



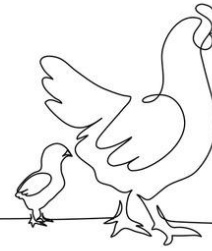
JOURNEY OF DESI POULTRY ENTREPRENEURS: EXPERIENCE & INSIGHTS



SMILE Training Institute,
Department of Animal
Husbandry (DoAH),
Visakhapatnam

6th December 2025

JOURNEY OF DESI POULTRY ENTREPRENEURS: EXPERIENCE & INSIGHTS



Venue: SMILE Training Institute, Department of Animal Husbandry (DoAH), Visakhapatnam

Date: 6th December 2025

CONTEXT OF THE MEETING

During 2024–25, WASSAN, in collaboration with the Tribal Welfare Department and the Animal Husbandry Department of Andhra Pradesh, implemented a program to promote Desi Poultry Entrepreneurs at the Gram Panchayat level and to strengthen the local supply chain of desi chicks for women members. Through this initiative, over 900 desi poultry breeding farm enterprises emerged across the country.

The Desi Poultry Breeding Farm is a half-acre integrated model comprising a poultry shed with a capacity of 200 birds, along with orchards and cucumbers cultivated within the forage area. Under rainfed conditions, farmers typically leave their land fallow after harvesting the kharif crop in December, resulting in the land remaining unused for nearly six months (January to June).

By adopting this integrated poultry model, rainfed farmers can utilize their land throughout the year, generate regular income, and improve access to protein-rich food, thereby strengthening household nutritional security.

To create a platform for cross-learning and to document testimonial evidence from Desi poultry farmers, WASSAN instituted a **Desi Poultry Challenge Fund**. Applications were invited from existing Desi poultry entrepreneurs with a minimum of one year of experience and a farm capacity of at least 25 hens.

PARTICIPANTS

- Backyard Poultry (BYP) Entrepreneurs from Andhra Pradesh, Telangana & Odisha
- Dr. Y. Simhachalam
Additional Director, Animal Husbandry, Visakhapatnam
- Dr. S. Srinivas Rao
Deputy Director, Animal Husbandry, SMILE
- Dr. Sabyasachi Das
Executive Director, WASSAN
- Dr. ML Sanyasi Rao
Associate Director, WASSAN
- Mr. Swamy
AP State Coordinator, APF
- Mr. Manmadha Rao
Head of Adivasi Mitra
- Mr Chaitanya
Team lead -SVDS team
- WASSAN field teams from Araku, Paderu & Visakhapatnam

award of ₹ 10,000 for presence and participation at a grand success



A total of 50 entrepreneurs registered, of which 30 applications were scrutinized and selected. Baseline data was collected, and a refresher training programme was conducted to ensure systematic adoption of Standard Operating Procedures (SOPs).

The contest was conducted from 1 October 2024 to 1 September 2025, during which performance and operational data were regularly captured.

On 6 December 2025, officials from the Department of Animal Husbandry were invited to listen to the experiences of desi poultry farmers and to provide their inputs. The sharing workshop was conducted at the SMILE Campus, Visakhapatnam. Desi poultry farmers from Odisha, Telangana, and Andhra Pradesh participated in the workshop.

The workshop commenced with a warm welcome by **Mr. Uday Kumar** to all dignitaries and participants, followed by an introductory song by **Mr. Ventappa**, a Desi poultry farmer from Telangana. The workshop aimed to share field-level learning experiences, analyze enterprise performance using real-time data, and identify future pathways for scaling Desi Backyard Poultry (BYP) enterprises.

Mr. Uday invited **Dr. Simhachalam**, *Additional Director, Department of Animal Husbandry (DoAH)*, **Dr. Sabyasachi Das**, Executive Director, WASSAN; and **Dr. M. L. Sanyasi Rao**, Associate Director, WASSAN, to take the dais and lead the subsequent proceedings of the learning workshop.

Dr. M. L. Sanyasi Rao set the context and background of the meeting through a formal PowerPoint presentation.

Presentation on the WASSAN Journey

Dr. ML Sanyasi Rao presented the journey of WASSAN in promoting Desi backyard poultry across India. He highlighted that India has more than 20 registered native poultry breeds that perform well under local ecological conditions. The Desi Poultry Enterprise initiative began in Srikakulam (ATMA)



and RRA Network, and later expanded through collaborations with the Animal Husbandry Department, TRICOR, and various CSOs, supported technically by WASSAN.

