

SUCCESS STORY OF [Piggery]

Title: *[Backyard piggery Farming]*

1. Basic Information

- **Entrepreneur's Name:** Chang Khumchuba
- **Age:** 35
- **Gender:** Male
- **Address:** Impang, Sangsangyu, Tuensang, Nagaland
- **Educational Qualification:** Graduate
- **Landholding:** 1.5 Acres
- **No. of children (if any):** 2nos.
- **Type of Enterprise:** Piggery
- **Year of Establishment:** 2023
- **Year of ARYA Training:** 2023
- **Initial Investment:** 1.2 Lakh
- **Source of Investment:** Self and ARYA Project

2. Background & Motivation (max. 100 words)

- **Challenges Faced Before Starting the Enterprise:**
Genuinely, he was serious of starting a pig unit for income generation. However, due to lack of technical knowhow and financial constraints he could not expand his unit. Financial institutes were not willing to provide loan, government schemes were limited and his parents were not in a position to help financially in starting the unit.
- **Reason for Choosing the Enterprise:**
Son of a farmer and educated but unemployed. With no job avenue, he started backyard piggery with two animals. He saw a huge gap in the demand and supply of pork and marketing was not an issue in the district. Hence, he found an opportunity in piggery for income generation and self employment.

3. Technology Interventions & Best Practices (max. 100 words)

- **Breed/Variety Used:** *Hampshire and large Black cross*
- **Type of Feed & Input Used:** *Concentrate feed mixed with home-prepared feed (Kitchen waste, agricultural waste etc.)*
- **Farming Techniques Adopted:** *Scientific housing system and introduction of improved crossbreeds*
- **Machinery & Equipment Used:** *Nil*
- **Innovations & Modifications:** *Nil*

4. Role of ARYA Project (max. 50 words)

- **Trainings Received:** He requested the KVK for help and so he was enrolled in one of the skill training on pig farming organised under ARYA project. He was trained on swine production and management and was exposed to various aspects of housing, breeding, feeding, health care and marketing.

- **Support Provided by ARYA:** Piglets, feeds, veterinary medicines and Technical guidance
- **How ARYA Training Helped in Enterprise Growth:** *Developed confidence and could rear more number of pigs with ease.*

5. Business Growth & Achievements

- **Production & Income Growth:**

Particulars	Before ARYA (23-24)	After ARYA (2024-25)
Size of enterprise (eg: no. of animals, size of land, units etc.)	2	10
Breed/ Variety Used	Local	Hamshire and Large black cross
Feed Type	Homemade preparation	Concentrate and Homemade preparation
Production (Kg/No.)	70kg (Average)	90kg (Average)
Price value of the produce (Rs.)	Rs.320/- per kg	Rs.320/- per kg
Cost of Production/unit (Rs.)	22,400/-	2,48,000/-
Gross Income (Rs. /Year)	42,000/-	5,40,000/-
Net Income (Rs. /Year)	1,96,00/-	2,92,000/-
Benefit Cost Ratio (B:C)	1.87	2.17
Marketing (eg: local markets, Regional Market, Direct sales to consumers etc.)	Local market	Local market
No. of family members involved in the enterprise	1	1
No. of labourers employed*	Nil	1
Average Employment Generation (No. of days): Per Person/Year	240	240

- **Marketing Strategy & Sales Channels:***(Local Market, Online, Wholesalers, Government Schemes, etc.)***(max. 50 words)**

The general population of the district is non vegetarian. Hence, there is a huge deficit of meat in the district. The uniqueness with regard to pig farming is that the market comes to the doorstep of the farmer. Therefore, live pig or pork was easily sold in the local market.

