



ICAR KRISHI VIGYAN KENDRA

ARIYALUR DISTRICT, TAMILNADU

Hosted by Center of Rural Education and Economic Development(CREED)



ICAR Krishi Vigyan Kendra (Hosted by CREED) Ariyalur District, Tamil Nadu

1	Title of Innovation	:	Mr.S.Rajadurai became 'Raja' (King) by native chicken rearing	
2	Thematic Area	:	Native Chicken Rearing	
3	Profile of the Innovator			
	Name and Address	:		Mr.S.Rajadurai S/o.Saminathan, South street Parukkal (PO), Udayarpalayam Tk. Ariyalur Dt. – 621 804
	Mobile Number	:		8526714100
	Age of the farmer (Years)	:		26
	Educational Qualification	:		Diploma in Civil Engg.
	Land ownership (ac)	:		1 ac.
	Crops grown	:		Cashew + Groundnut
	Farming Experience (Years)	:		2 years

4. Problem/Challenge addressed:

Unemployment and under employment among the rural youth is the curse for the development and the nation as a whole. The uncertainty in agriculture and unsustainable income drive away the rural youth from involving in agriculture in their own villages.

Mr.S.Rajadurai is being developed by ICAR-KVK, Ariyalur as our youth entrepreneur involving in rearing of native chicken and getting an income of Rs.30,000/month. His innovation in development of low cost feed, incubation of eggs using low cost hatchery, ethno veterinary practices and an unique marketing style make his venture more profitable. Now he is the master trainer for poultry related trainings and role model for other youth members.

5. Description of Innovative practice/ Technology

Mr.S.Rajadurai has completed Diploma in Civil Engineering during the year 2015. He has attended the native chicken rearing training at our campus and got inspired by our

training. He has started his professional as Native chicken rearing in a smallest scale with 20 birds.

Innovation made for Native chicken

He started feeding his birds with locally available feed stocks to reduce the cost on feed. Later, by seeing the demand of chicks he has expanded his poultry unit with 150 parent birds belongs to different varieties as below:



Sl.No.	Variety	Mother parent	
		Hen	Cock
1	Kuruvai	100	12
2	Kadaknath	20	6
3	Nicobari	6	3



To utilize the eggs effectively for the production of chicks he has purchased one low cost hatchery from Mr.Suresh (An innovator developed by ICAR-KVK, Ariyalur Dt.) with the capacity of 120 eggs.

Innovation made for Poultry feed

As out of box thinking he has developed his own low cost feed consisting of locally available resources.

The composition of the low cost feed developed by him is as follows :

Sl.No.	Name of the Ingredient	Quantity
1	Maixe	40 kg
2	Rice	10 kg
3	Cholam (Sorghum)	10 kg
4	Groundnut cake	14 kg
5	Blackgram hush	8 kg
6	Rice bran	13 kg
7	Killinjal (Clam)	3 kg
8	Mineral mixture	2 kg
	Total	100 kg



Innovation made for Ethno veterinary practices

The speciality of Mr.S.Rajadurai is advocating ethno veterinary practices for his birds.

Sl.No.	Name of the practice	Purpose	Period
1	Turmeric + Acoruscalamus + Water	Antibiotics	Weekly
2	Ash gourd + Aloevera + Curd + Onion	To prevent heat strokes	Summer period
3	Sukku + Pepper + Turmeric / Onion	Disease	Pre monsoon 9NEM)
4	Neem leaf + Acalypha indica	Deworming	3 months interval

Innovation made for Egg storage



To store the eggs, he is following the techniques of storing the eggs in mud pot half filled with sand. The entire pot is being covered with cotton cloth and soaked periodically to reduce the heat waves and to store the eggs for longer period (like in a refrigerator).

Innovation made for Marketing

He has developed a model of direct marketing of his eggs and chicken meat that is familiar among the residency of Jayankondam area. He is applying 50 desi bird eggs and 2 kgs meat per month to one family (Rs.1,000 package). This package cost Rs.1,000 and he will be collecting on the days of salary. The customers are happy with this package and more and more customers are adding in the list. He is assuring the quality always.

6. Practical Utility

As an youth, he is becoming an entrepreneur in poultry farming. He is supplying chicks to the large number of farmers and also serving as master trainer in the poultry programme being conducted at our KVK.



He is earning an income of Rs.30,000/month and being role model for other youth members. His low cost feed and ethno veterinary practices is becoming popular among the backyard poultry/native chicken growers in Ariyalur district.

