



Korra Amala's journey

Secure livelihoods through Integrated Desi Poultry in Maa Thota Agroforestry in the tribal Area of Andhra Pradesh

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Mrs. Korra Amala's journey

Background

Mrs. Korra Amala is a rain-fed farmer who lives with her husband, Mr. Barika, belong to a tribal community residing in the Eastern Ghats of India, in Gattarjillade Village of Araku Valley Mandal, ASR District—an area often referred to as the “Ooty of Andhra Pradesh.” The valley is inhabited by diverse tribal groups known for traditional farming practices and handicrafts and is particularly renowned for its globally acclaimed organic Araku coffee. The region’s fertile soils support the cultivation of millets, vegetables, spices, and a wide range of horticultural crops.

The couple married at a young age in 2000, having completed only their Class 10 education before their families arranged their marriage. In the initial years, they struggled to secure a stable livelihood. To support the household, Mr. Barika worked in multiple trades, including tailoring, bike mechanics, masonry, carpentry, wage labor, and seasonal migration for daily work opportunities. With three children to raise, the family hoped to remain in their own village and find work closer to home, driven by a shared dedication to community development.

Over time, Mr. Barika transitioned into social work, while Mrs. Amala managed the household and took on the role of Agricultural Resource Person (ARP) under a community-based program, contributing both to her

family’s livelihood and to the advancement of local farming practices.

Turning Point: Entry into Desi Poultry Enterprise (2018–19)

In December 2018, Amala participated in a village meeting as a member of the **Dhurgabhai SHG**, where she learned about a loan and technical support available for Desi Poultry Enterprise under the **CR-ZBNF Blended Finance Model**, supported by WASSAN.

The family owned 5 acres of land (3 acres *Konda Podu* and 2 acres *Mettu* land). The fallow land, filled with large stones, had been developed earlier under the **NABARD - Maa Thota program**, where fruit and forest species were planted.





She planned to integrate poultry rearing into her orchard to generate additional income through Desi birds. The orchard hosts a variety of fruit species, including papaya, sapota, mango, jackfruit, amla, pineapple and drumstick. Spoiled or damaged fruits and vegetables from the orchard can be efficiently utilized as feed for the birds, reducing waste and lowering input costs.

Investment and Project Support

After discussing with her family, Amala availed a loan of **25,000** to initiate the Desi Poultry unit. Additionally, the family contributed **1 lakh from their savings** to construct the poultry

shed, develop the necessary infrastructure, and complete the fencing around the farm area. Their investment also included significant **labor contribution from the family**, which reduced the overall establishment cost.

Amala began her Desi poultry activity in January 2019 with **50 birds**, financed through the Rs.25,000 as loan. Her repayment model required her to supply chicks to **25 SHG households**, which she completed in the first year.

Ms. Amala successfully integrated Desi poultry into her existing orchard land. At the time of the interview, her flock size totaled 102 birds, comprising 27 hens, 16 roosters, 25 growers, and 34 chicks.

Year	Remarks	Income
2019-20	Despite losing money due to stray dog predation, I still managed to earn money	60,000
2020-21	Forage sales are also included in good production	1,00,000
2021-22	Stable production and sales	1,00,000
2022-23	46 birds were killed by a predation attack	80,000
2023-24	Snake attacks occurred, but a good recovery was made.	1,20,000
2024-25	Total income is Rs. 1.77 Lakhs, which includes sales of products from the forage area of Rs. 79500, through sales of poultry of Rs. 76,400, and family utilization worth Rs. 12800 (23 birds and 57 eggs).	1,70,700

Amala also began aligning her cropping system with the feed requirements of her poultry, cultivating grains such as foxtail millet, finger millet, and paddy to reduce feed costs. She received training on vaccination and deworming to safeguard her flock and shared that she has never lost birds to major disease outbreaks. Even during periods when other households in the village experienced poultry deaths, she was able to protect her birds through precautionary ethno-veterinary practices. Her integrated poultry farm is located about 500 meters from her residence, and she continues to rely entirely on locally available herbal remedies for poultry health management.

Ethno-Veterinary Practices followed

- **For chicks (first 7 days):** Fresh water mixed with jaggery and turmeric is provided to enhance general immunity.
- **For cold conditions:** Chopped garlic cloves and ginger slices are fed to alleviate cold symptoms.
- **For respiratory issues:** A herbal bolus made from ginger, black pepper, and garlic is administered.

- **During summer heat:** Aloe vera pulp and seasonal fruits are given to help birds cope with high temperatures.
- **For fowl pox prevention:** Warts are cleaned with potassium permanganate solution and neem paste is applied externally for 3–4 days.
- **For deworming:** Nelavemu (whole plant) along with papaya seeds are used as natural dewormers.
- **As natural feed supplements:** Papaya leaves, moringa leaves, betel leaves, and banana leaves are incorporated into the diet.
- **For external parasite control:** Custard apple leaves, tulasi, and neem leaves are used to repel and reduce parasites.