- **Awards/Recognitions Received (if any):** *No*

6. Socio-Economic Impact (max. 100 words)

- **Improvement in Standard of Living:** *With more income, he is able to live a better life style. More quantity and variety of food and hence, food security was ensured.*
- **Impact on Rural Youth & Employment Generation:** *Role model in the village and is a inspiration for many youths to take up pig farming for income generation and self employment.*
- **Reduction in Migration:** *He could influence his friends by assuring that there is livelihood opportunities in the village and can earn decent income through livestock farming,*

7. Future Plans& Vision (max. 50 words)

- **Plans for Expansion:** *He desires to expand the fattening unit so that he can engage full time in pig farming, generate more income and assure self employment.*
- **Support Required for Further Growth:** *Agriculture is a priority sector. So, the banks should willingly come forward in providing loans to genuine farmers who are interested in farming activities and also provide training in advances made in piggery sector time to time.*

8. Key Takeaways & Message for Aspiring Entrepreneurs

With hard work and sincerity pig farming can provide self-employment. With limited job opportunities in both government and private sector, Livestock farming can be an option for the unemployed youths to venture into entrepreneurship.

9. Good quality photographs of the entrepreneur and activities related to the enterprise (3 photos or more)



SUCCESS STORY OF [Poultry]

Title: *[Doubling income through poultry farming]*

1. Basic Information

- **Entrepreneur's Name:** Suropila
- **Age:** 32
- **Gender:** Female
- **Address:** Sangsamong, Longkhim, Tuensang, Nagaland
- **Educational Qualification:** Primary
- **Landholding:** 2 acre
- **No. of children (if any):** 2
- **Type of Enterprise:** Backyard poultry
- **Year of Establishment:** 2023
- **Year of ARYA Training:** 2023
- **Initial Investment:** Rs.20,000/-
- **Source of Investment:** Self and ARYA project

2. Background & Motivation (max. 100 words)

- **Challenges Faced Before Starting the Enterprise:**
She was into rearing few number of local chicken in the backyard which was just for sustenance. She had no knowledge and lack awareness about rearing improved poultry breeds. Besides, her husband was a small time farmer and whatever income they got from the field could not even last till the end of the year.
- **Reason for Choosing the Enterprise:**
The demand for meat and eggs was high and the locally reared chickens was not at all meeting the requirement of the villagers. Hence, she saw poultry as an viable option because of quick return on investment, short production cycle and low capital investment for resource poor farmer like her.

3. Technology Interventions & Best Practices (max. 100 words)

- **Breed/Variety Used:** *Rainbow Rooster is a multi-coloured hybrid chicken variety suitable for rural poultry production system in agro-climatic conditions of NEH region.*
- **Type of Feed & Input Used:** *Concentrate feed and maize grain were the basis of feeding. Concentrate feed was provided during the brooding stage and at the later stage concentrate feed was mixed with maize grain to reduce the cost of production.*
- **Farming Techniques Adopted:** *Introducing dual purpose poultry breed under semi intensive system of farming.*
- **Machinery & Equipment Used:** *Nil*
- **Innovations & Modifications:** *Nil*

4. Role of ARYA Project (max. 50 words)

- **Trainings Received:** She was one of the participants during a training organised by KVK Tuensang under ARYA project in 2023. During the training, she was taught on various aspects of housing, breeding, feeding, health care and marketing in poultry farming.
- **Support Provided by ARYA:** Poultry chicks, feeds, veterinary medicines and Technical guidance
- **How ARYA Training Helped in Enterprise Growth:** *Training help her in the knowledge and skill to improve her farming practices in poultry rearing leading to better income through adaptation of better technologies.*