- 1,000 Desi poultry enterprises established across 9 states
- ODK-based monitoring system adopted to track enterprise parameters such as flock size, vaccination, deworming, mortality & sales
- 52 Applications were received out of that, as per the criteria, 26 entrepreneurs selected under the Poultry Challenge Fund for data-based learning
- 82% of income from birds and 18% from forage, varying by region
- Seasonal income peaks: Dasara in AP and Bonalu in Telangana, Nuakhai in Odisha
- Mortality is highest in May (6–8 birds), mainly due to heat stress; predator loss ~3 birds/year

Mr. Balaram (MIS) demonstrated the dashboard and shared key findings.



ENTREPRENEUR SUCCESS STORIES

Mr. Udaykumar facilitated the session. All the participating poultry entrepreneurs shared their experiences and interacted closely with Dr. Simhachalam, Additional Director, DoAH. During their presentations, the entrepreneurs highlighted the challenges they faced, the strategies adopted to address them, and their success in terms of farm management and income generation. They also shared their initiatives and innovations, particularly in forage management and the use of herbal remedies in poultry rearing. A few BYP entrepreneurs have additionally established paddy de-hulling units, through which they obtain rice bran while offering de-hulling services to fellow farmers in their villages.



The entrepreneurs have also planted several medicinal and culinary herbs in the forage area, including turmeric, ginger, garlic, onion, Kalabanda (*Aloe vera*), Nelavemu (*Andrographis paniculata*), Bitter gourd, Tulasi, Vasa (*Acorus calamus*), lemongrass, custard apple (Seethapal), and papaya. These plants are commonly used in poultry healthcare for both preventive and curative purposes, particularly in managing respiratory and digestive disorders, as well as other non-contagious diseases.

A live demonstration of Desi poultry breed farming practices and locally prepared herbal medicines was conducted during the event. In addition, Package of Practices (PoP) posters developed by WASSAN were displayed. These materials showcased the backyard poultry model and facilitated peer learning, cross-learning, and better understanding of the Desi poultry enterprise among participating farmers.

KEY INPUTS FROM VETERINARY EXPERTS FROM DEPARTMENT OF ANIMAL HUSBANDRY



DR. S. SRINIVASA RAO, DEPUTY DIRECTOR – SMILE

Native birds generally have a higher immune response and better disease resistance compared to cross-bred birds. However, preventive vaccination measures are essential, and regular monthly deworming is necessary to maintain bird health.

During vaccination campaigns, at least 80% of the bird population must be covered; otherwise, there is a high risk of disease spread and infestation.

Proper carcass disposal is a critical village-level practice. Dead birds should be buried deep, with salt and lime applied at the burial site to prevent the spread of infection.

Important Vaccines:

- RD & F1: Once every 5 weeks
- R2B / RDK: Once every 6 months for adult birds
- There is no curative treatment after an RD outbreak; therefore, prevention through timely vaccination is the only effective solution.



DR. Y. SIMHACHALAM, ADDITIONAL DIRECTOR –DOAH

- Appreciated WASSAN for demonstrating a proof of concept for scalable BYP enterprises
- Emphasized revival of Desi poultry amidst decline due to urbanization
- Compared broiler and Desi poultry economics & regenerative characteristics
- Encouraged integration with natural farming and improved supply chain for native birds



DR. SABYASACHI DAS, EXECUTIVE SECRETARY, WASSAN

- The importance of scaling the BYP model through peer learning was emphasized. Each entrepreneur was encouraged to mentor at least 10 farmers and support them in establishing similar units within their villages. This approach would help develop villages as hubs for Desi poultry, making it easier for buyers to access produce at the

farm gate and ensuring better bargaining power through collective marketing.

- Opportunities for alignment with the PM Lakhpati Didi programme were also highlighted. In addition, an appeal was made to the Department of Animal Husbandry (DoAH) to develop dedicated plans for promoting Desi Poultry Enterprises under NRLM and other schemes and programmes implemented as part of the PMGUA framework.

AWARD CEREMONY

Dr. Simhachalam and Dr. Sabyasachi Das presented participation certificates to all BYP entrepreneurs. Based on data analysis, the top three entrepreneurs were identified and selected for achieving net annual incomes exceeding ₹1 lakh through intensive and integrated BYP farm enterprises.

