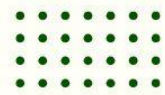


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CASE STUDY



FROM CONVENTIONAL FARMING TO AN INTEGRATED INTENSIVE FARM THROUGH DESI BACKYARD POULTRY

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Case Study

From Conventional Farming to an Integrated Intensive Farm (IIF) through Desi Backyard Poultry

- **Farmer:** Venkataiah Chinthakindi (Venkatayya)
- **Spouse:** Hanumamma
- **Village:** Nagi Reddy Palli
- **Mandal:** Bommaraspet
- **District:** Vikarabad, Telangana
- **Landholding:** 5 Acres
- **Supporting Institutions:** WASSAN, ARAKA Farmer Producer Company (FPC)
- **Year of Transformation:** 2023-24




BACKGROUND: A LARGE FAMILY WITH LIMITED LIVELIHOOD SECURITY

Venkatayya and Hanumamma live with their sons, daughters-in-law, and one younger daughter in Nagi Reddy Palli village of Bommaraspet mandal in Vikarabad district. The family owns five acres of agricultural land, of which one acre is under a mango orchard along with a farm pond. Every year, they cultivate about two acres of paddy, while redgram and cotton are the other major crops. They also grow a few vegetables for household consumption and local sales.

Venkatayya and Hanumamma regularly sat in the weekly markets selling vegetables and fruits as an additional income source. Despite owning land, the income from agriculture was

insufficient to meet the needs of their large family. Due to financial stress, their elder son Hanumanthu migrated to the Gulf in search of better livelihood opportunities. However, after a few years, he returned back home due to personal and family reasons. The younger son works as an electrician, and the younger daughter is currently continuing her schooling.

After the elder son returned, the family decided to complete the construction of a house on their two-acre farm, which had been pending for many years. Their plan was to shift from the village to the farm and intensify vegetable cultivation and fisheries in the farm pond. In 2023, they started fish cultivation in the farm pond. However, the first cycle did not go as expected—some fish were stolen, and a few died before harvest, resulting in partial losses.



**“I went to Vizag
with ambiguity,
not expecting
anything. That
exposure visits
actually made the
difference. Today,
farmers come to
my farm for
exposure visits,”**

~ Recalls Venkatayya

Although most of the farm work was being managed by family members and there was strong internal support, there was still ambiguity about how to generate stable and sufficient income from the farm.

The Turning Point: Exposure Visit to Visakhapatnam

In 2024, during a farmers' meeting organized by WASSAN, Anjilayya explained that farmers interested in **desi poultry rearing, farm pond fisheries, and integrated farming** would be taken on an exposure visit to the Vizag region. Venkatayya's family decided to participate despite not being very clear about what to expect.

The exposure visit introduced the family to successful models of integrated farming where poultry, fisheries, vegetables, orchards, and livestock were being practiced together in a sustainable manner. It helped them realize that desi poultry could be a profitable enterprise when managed scientifically as part of an integrated system.

Starting Desi Poultry with Institutional Support

After returning from the exposure visit, the family decided to include desi poultry as part of their farming system. With technical support from the WASSAN team, they began constructing a night shelter for the birds. However, the construction came to a halt due to lack of funds, as most of the household savings had already been invested in paddy and cotton cultivation.

Seeing the family's strong interest and commitment, ARAKA Farmer Producer Company (FPC) stepped in and provided a loan of ₹7,500 at zero interest, repayable in installments. With this support, the family completed the poultry shelter and procured 15 hens, in addition to the existing 5 hens and 3 cocks they already had.

"Desi birds have been part of our life since childhood, but we never thought that this could also become a profitable enterprise. Anjilayya and Narasimhulu regularly visit our farm and are always available on phone for any kind of guidance."