Livelihood Impact

The integrated Desi poultry and Maa Thota model significantly improved the family's resilience:

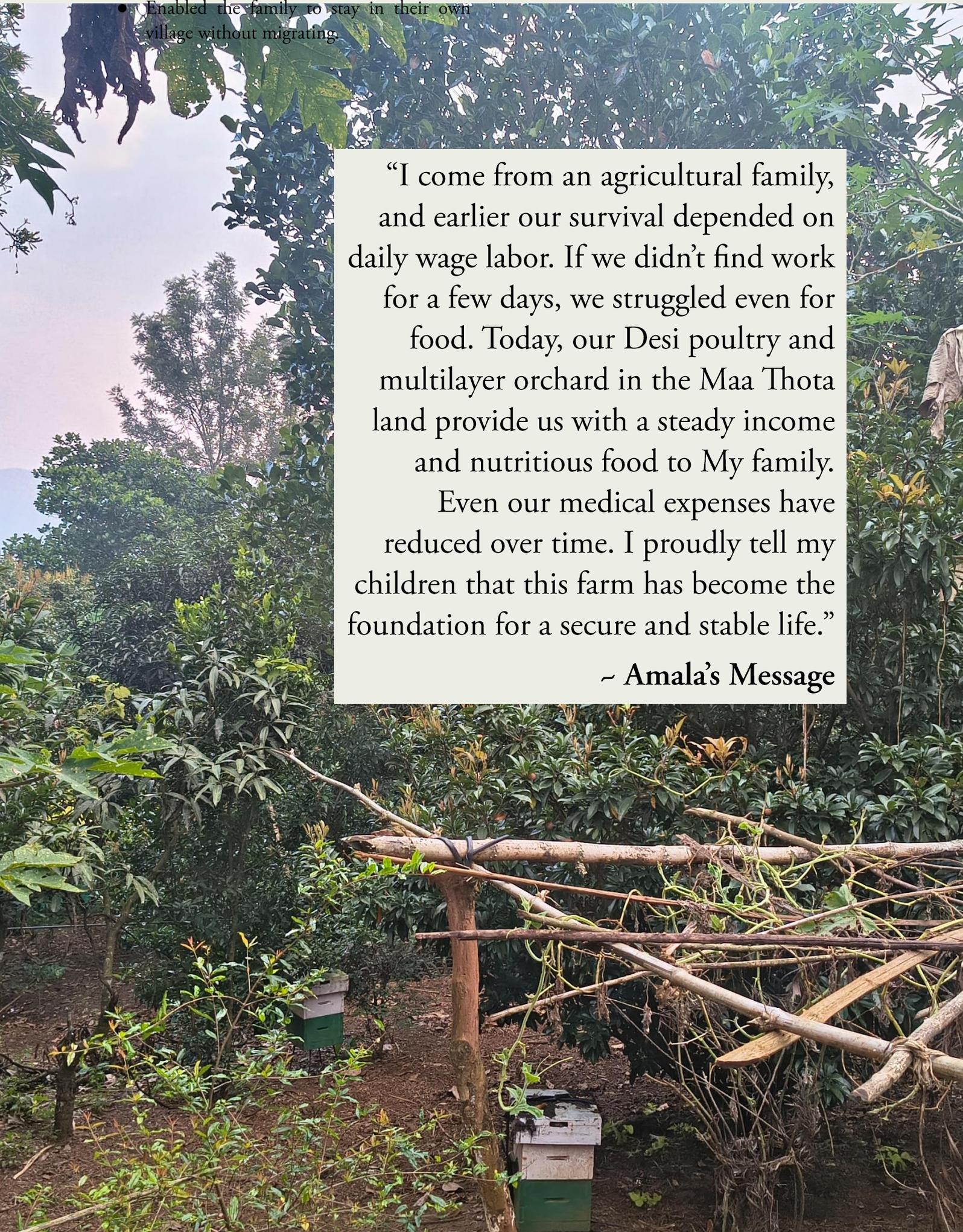
- Ensured **regular income** from forage and poultry sales.
- Reduced household **medical expenses** due to improved nutrition.
- Reduced dependency on wage labor.
- Improved **food security** and **diet diversity**.