These outstanding Desi poultry entrepreneurs, one from each state, were honoured with a cash award of ₹10,000 each, jointly presented by WASSAN and the Department of Animal Husbandry (DoAH) in recognition of their exemplary performance.



AWARDEES

- **First Prize:** Ms. Tambelli Devi, G. Madugula, Andhra Pradesh, for achieving an annual income of ₹2,04,550 from Desi poultry.
- **Second Prize:** Ms. Renu Mallick, Raikia Block, Kandhamal District, Odisha, with an annual income of ₹1,09,225.
- **Third Prize:** Mr. Venkataiah Chinthakindi, Bommaraspet Block, Vikarabad District, Telangana, with an annual income of ₹1,05,900.

CONCLUSION

The workshop showcased strong evidence of livelihood transformation achieved through Desi Backyard Poultry. The integration of traditional knowledge, improved management practices, and locally available feed resources demonstrated the significant potential of this model for rural and tribal households.

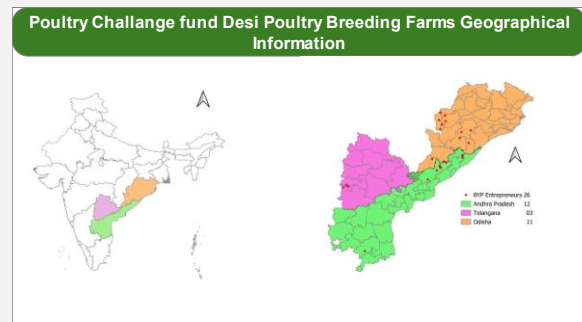
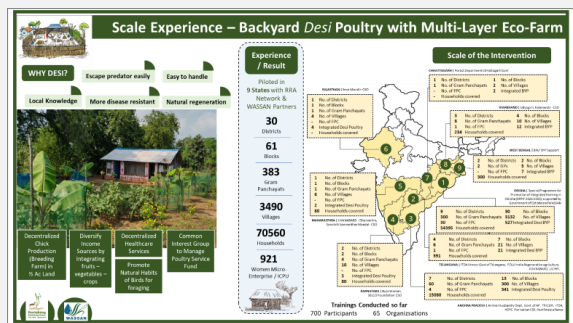
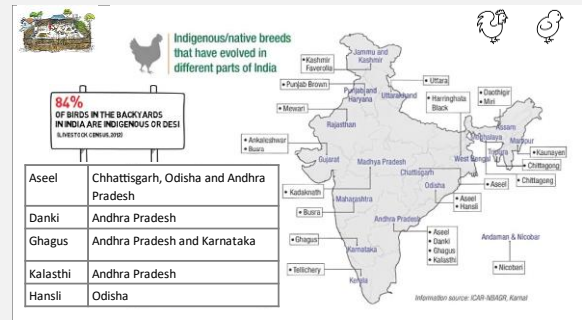
Participants expressed a strong commitment to scaling up Desi Poultry Model Farms, recognizing it as a promising enterprise for tribal areas. The meeting noted that this model can be effectively integrated into the Integrated Farming Cluster (IFC) approach being implemented by SERP Andhra Pradesh, also with convergence support from the Tribal Welfare Department.



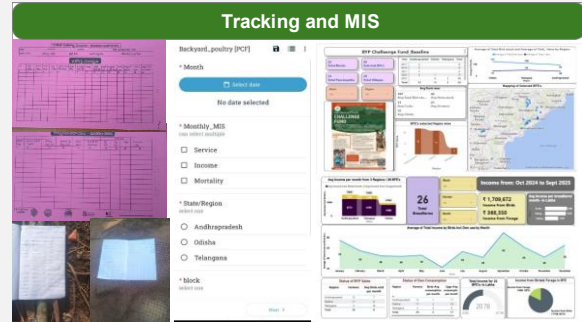
ANNEXURES

JOURNEY OF DESI POULTRY ENTREPRENEURS: EXPERIENCE AND INSIGHTS

Presentation [\[Click here to download\]](#)