~ Hanumamma recalls

Capacity Building and Scientific Management

Venkatayya and his elder son **Hanumanthu** attended a **two-day awareness-cum-training programme**, which was hosted at their farm itself and organized by **WASSAN and ARAKA FPC**. The training covered all critical aspects of desi poultry rearing, including:

- Low-cost shelter management
- Balanced feed management using local resources
- Common poultry diseases and their management
- Mandatory vaccination schedule
- Creation of a separate quarantine space for newly hatched chicks and mother birds

- Establishment of an azolla pit for low-cost protein supplementation

Most of these components were set up immediately as part of the hands-on training. The training brought clarity, confidence, and a systematic approach to poultry management within the family.

Transition to an Integrated Intensive Farming System

Today, the family's **two-acre farm is being transformed into an Integrated Intensive Farm Model**. The mango orchard is now integrated with vegetable cultivation, the farm pond has been converted into an **eco-farm pond for fisheries**, and desi poultry is rapidly expanding with plans to maintain **up to 200 birds at a time**.

Current Flock size: 130 Birds			
40 Hens	20 roosters	20 Growers	50 chicks



With poultry integrated into the system, their income has **nearly doubled compared to what they earlier earned from crops alone**. Poultry has provided regular cash flow, unlike seasonal crop income.



“Now we are growing most of what we eat—desi paddy, vegetables, dal, millets, fruits, fish, and meat. In the near future, we will also include ram lambs and cows and make this a complete integrated farm. The inclusion of poultry was a real game changer for us.”

~ Hanumamma recalls,

Impact on Household Livelihood

The inclusion of desi poultry has significantly strengthened the family's economic stability. Regular income from bird sales has supported household expenses and reduced financial stress. The interest-free loan system through ARAKA FPC prevented them from falling into high-interest debt, and timely handholding from WASSAN ensured smooth operations.

Nutritionally, the household now has regular access to eggs, meat, vegetables, fruits, fish, and millets produced on their own farm. This has improved the overall quality of diet for all family members, especially women and children.



Income (Oct 2024 – Sept 2025)

Over a period of one year, enkatayya successfully sold live birds at an **average rate of ₹ 400 – 600 per kg**. The income calculation includes both sales and the value of household consumption.

Total Value Generated: Rs. 1,05,900

(including household consumption of 16 Birds and 70 eggs).

Women's participation, particularly that of Hanumamma, has increased in day-to-day farm and poultry management. She now actively takes part in decision-making related to poultry operations and income utilization.

Psychologically, the family has moved from uncertainty and partial failures to confidence and leadership. Today, their farm itself has become a **learning site**, with farmers visiting for exposure and guidance.

Present Status and Future Plans

At present, the family is steadily expanding their poultry unit, strengthening shelter infrastructure, and improving biosecurity

measures. They plan to scale up bird strength to 200 birds in phases. Along with poultry and fisheries, they aim to integrate **ram lamb rearing and cows** into the system, making their farm a **fully diversified and self-sustaining integrated model farm**.

Their long-term vision is to depend less on external markets for food and income and build a resilient, climate-smart livelihood system for present and future generations.

Conclusion

The journey of Venkatayya and Hanumamma clearly demonstrates the power of exposure, institutional credit, continuous handholding, and integrated farming approaches in transforming conventional agriculture into a resilient livelihood system. What started with ambiguity and losses has now become a model of integrated farming where desi poultry plays a pivotal role in income, nutrition, and confidence building.

Month	Birds sold this month	Birds-Own consumption	Eggs-own consumption	Total Income by Birds Incl Own use	Forage area Income
1-Oct-24	12	0	20	12,000	0
1-Nov-24	0	0	10	0	0
1-Dec-24	6	0	0	3,000	0
1-Jan-25	2	4	10	3,600	0
1-Feb-25	15	0	0	12,000	0
1-Mar-25	2	2	20	3,000	0
1-Apr-25	4	3	0	5,500	0
1-May-25	0	0	0	0	0
1-Jun-25	4	1	10	4,300	15,000
1-Jul-25	12	0	0	6,500	0
1-Aug-25	0	0	0	0	0
1-Sep-25	40	6	0	31,000	10,000
Grand Total	97	16	70	80,900	25,000



Venkatayya and his family with SERP CEO, Shri Divya Devrajan *IAS* and District Collector Shri Prateek Jain *IAS* during their field visit to farm.