5. Business Growth & Achievements

- **Production & Income Growth:**

Particulars	Before ARYA (2021-22)	After ARYA	
		2023-24	2024-25
Size of enterprise (eg: no. of animals, size of land, units etc.)	20	100	200
Breed/ Variety Used	Local	Rainbow rooster	Rainbow rooster
Feed Type	Maize grain	Concentrate and Maize grain	Concentrate and Maize grain
Production (Kg/No.)	24 kg	230kg	480 kg
Price value of the produce (Rs.)	Rs.350/- per kg	Rs.300/- per kg	Rs.300/- per kg
Cost of Production/unit (Rs.)	3600/-	27400/-	54000/-
Gross Income (Rs. /Year)	8400/-	69000/-	144000/-
Net Income (Rs. /Year)	4800/-	41600/-	90000/-
Benefit Cost Ratio (B:C)	2.3	2.5	2.7
Marketing (eg: local markets, Regional Market, Direct sales to consumers etc.)	Local market	Local market	Local market
No. of family members involved in the enterprise	1	1	1
No. of labourers employed*	Nil	Nil	Nil
Average Employment Generation (No. of days): Per Person/Year	180	180	180

- **Marketing Strategy & Sales Channels:** *(Local Market, Online, Wholesalers, Government Schemes, etc.)*(max. 50 words)

Dual purpose poultry birds resemble local chickens. Hence, there is a huge demand in the market than the broiler poultry birds. So, she was able to sell in the local market directly in retail price and got better remuneration. Sometimes, during festive seasons she is able to sell in a bulk which provided more income.

- **Awards/Recognitions Received (if any):** *No*

6. Socio-Economic Impact (max. 100 words)

- **Improvement in Standard of Living:** *Through this initiative, the family's income has doubled. The children are getting access to more nutritious food, provide school fees and a better saving.*
- **Impact on Rural Youth & Employment Generation:** *She is an example for self employment for the youths of her village and many continues to emulate the farming she has adopted. She is willingly sharing her experiences in backyard poultry and encourages unemployed relatives and youths in the village to take poultry farming for livelihood.*
- **Reduction in Migration:** *Seeing her success, fellow friends and villagers stayed behind in the village to engage in poultry farming for their livelihood.*

7. Future Plans & Vision (max. 50 words)s

- **Plans for Expansion:** *She plans to increase the strength of the birds population so that she can engage full time in poultry farming*
- **Support Required for Further Growth:** *Poultry farming is a profitable venture and to expand the flock size, she looks forward for assistances from financial institutes for loan or government schemes under poultry propagation programmes.*

8. Key Takeaways & Message for Aspiring Entrepreneurs

Unlike livestock, poultry farming requires less capital and one can start with minimum investment and turn unit into a profitable enterprise through dedication and hard work.

9. Good quality photographs of the entrepreneur and activities related to the enterprise (3 photos or more)



SUCCESS STORY OF [Poultry]

Title: *[Back poultry for income generation]*

1. Basic Information

- **Entrepreneur's Name:** S.Changbu
- **Age:** 23
- **Gender:** Male
- **Address:** Litem, Noksen, Tuensang, Nagaland
- **Educational Qualification:** Higher Secondary
- **Landholding:** 3 acre
- **No. of children (if any):** Nil
- **Type of Enterprise:** Backyard poultry
- **Year of Establishment:** 2024
- **Year of ARYA Training:** 2024
- **Initial Investment:** 25000/-
- **Source of Investment:** Self and ARYA project

2. Background & Motivation (max. 100 words)

- **Challenges Faced Before Starting the Enterprise:**
The major challenges were lack of resources, technical knowhow and non availability of quality chicks.
- **Reason for Choosing the Enterprise:**
Huge deficit in the supply of meat and egg in the district. Comparing to livestock enterprise, it requires less capital investment to start the unit and provides a relatively quick return on investment.

3. Technology Interventions & Best Practices (max. 100 words)

- **Breed/Variety Used:** *Rainbow Rooster is a multi-coloured hybrid chicken variety suitable for rural poultry production system in agro-climatic conditions of NEH region.*
- **Type of Feed & Input Used:** *Concentrate feed and maize grain were the basis of feeding. Concentrate feed was provided during the brooding stage and at the later stage concentrate feed was mixed with maize grain to reduce the cost of production.*
- **Farming Techniques Adopted:** *Introducing dual purpose poultry breed under semi intensive system of farming.*
- **Machinery & Equipment Used:** *Nil*
- **Innovations & Modifications:** *Nil*