JOURNEY OF DESI POULTRY ENTREPRENEURS EXPERIENCE & INSIGHTS

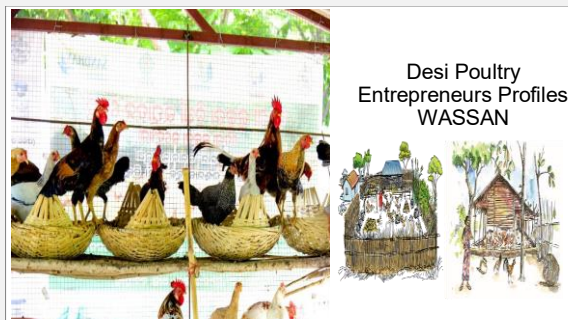


Association with the DoAH



DESI POULTRY ENTREPRENEURS' PROFILES

Presentation [[Click here to download](#)]



Tambelli Devi
Small Rainfed Tribal Farmer

Year of Unit Establishment: 2018

District: Alluri Sitharamaraju
Mandal: G Madugula
Panchayat: Vanjari
Village : Marripalem

Land ownership:
3 acres of rainfed land, out of which 0.5 acre is BYP integrated orchard land.

Current Flock size: 144 Birds
(24 Hens, 4 roosters, 40 Growers, 76 chicks)

The annual income of BYP Integrated Farm is Rs.2.11 Lakhs.

Surra Puspa
Small Rainfed Tribal Farmer

Year of Unit Establishment: 2021

District: Alluri Sitharamaraju
Mandal: Dumbiriguda
Panchayat: D Gonduru
Village : Karakaputtu

Land ownership:
3 acres of rainfed land, out of which 0.5 acre is BYP integrated orchard land.

Current Flock size: 73 Birds
(33 Hens, 5 roosters, 10 Growers, 25 chicks)

The annual income of BYP Integrated Farm is Rs. 0.69 Lakhs.

Korra Amala
Small Farmer Rainfed Tribal Farmer

Year of Unit Establishment: 2019

District: Alluri Sitharamaraju
Mandal: Arakuvalley
Panchayat: Pedalabudu
Village : Ganjaiguda

Land ownership:
5 acres of rainfed land, out of which 0.5 acre is BYP integrated orchard land (Maa Thota).

Current Flock size: 73 Birds
(33 Hens, 5 roosters, 10 Growers, 25 chicks)

The annual income of BYP Integrated Farm is Rs. 1.77 Lakhs.

Seendari Eswari
Small Rainfed Tribal Farmer

Year of Unit Establishment: 2019

District: Alluri Sitharamaraju
Mandal: Dumbiriguda
Panchayat: Sagara
Village : Mogiriguda

Land ownership:
3 acres of rainfed land, out of which 0.5 acre is BYP integrated orchard land.

Current Flock size: 54 Birds
(27 Hens, 3 roosters, 4 Growers, 20 chicks)

The annual income of BYP Integrated Farm is Rs 0.30 Lakhs.

Korra Kasulamma
Small Medium Rainfed Tribal Farmer

Year of Unit Establishment: 2017

District: Alluri Sitharamaraju
Mandal: Paderu
Panchayat: Iradapalli
Village : Chinthagondi

Land ownership:
6 acres of rainfed land, out of which 0.5 acre is BYP integrated orchard land.

Current Flock size: 91 Birds
(34 Hens, 12 roosters, 25 Growers, 20 chicks)

The annual income of BYP Integrated Farm is Rs 0.44 Lakhs.

Madakam Iaxmi

Small Rainfed Tribal Farmer



The annual income of BYP Integrated Farm is Rs 0.42 Lakhs.

Year of Unit Establishment: 2024

District: Alluri Sitharamaraju
Mandal: Gangavaram
Panchayat: Jaderu
Village : Chidipalem

Land ownership:
5 acres of rainfed land, out of which 0.5 acre is BYP integrated orchard land.

Current Flock size: 91 Birds
(34 Hens, 12 roosters, 25 Growers, 20 chicks)

Kuda Chandrakala

Marginal Rainfed Tribal Farmer



The annual income of BYP Integrated Farm is Rs 1.24 Lakhs.

Year of Unit Establishment: 2017

District: Alluri Sitharamaraju
Mandal: Pedabayalu
Panchayat: Pedakodapalli
Village : Peddakodapalli

Land ownership:
2.40 acres of rainfed land, out of which 0.5 acre is BYP integrated orchard land.