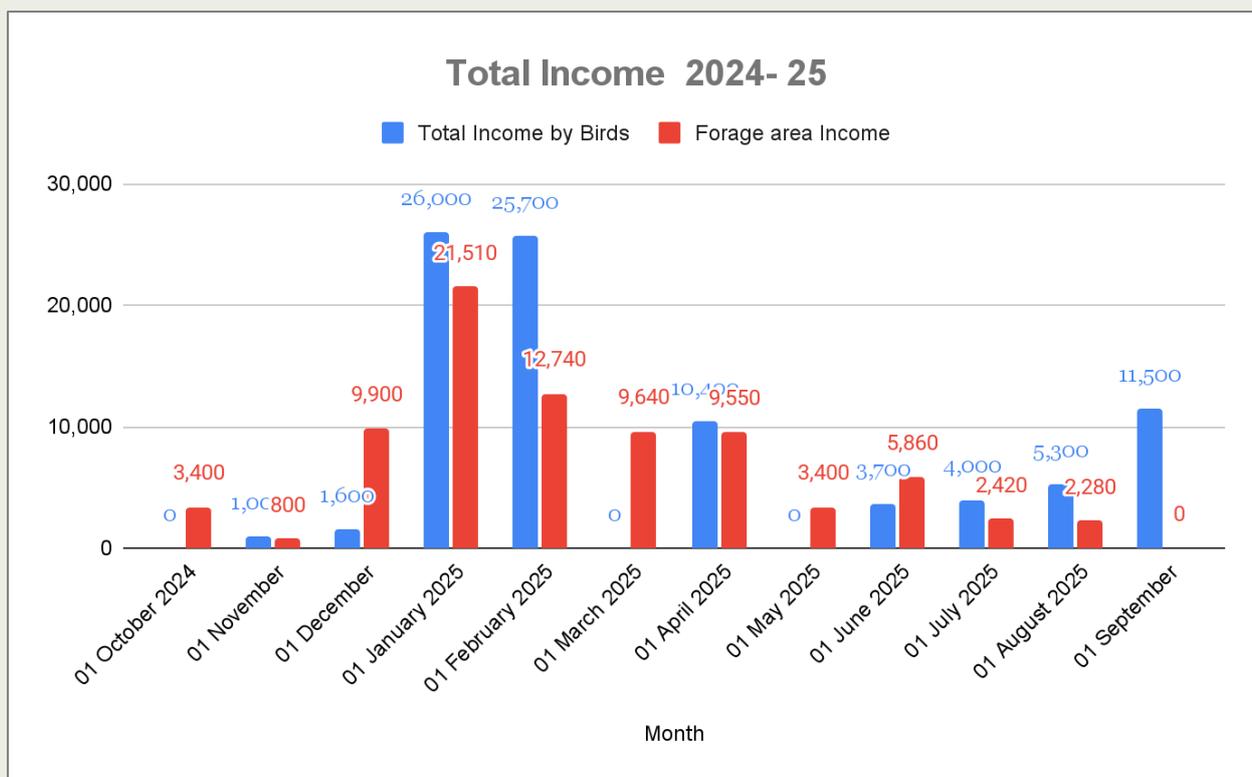
- Enabled the family to stay in their own village without migrating

“I come from an agricultural family, and earlier our survival depended on daily wage labor. If we didn't find work for a few days, we struggled even for food. Today, our Desi poultry and multilayer orchard in the Maa Thota land provide us with a steady income and nutritious food to My family.

Even our medical expenses have reduced over time. I proudly tell my children that this farm has become the foundation for a secure and stable life.”

~ Amala's Message





Income for Forage Area

Particular	Total Production	Sold	Consumption	Rate per kg	Amount
Banana (Bunch/Stalk)	102	94	8	300	30600
Papaya	97	80	17	20	1940
Drumstick (Lumsump)	NA	NA	NA	NA	3000
Custard Apple	35	28	7	48	1680
Sapota	500	451	49	50	25000
Mango	210	96	114	30	6300
Cassava	59	55	4	20	1180
Bottle guard	40	32	8	40	1600
Tubers (Colacasis and Diosocrea)	—	—	—	—	5000
Vegetables	160	—	100	20	3200
	TOTAL				79500

Income Status (Month-Wise data)

Month	Sales of Birds	Birds-Own consumption	Eggs-own consumption	Total Income by Birds Incl Own use	Forage_Income
01 October 2024	0	0	0	0.00	3,400.00
01 November 2024	1	0	5	1,000.00	800.00
01 December 2024	1	0	0	1,600.00	9,900.00
01 January 2025	32	1	0	26,000.00	21,510.00
01 February 2025	10	1	0	25,700.00	12,740.00
01 March 2025	0	0	0	0.00	9,640.00
01 April 2025	4	4	20	10,400.00	9,550.00
01 May 2025	0	0	5	0.00	3,400.00
01 June 2025	3	2	15	3,700.00	5,860.00
01 July 2025	2	2	12	4,000.00	2,420.00
01 August 2025	4	1	0	5,300.00	2,280.00
01 September 2025	5	2	0	11,500.00	0.00
Grand Total	62	13	57	89,200.00	81,500.00
	Total sales of birds	Total Birds-Own consumption	Total Eggs-own consumption	Total Income by Birds Incl Own use	Total Forage_Income
12 Months total (year)	62	13	57	89200	81500
Avg of each Month	5	1	5	7433	6792