4. Role of ARYA Project (max. 50 words)

- **Trainings Received:** *He was trained on various aspect of poultry farming such as housing, feeding, disease prevention, breeding and marketing strategies under ARYA project.*

- **Support Provided by ARYA:** Poultry chicks, feeds, veterinary medicines and Technical guidance
- **How ARYA Training Helped in Enterprise Growth:** *Training helped him in equipping with proper knowledge and skill which in turn resulted in better production and more profit.*

5. Business Growth & Achievements

- **Production & Income Growth:**

Particulars	Before ARYA (2021-22)	After ARYA (2024-25)
Size of enterprise (eg: no. of animals, size of land, units etc.)	40	250
Breed/ Variety Used	Local	Rainbow rooster
Feed Type	Maize grain	Concentrate and Maize grain
Production (Kg/No.)	48 kgs	625 kgs
Price value of the produce (Rs.)	Rs.350/- per kg	Rs.300/- per kg
Cost of Production/unit (Rs.)	7600/-	82500/-
Gross Income (Rs. /Year)	9200/-	195000/-
Net Income (Rs. /Year)	11000/-	112500/-
Benefit Cost Ratio (B:C)	2.21	2.36
Marketing (eg: local markets, Regional Market, Direct sales to consumers etc.)	Local market	Local market
No. of family members involved in the enterprise	1	1
No. of labourers employed*	Nil	Nil
Average Employment Generation (No. of days): Per Person/Year	180	180

- **Marketing Strategy & Sales Channels:** *(Local Market, Online, Wholesalers, Government Schemes, etc.)***(max. 50 words)**

There is huge gap in the demand and supply of meat in the district. Hence, marketing was not an issue since, he could sale directly the poultry birds within the village and in the neighbouring villages

- **Awards/Recognitions Received (if any):** *No*

6. Socio-Economic Impact (max. 100 words)

- **Improvement in Standard of Living:** *Backyard poultry significantly reduce poverty by providing livelihood for marginal farmers and ensures food security. Besides, getting access to good nutrition through affordable high quality protein in the form of poultry eggs and meat.*
- **Impact on Rural Youth & Employment Generation:** *Rearing poultry can help to earn a living and provide self employment. In tribal society, it plays a crucial role in social and cultural life. Chicken are given as gift during a someone's achievement or to the sick family and eaten during celebrations.*
- **Reduction in Migration:** *The poultry unit provided a steady income and an alternative livelihood so it had impacted migration of youths to an extent.*

7. Future Plans & Vision (max. 50 words)s

- **Plans for Expansion:** *He looks forward for expanding the poultry unit so that he can focus on a single profession for earning his livelihood.*
- **Support Required for Further Growth:** *With limited resources it is impossible for establishing any kind of poultry enterprise. Hence, financial institutes should either provide loan or government should help genuine farmers through their schemes.*

8. Key Takeaways & Message for Aspiring Entrepreneurs

Backyard poultry is an effective tool for improving the social economic status for rural youths through employment and income generation and food security.

9. Good quality photographs of the entrepreneur and activities related to the enterprise (3 photos or more)



SUCCESS STORY OF [Poultry]

Title: *[Rainbow Rooster poultry an alternative for backyard farming]*

1. Basic Information

- **Entrepreneur's Name:** Alepla Chang
- **Age:** 30
- **Gender:** Female
- **Address:** Litem, Noksen, Tuensang, Nagaland
- **Educational Qualification:** Secondary
- **Landholding:** 2 acre
- **No. of children (if any):** Nil
- **Type of Enterprise:** Backyard poultry
- **Year of Establishment:** 2023
- **Year of ARYA Training:** 2023
- **Initial Investment:** 27000/-
- **Source of Investment:** Self and ARYA project