Current Flock size: 50 Birds
(27 Hens, 3 roosters, 10 Growers, 10 chicks)

Savara Sririsha

Small Rainfed Tribal Farmer



The annual income of BYP Integrated Farm is Rs 1.13 Lakhs.

Year of Unit Establishment: 2019

District: Parvathipuram manyam
Mandal: Seethampeta
Panchayat: Kottaguda
Village : Vabarelli Lakkayiguda

Land ownership:
4 acres of rainfed land, out of which 0.5 acre is BYP integrated orchard land.

Current Flock size: 116 Birds
(45 Hens, 23 roosters, 30 Growers, 18 chicks)

Savara Laxmi

Small Rainfed Tribal Farmer



The annual income of BYP Integrated Farm is Rs 1.13 Lakhs.

Year of Unit Establishment: 2019

District: Parvathipuram manyam
Mandal: Seethampeta
Panchayat: Kottaguda
Village : Vambarilli Nayuduguda

Land ownership:
3 acres of rainfed land, out of which 0.5 acre is BYP integrated orchard land.

Current Flock size: 77 Birds
(22 Hens, 6 roosters, 20 Growers, 15 chicks)

Savara Laxmi

Marginal Rainfed Tribal Farmer



The annual income of BYP Integrated Farm is Rs 0.66 Lakhs.

Year of Unit Establishment: 2019

District: Parvathipuram manyam
Mandal: Seethampeta
Panchayat: Manda
Village : Manda deesariguda

Land ownership:
2.5 acres of rainfed land, out of which 0.5 acre is BYP integrated orchard land.

Current Flock size: 93 Birds
(42 Hens, 16 roosters, 20 Growers, 15 chicks)

Savara Singammi

Small Rainfed Tribal Farmer



The annual income of BYP Integrated Farm is Rs 0.78 Lakhs.

Year of Unit Establishment: 2022

District: Parvathipuram manyam
Mandal: Seethampeta
Panchayat: Kottaguda
Village : K Chinthagondi

Land ownership:
4 acres of rainfed land, out of which 0.5 acre is BYP integrated orchard land.

Current Flock size: 105 Birds
(42 Hens, 15 roosters, 26 Growers, 22 chicks)

O. Yallareddy

Small Rainfed Farmer



The annual income of BYP Integrated Farm is Rs 0.49 Lakhs.

Year of Unit Establishment: 2021

District: Annamayya
Mandal: Vayalpad
Panchayat: Nagarimadugu
Village : Velagapalli

Land ownership:
5 acres of rainfed land, out of which 0.5 acre is BYP integrated orchard land.

Current Flock size: 146 Birds
(40 Hens, 20 roosters, 46 Growers, 40 chicks)

Shyam Sundar Majhi

Marginal Rainfed Tribal Farmer



The annual income of BYP Integrated Farm is Rs 0.65 Lakhs.

Year of Unit Establishment: 2023

District: Bolangir
Mandal: Turekela
Panchayat: Chatuanka
Village : Beherensilet

Land ownership:
1.5 acres of rainfed land, out of which 0.5 acre is BYP integrated orchard land.

Current Flock size: 53 Birds
(26 Hens, 10 roosters, 6 Growers, 10 chicks)

Tikeswar Dharua

Small medium Rainfed Tribal Farmer

Year of Unit Establishment: 2023



District: Bolangir
Mandal: Khaprakol
Panchayat: Telenpali
Village : Dudukipadar

Land ownership:
6 acres of rainfed land, out of which 0.5 acre is BYP integrated orchard land.

The annual income of BYP Integrated Farm is Rs 0.8 Lakhs.

Current Flock size: 78 Birds
(25 Hens, 3 roosters, 20 Growers, 30 chicks)

Mithun Dibaka

Marginal Rainfed Tribal Farmer

Year of Unit Establishment: 2023



District: Rayagada
Mandal: Chandrapur
Panchayat: Dangasorada
Village : Goiguda

Land ownership:
3 acres of rainfed land, out of which 0.5 acre is BYP integrated orchard land.

The annual income of BYP Integrated Farm is Rs 0.48 Lakhs.