7. Source of Information

He was unemployed after completion of Diploma in Civil Engineering. During 2016, he has approached ICAR-KVK, Ariyalur regarding ideas to start self enterprises to earn income. Our KVK has suggested Mr.S.Rajadurai to start his native chicken rearing as a venture.

We also supported to buy one unit of low cost hatchery under our KVK Entrepreneurship Development Programme (EDP) 2016-17.

8. Details of scientific verification

Whenever he develops the low cost feed and Ethno Veterinary practices, he usually contact our KVK and get idea on that. The low cost feed developed by him was judged as good feed by our KVK experts. Regarding Ethno Veterinary practices our KVK has confirmed about its effectiveness with Dr.Punniyamoorthy, Professor, Tamil Nadu University of Veterinary Animal Sciences is the authority in Ethno Veterinary Medicine in Tamil Nadu.

9. Funding Support

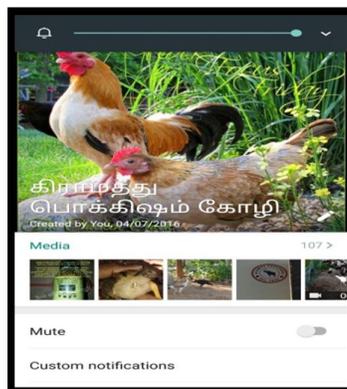
So far he has not received any support from Bank or Department. However our KVK has supported him to buy a low cost hatchery unit.

10. Economics/ profitability of innovative practice/technology (costs and return) (per intervention or area or household)

Sl.No.	Particulars	Amount (Rs.)
A	Fixed cost	
1	Poultry shed (2 Nos.)	
	30 x 12 feet 6 x 8 feet	55,000
2	Auto feeder (12 Nos.)	3,000
3	Auto drinker (12 Nos.)	3,000
4	Low cost Hatchery (2 nos.)	12,000
	Total	73,000
	10% depreciation /year (I)	7,300
5	Parent bird (150 birds)	75,000
	Depreciation per year (II)	25,000
	Fixed cost per year(I + II)	32,300
B	Expenditure	
1	Feed cost per year (2.5 kg feed/bird/month for 150 birds (375 kg feed /month) @Rs.800/100 kg of feed)	36,000
2	Commercial feed for one month chick (4,000 chicks/year @Rs.600/month/100 chick feed cost)	24,000
3	Vaccination and Ethno veterinary practices per year	2,000
4	Fixed cost per year	32,300
	Total Expenditure	94,300
C	Gross Income	
	Sale of 400 chicks per month @Rs.75/chicks Sale of 4,800 chicks per (year)	3,60,000
D	Net Income (Gross Income – Expenditure)	2,65,700
	Benefit Cost Ratio (BCR)	3.81

11. Potential : Acceptance level, horizontal spread of innovation and number of farmer Adopting

His technologies and innovative marketing ideas attracting large number of rural youths those who attend the training and visiting his poultry unit. His technology was spread through All India Radio, Trichy and Karaikal at several occasions. He is acting as a resource person for the beginners in the aspect of constructing shed, selection of parent breeds, care of chicks and marketing.



Currently he is having market tie-up with 42 farmers belongs to Ariyalur District and 150 farmers from other districts. He is networking all his clients and farmers through a WhatsApp group named “Gramathu Pokkisam” (Village Treasure).

It is expected that a minimum of 120 youth will be motivated in this venture during the year 2018.

12. Whether registered/patented - Nil

13. Recognitions received for innovative practice/ technology.

- This low cost hatchery unit was recognizing by Dr.D.V.S.Reddy, Principal Scientist, ICAR-ATARI Bengaluru and he has given with Best Entrepreneur Award on 10.08.2016
- Dr.Y.G.Prasad, Director, ICAR-ATARI, Hyderabad appreciated his innovation and suggested for branding. Accordingly he has branded “Raja Desi Chicken Rearing”



14. Additional Information, if any

- Conservation of native chicken breeds of India. Now he is maintaining ‘Siruvidai’, ‘Nicobari’ and ‘Kadakhnath’.
- As he is the member of youth club operated by KVK, he wants to develop all the youth members like him with the monthly income of Rs.30,000 to Rs.40,000.
- He has planned to expand his business volume through 1000 Rupees model in all the nearby cities like Chennai with collaboration of all youth club members,

15. Illustrate with high quality photos with caption, tables, graph



Hatching of eggs



One day aged chick



Nicobari native chicken



Kadakhnath native chicken