2. Background & Motivation (max. 100 words)

- **Challenges Faced Before Starting the Enterprise:** *Poultry farming provides monetary benefits and self employment. However, the major problems associated are unwillingness of the bank to sponsor deserving youths and lack of government programmes to help farmers establish poultry units. There is difficulty in getting good quality chicks in the district, high cost of feed and disease.*
- **Reason for Choosing the Enterprise:** *Huge consumption of meat and eggs in the district and to counter this deficit, meat and eggs are import from the neighbouring states. Hence, venturing into poultry will provide income and guarantee self employment.*

3. Technology Interventions & Best Practices (max. 100 words)

- **Breed/Variety Used:** *Rainbow Rooster is a multi-coloured hybrid chicken variety suitable for rural poultry production system in agro-climatic conditions of NEH region.*
- **Type of Feed & Input Used:** *Concentrate feed and maize grain were the basis of feeding. Concentrate feed was provided during the brooding stage and at the later stage concentrate feed was mixed with maize grain to reduce the cost of production.*
- **Farming Techniques Adopted:** *introducing dual purpose poultry breed under semi intensive system in the backyard.*
- **Machinery & Equipment Used:** Nil
- **Innovations & Modifications:** Nil

4. Role of ARYA Project (max. 50 words)

- **Trainings Received:** During the training, she was taught on the various aspects of poultry housing, breeding, nutrition, health care and marketing.

- **Support Provided by ARYA:** Poultry chicks, feeds, veterinary medicines and Technical guidance
- **How ARYA Training Helped in Enterprise Growth:** *Training helped her in improving the knowledge and skill which led to better production and performance.*

5. Business Growth & Achievements

- **Production & Income Growth:**

Particulars	Before ARYA (2021-22)	After ARYA (2024-25)
Size of enterprise (eg: no. of animals, size of land, units etc.)	60	200
Breed/ Variety Used	Local	Rainbow rooster
Feed Type	Maize grain	Concentrate and Maize grain
Production (Kg/No.)	60 kgs	540 kgs
Price value of the produce (Rs.)	Rs.350/- per kg	Rs.300/- per kg
Cost of Production/unit (Rs.)	9000/-	66000/-
Gross Income (Rs. /Year)	21000/-	162000/-
Net Income (Rs. /Year)	12000/-	96000/-
Benefit Cost Ratio (B:C)	2.3	2.45
Marketing (eg: local markets, Regional Market, Direct sales to consumers etc.)	Local market	Local market
No. of family members involved in the enterprise	1	1
No. of labourers employed*	Nil	Nil
Average Employment Generation (No. of days): Per Person/Year	180	180

- **Marketing Strategy & Sales Channels:** *(Local Market, Online, Wholesalers, Government Schemes, etc.)***(max. 50 words)**

Once the poultry birds reached the marketable weight, it was sold in the local market and neighbouring villages. There is a shortfall in the demand and supply of meat and eggs in the district, so marketing was not an issue for her.

- **Awards/Recognitions Received (if any):** *No*

6. Socio-Economic Impact (max. 100 words)

- **Improvement in Standard of Living:** *Poultry farming can improve the standard of living by providing good nutrition, income generation, enhancing food security and empower women financially.*
- **Impact on Rural Youth & Employment Generation:** *Poultry farming is a popular venture for rural youths because it provides income, nutritionally rich food and boost up unemployed youth. Hence, offers self employment and food security*
- **Reduction in Migration:** *Poultry farming provide income and employment opportunities. Thus prevent youth from migration to urban areas in search of livelihood.*

7. Future Plans & Vision (max. 50 words)s

- **Plans for Expansion:** *She is optimistic that she will expand and keep more number of birds for better income and livelihood.*
- **Support Required for Further Growth:** *To start any venture , the bank should provide loan/ government schemes on poultry and the poultry farmers should be trained on the advances made in poultry farming*

8. Key Takeaways & Message for Aspiring Entrepreneurs

With hard work and dedication backyard poultry can be a successful venture provided you have proper knowledge and skill.

9. Good quality photographs of the entrepreneur and activities related to the enterprise (3 photos or more)