Current Flock size: 122 Birds
(32 Hens, 22 roosters, 42 Growers, 26 chicks)

Renu Mallik

Marginal Rainfed Tribal Farmer

Year of Unit Establishment: 2023



District: Kandhamal
Mandal: Raikia
Panchayat: Sugadabadi
Village : Kambarkia

Land ownership:
2.5 acres of rainfed land, out of which 0.5 acre is BYP integrated orchard land.

The annual income of BYP Integrated Farm is Rs 1.09 Lakhs.

Current Flock size: 148 Birds
(42 Hens, 12 roosters, 12 Growers, 82 chicks)

Pittar Gamanga

Marginal Rainfed Tribal Farmer

Year of Unit Establishment: 2023



District: Gajapati
Mandal: Mohana
Panchayat: Chudangpur
Village : Gummiguda

Land ownership:
2.5 acres of rainfed land, out of which 0.5 acre is BYP integrated orchard land.

The annual income of BYP Integrated Farm is Rs 0.54 Lakhs.

Current Flock size: 88 Birds
(25 Hens, 8 roosters, 30 Growers, 25 chicks)

Madhuban Majhi

Marginal Rainfed Tribal Farmer

Year of Unit Establishment: 2023



District: Nuapada
Mandal: Komna
Panchayat: Michhapali
Village : Michhapali

Land ownership:
2.5 acres of rainfed land, out of which 0.5 acre is BYP integrated orchard land.

The annual income of BYP Integrated Farm is Rs 0.48 Lakhs.

Current Flock size: 126 Birds
(33 Hens, 9 roosters, 32 Growers, 52 chicks)

Dhaniram Bag

Marginal Rainfed Tribal Farmer

Year of Unit Establishment: 2022



District: Nuapada
Mandal: Boden
Panchayat: Litisargi
Village : Litisargi

Land ownership:
2 acres of rainfed land, out of which 0.5 acre is BYP integrated orchard land.

The annual income of BYP Integrated Farm is Rs 0.47 Lakhs.

Current Flock size: 93 Birds
(40 Hens, 8 roosters, 30 Growers, 15 chicks)

Kuntala Majhi

Small Rainfed Tribal Farmer

Year of Unit Establishment: 2023



District: Nuapada
Mandal: Sinapali
Panchayat: Khairpadar
Village : Khairpadar

Land ownership:
4 acres of rainfed land, out of which 0.5 acre is BYP integrated orchard land.

The annual income of BYP Integrated Farm is Rs 0.45 Lakhs.

Current Flock size: 39 Birds
(16 Hens, 5 roosters, 4 Growers, 14 chicks)

Lambodar Sabar

Marginal Rainfed Tribal Farmer

Year of Unit Establishment: 2023



District: Nuapada
Mandal: Nuapada
Panchayat: Kuliabandha
Village : Kuliabandha

Land ownership:
1.5 acres of rainfed land, out of which 0.5 acre is BYP integrated orchard land.



Current Flock size: 108 Birds
(20 Hens, 7 roosters, 21 Growers, 60 chicks)

The annual income of BYP Integrated Farm is Rs 0.51 Lakhs.

JOURNEY OF DESI POULTRY ENTREPRENEURS EXPERIENCE & INSIGHTS

Mogulana

Marginal Rainfed Farmer



The annual income of BYP Integrated Farm is Rs 0.92 Lakhs.

Year of Unit Establishment: 2023

District: Vikarabad
Mandal: Doma
Panchayat: Lingampally
Village : Lingampally

Land ownership:
3 acres of rainfed land, out of which 1 acre is BYP integrated orchard land.

Current Flock size: 64 Birds
(20 Hens, 7 roosters, 10 Growers, 27 chicks.)

C venkataiah

Small Rainfed Farmer



Year of Unit Establishment: 2023

District: Vikarabad
Mandal: Bomraspet
Panchayat: Nagireddypally
Village : Nagireddypally

Land ownership:
5 acres of rainfed land, out of which 1 acre is BYP integrated orchard land.

Current Flock size: 130 Birds
(40 Hens, 20 roosters, 20 Growers, 50 chicks.)

The annual income of BYP Integrated Farm is Rs 1.06 Lakhs.

Kavali Anjilappa

Marginal Rainfed Farmer



The annual income of BYP Integrated Farm is Rs 0.71 Lakhs.

