost of feed is Rs54/-, medicine Rs 2/- per bird. i.e. expenditure per bird is Rs. 86/- and he selling rate is Rs 102/- per birds, so net income from single bird is Rs.16/-.

#### Horizontal spread

As a results of R. L. Dhurde poultry farming his neighbour also inspired after visiting his farm & started small poultry unit .Under guidance of KVK 3 newly small units of broiler poultry farm will be started nearby villages in Jalgaon tahasil. Now a days Mr. R.L. Dhurde working as a key poultry farmer for newly coming poultry rears.



Small scale Poultry Unit established by Mr. Ravindra Dhurde