

# Renu Mallick's Empowering Local Desi Chicken Farming

📍 Kamberikia, Raikia, Kandhamal

In Kamberikia village, Sugadabadi Gram Panchayat, Raikia block, Kandhamal district, Odisha, Renu Mallick, a 42-year-old tribal woman, has transformed her traditional poultry farming into a thriving enterprise. Supported by the Special Programme for Promotion of Integrated Farming (SPPIF) and WASSAN's Desi Backyard Poultry Challenge Fund (DBPCF), her journey from subsistence to success highlights the potential of local chicken production units. This case study showcases her rise as a model farmer, inspiring her community with sustainable practices.



## Background

Kandhamal is the 2nd highest forest covered District in Odisha after Mayurbhanj. Renu, married to Sunanda Pradhan and mother of two, hails from a family with an average financial and societal standing. Before SPPIF, her community relied on traditional backyard poultry and goat rearing as a key source of income. However, limited attention to housing, feeding, and health led to high mortality from diseases and predators, restricting profitability and productivity on her modest land.

## Challenges & Problems Addressed

Before intervention, Renu faced inconsistent production due to poor housing, inadequate feed, and a lack of veterinary care, making her flock vulnerable to diseases and wild animals. High mortality rates and traditional methods hindered income stability. SPPIF addressed these by introducing separate shelters and training, while the Challenge Fund motivated her to excel, targeting over Rs. 1,00,000 earnings for a Rs. 10,000 reward, fostering competition and sustainability.

## Interventions and Support

Renu benefited from SPPIF, implemented by SWATI, which focused on enhancing integrated farming incomes. She received support to construct a poultry shelter as part of over 1,000 built across ten GPs, and her farm became one of ten local chicken

breeding centres managed by Self-Help Groups (SHGs) and women farmers. Trainings covered feeding, disease management, and vaccination, equipping her with modern techniques.

## Innovations and Best Practices

Renu adopted innovative shelters to protect her flock, reducing predator losses. Best practices included regular vaccination, deworming, and improved feeding, minimizing disease risks. Her breeding centre, integrated with sustainable farming, serves as a proof-of-concept model. The Challenge Fund's bankable framework, built on WASSAN's decade-long expertise with over 500 entrepreneurs, promotes replicable practices, enhancing social and economic impact across Andhra Pradesh, Telangana, and Odisha.



## Strategy

The strategy combined infrastructure development with skill-building through SPPIF trainings and Challenge Fund mentoring. Registration involved Cluster Resource Persons capturing data via Open Data Kit, ensuring transparency. Renu is committed to enterprise development and monitoring, aligning with expectations to drive growth. The competitive contest incentivized high performance, supported by WASSAN's advocacy for policy investment in Desi BYP.

## Capacity Building Training

WASSAN have organised capacity building training for the poultry farmers at different level. She attended the block level training at Raikia and Regional level training in Bhawanipatna under SPPIF. She also participated in the **State Level Training of Ethno-Veterinary Practices** facilitated by WASSAN under the close guidance of **Dr. Balaram Sahu** in the month of May 2025. Followed the natural way of curing birds with using easily accessible plants with in the farm.

Block Veterinary Officer (BVO) and Veterinary Assistant Surgeon (VAS) also frequently visited to her ICPU unit during the field visit/vaccination camp.

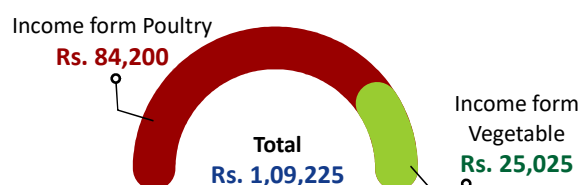


## Cost and Time Frame

The Indigenous Chicks Production Unit was constructed by SPPIF Scheme estimated cost 1,56,500/- (Rs.1,28,100/-from SPPIF Share) in 2023-24. On-going mentoring under the Challenge Fund extends into 2025, ensuring low operational expenses.

## Income of the Beneficiary

Renu earned Rs. 34,200 in the first year and Rs. 46,500 in the second from chick sales, totalling Rs. 59,000, after deducting Rs. 1,500 for vaccines and Rs. 20,200 for maintenance over two years. during the Desi Poultry Challenge Period (Oct-2024- Sep 2025) her income was more than 1 lakh from selling of birds and of vegetables. With the potential to surpass Rs.1, 09,225/- annually through scaling, she qualifies for the DBPCF reward. Peak bird selling period is December and January due to Christmas & New year celebration.



Period	Birds Sold (Nos.)	Income from Selling of Birds	Birds Consumed (Nos.)	Egg Consumed (Nos.)	Income from Selling of Vegetables	Total Income
October-2024 to September 2025	118	Rs. 84,200	24	194	Rs. 25,025	Rs. 1,09,225



## Package of Practices Followed

Renu maintains a flock with improved housing, regular vaccination, and deworming. She uses quality feed and biosecurity measures, learned through SPPIF, to ensure healthy production. Her breeding centre supplies chicks locally, integrating poultry with sustainable farming practices as per Challenge Fund guidelines.

## Success and Growth

Renu's farm now supports a thriving local chicken unit, boosting her family's income and food security. Her success inspires other SHG members, positioning her as a community leader. Plans to expand her breeding centre reflect growth, while SPPIF and the Challenge Fund amplify her impact, promoting women's empowerment and tribal livelihoods.



Harvesting Green Beans and Ridge Gourd



Harvesting Green Leafy Vegetables