Year of Unit Establishment: 2023

District: Vikarabad
Mandal: Doullhabad
Panchayat: Mattur
Village : Mattur

Land ownership:
2 acres of rainfed land, out of which 1 acre is BYP integrated orchard land.

Current Flock size: 140 Birds
(70 Hens, 19 roosters, 21 Growers, 30 chicks.)

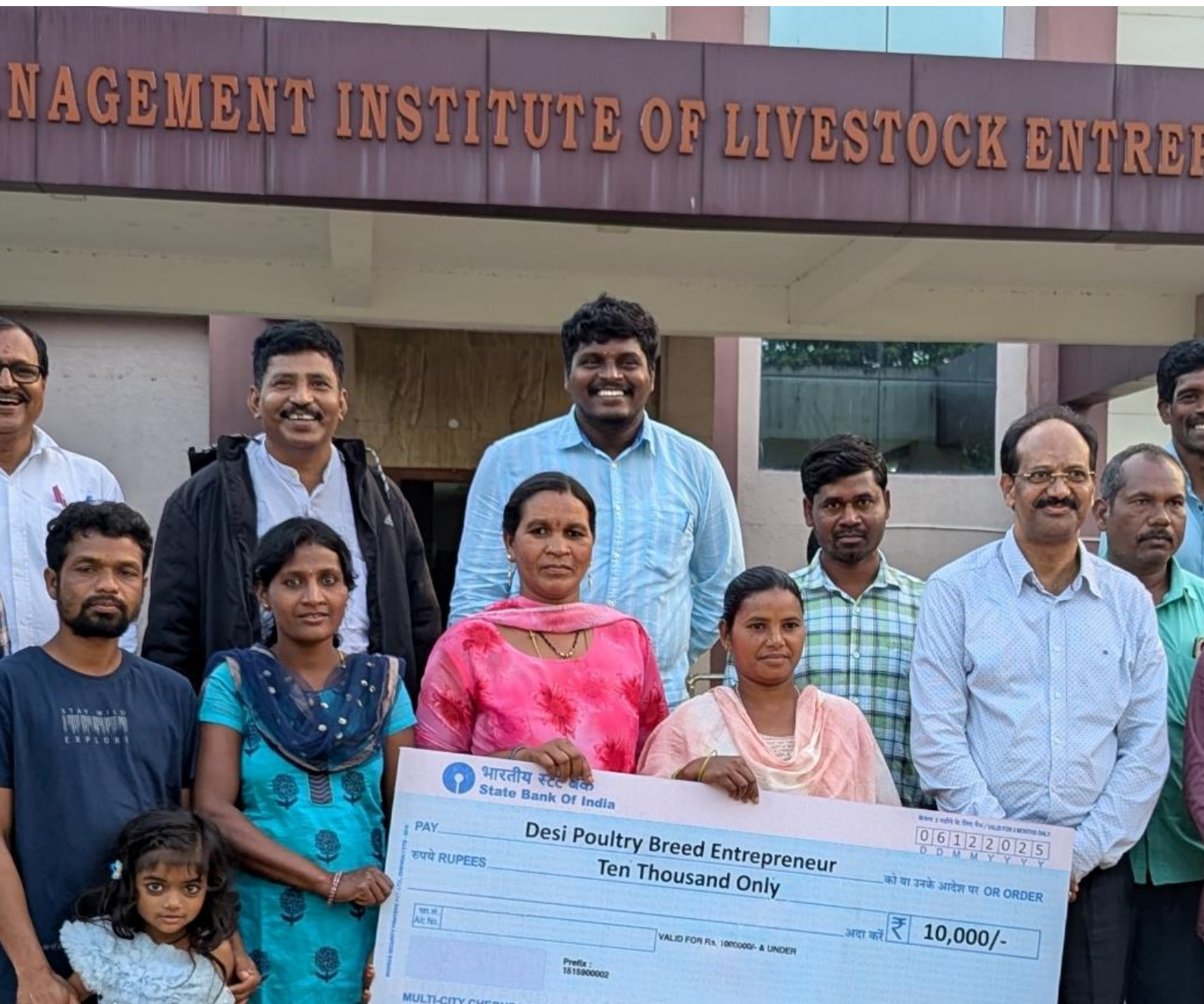




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FOR MORE INFORMATION, PLEASE MAIL TO

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<https://www.wassan.org> | <https://www.rainfedindia.org>