

Multi-Agency Extension Model for Sustainable Backyard Poultry by Farm Women

*Sabita Mishra, **Anil Kumar, *Ananta Sarkar and *B C Behera

ICAR-Central Institute for Women in Agriculture, Bhubaneswar, Odisha

**ICAR-National Institute for Agricultural Economics and Policy, New Delhi

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Rural women in India have immense contribution in agriculture. They perform various activities in production and management of agriculture, horticulture, livestock, fishery, forestry, natural resource, etc. in addition to their household unpaid care works. But, in existing extension system the farm women have limited access and control over the resources, technologies, information, agencies, etc. There is also lack of strong extension mechanism to transfer the technologies for supporting the farm women. In case of poultry farming, farm women are less aware of source of chicks, breed to adopt, feeding management, selling practice, etc. They have limited opportunity to undergo skill training for poultry production and face problems of protecting the one-day poultry birds from various diseases resulting loss.



Considering it, ICAR-Central Institute for Women in Agriculture, Bhubaneswar developed the Multi Agency Participatory Extension Model (MAPEM) and tested with women perspective in four villages dominated by SC/ST/OBC and BPL families of Khordha district in Odisha for sustainable backyard poultry production by following the steps as mentioned below.

Methodology Followed:

- The model was developed and tested in an experimental mode in four villages (Padasahi, Angarpada, Haridamada and Guptapada) covering two blocks (Jatnai and Bhubaneswar) dominated by resource poor, backward caste, small and marginal families.





- The concept of Youth Core Group (4 male + 4 female) was introduced where in each village two members (1 male + 1 female) were identified for maintaining respective Mother Units and coordinate the agencies.
- Identified multi-agencies to perform their roles and responsibilities such as: ICAR-CIWA for technology and capacity building, Central Poultry Development Organization (CPDO) for providing day old chicks, Odisha State Poultry Products Co-operative Marketing Federation Ltd. (OPOLFED) to supply quality feed and marketing of eggs/birds, Animal Husbandry Department for health care, Youth Core Groups (YCGs) and Farm Women for activity support.
- The concept of Mother Unit was established in four Mother Units which were constructed in four villages (one in each village) to rear one day chicks till 30 days, the most crucial period for survival.
- An amount of Rs.1000/- was given to each member of the Youth Core Group as honorarium/ service charge per month.
- The youth groups were provided trainings for their capacity building on care of Mother Units and care of day-old chicks (feeding, maintaining temperature, health care at the time of any disease).
- Both the farm women and Youth Core Groups were trained on vaccinating the birds as pwe schedule from time to time.
- Then, the one-month birds were distributed among the interested women beneficiaries with profit.

- A market link was developed with village Angan Wadi Kendras and U P Schools to sale their eggs through mid-day meals after consumption.

Uniqueness of the Model in Comparison to Existing Ones:

Existing System	Developed Model
Lack of access to multi-agencies	Youth Core Group (YCG) members independently contact the agencies
Lack of knowledge on package of practices	Able to purchase breeds and rear in Mother Units, and, after one month sale to other interested women with profit as an enterprise
Lack of skill	Both the YCGs and farm women are skilled in vaccinating/immunizing birds and treatment
Use of local variety	Use of location specific Improved variety
No Mother Unit concept	Mother Unit helps in reduction of mortality of chicks
No feedback mechanism	YCGs act as flyover to pass on the problems of farm women to resource persons and communicate advisories from resource persons farm women to solve their problems

Women Friendliness of the Model:

- There is less investment within the control of women and early return
- Make available of supplementary family nutrition which is the area of women domain
- Enhancement of knowledge with farm women regarding sources of inputs/ agencies
- Enhancement of economic and employment security for rural women
- No cultivated land required and suitable even for landless farm women

Model is Beneficial to:

- Extension systems, extension functionaries and planners
- Benefit to women farmers
- Self-employment avenues through agri-enterprise
- Transfer of technology approach
- Strengthen the location specific requirements of extension

Output/ Outcomes of the Model:

- Establishment of a mechanism consisting of participatory multi-agencies
- Sustainability of the mechanism after expiry of the project/ programme period
- Development of skill among YCGs and farm women on scientific package of practices
- Assured marketing in village itself

The multi-Agency extension model provided enhanced access towards multi-agencies, technologies, capacity building programmes, credit, etc. and supplemented family nutrition, leisure time employment, entrepreneurship among farm women. It has been proved to be beneficial for livelihood enhancement of the farm women and sustainability of the technology.

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