

LIVE STOCK





Backyard poultry a means of financial uplift as well as nutrition to rural tribal

Village	Panchayat	Block	District
Aruwan	Aruwan	Seraikela	Seraikela - Kharsawan

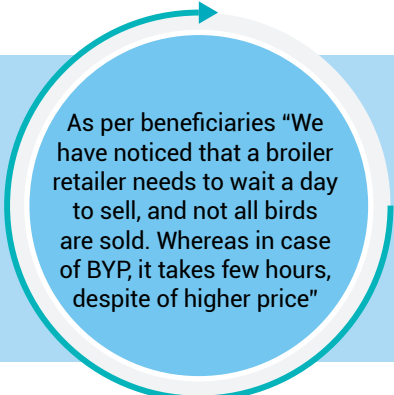
The majority of farmers in rural areas of Jharkhand rely on rain-fed agriculture. This has led to the food insecurity in the tribal areas due to the lowering of agricultural output. The investments in back yard poultry farming has generated handsome returns and contribute to increased food and nutrition security among rural population. In Aruwan village of Saraikela district, Jharkhand Tribal Development Society (JTDS) has created a poultry cluster where 50 households have embarked on indigenous poultry farming. Prior to the JTDS intervention it was found that the poultry production system in Aruwan was traditional and poorly remunerative. The households were involved in mixed farming which encompasses crop cultivation, livestock rearing and poultry farming. The majority of farmers in Aruwan practices poultry farming keeping indigenous domestic chickens (*Gallus domesticus*) in order to strengthen their livelihood and food security.

JTDS is promoting indigenous breed of Desi birds (Assil), which are best suited to natural brooding and hatching process. This decision was made after rigorous analysis by ASSET&W (Technical support partner of JTDS) and the most redeeming features is that in case of indigenous bird survival % is high in naturally hatched chicks and they are found to be less susceptible to diseases.

Till now marketing is not big issue in case of BYP. It has been found that in case of local market minimum price of live birds (800-1000 gram) is Rs. 180 to Rs 250.

The project is a simple yet an effective solution for complex development challenges. Firstly, backyard poultry requires low financial investment, giving a feasible alternative for poor and small scale farmers. Secondly, it does not require large pieces of land, an advantage for landless and small landholders. Thirdly, it is easy to learn and maintain. Fourthly, it gives high economic returns. In fact, local markets pay much higher prices for rural poultry farming products. Fifthly, it fits into Indian tradition which gives responsibility for the rearing of small animals to women. Such an effect is widely used to reduce gender inequalities, giving more decision-making power to women in their households and communities. As a consequence, the project aims to use backyard poultry as a tool to achieve relevant social and economic transformation of women's lives, their families and communities.

Poultry is one of the subsidiaries for economic and social upliftment in agriculture sector. The backyard poultry production is an age old practice in rural Jharkhand. Most of the backyard poultry production comprises rearing of indigenous birds with poor production performances. The potentiality of indigenous birds in terms of egg production is only 70 to 80 eggs/ bird/ year and meat production is also very less. However, the backyard poultry production can be easily boost up with improved breed of poultry and can promise a better production of meat and egg. Among traditional farmers, backyard poultry is a handy enterprise with low-cost initial investment, but high economic return along with guarantee for improving protein deficiency among the poor.



As per beneficiaries "We have noticed that a broiler retailer needs to wait a day to sell, and not all birds are sold. Whereas in case of BYP, it takes few hours, despite of higher price"

Name of the beneficiary	Total birds sold	Money earned after selling birds(in INR)	Eggs sold	Selling price of eggs per piece	Self-consumptions
Anita Sardar	5	750	30	5	15 eggs and 5 birds
Gurubari Sardar	4	1000	0	0	20 eggs
Siniya Sardar	4	1200	0	0	15 eggs

The above said transformation is supported by the table which was made after conversation with 3 beneficiaries who exclaimed there experience.



After witnessing the success of their backyard poultry, the beneficiaries are now willing to reinvest their money and sustain the model for their continuous earning and nutrition enhancement.



Name of Group : Bale Malu Mahila Samiti

Village	Panchayat	Block	District
Dolandih	Pandra	Seraikela	Seraikela - Kharsawan

JTDS Seraikela team has initiated Bale Malu Mahila Samiti in 2015 with an initial idea of providing down trodden women a platform to raise their voices and in addition to this inculcate a habit of small savings among the group members. With regular support and handholding in terms of SHG function the group flourished and this has created a sense of bonding among the group members.

Witnessing the initial success, the group members have decided to strengthen the group and start their own micro enterprise with whatever small corpus they have. In this stage and of growth and long term visioning by the group, JTDS came forward to support this group activity and supported them to initiate a Goat breeding unit. JTDS has supported the group by providing them initial infrastructure along with a herd size of 12 goats (11 does and 1 buck).

After taking up this enterprise, with very limited knowledge and inaccessibility to technical support in terms of timely vaccination, treatment, health checkups and so on the group has faced a sudden downfall in their herd size and quality of livestock. In absence of proper health care and treatment support 3 of the goats died during the first year itself and out of panic the group has decided to sell another 3 goats at the cumulative rate of Rs.7000 only.

This kind of experience was very demotivating for the group as they have never thought of such ending of their success story.

In 2018-2019, considering the overall need of livestock subsector, JTDS has joined hands with ASSET&W with a sole aim to improve livestock management practices at community level.

With constant support from JTDS, ASSET&W has created a cadre of trained service providers at village level who use to provide on time support to the community under the guidance of veterinary experts.

Gradually Bale Malu Mahila Samiti members have learned Improved Animal Management Practices which includes shed management, feed and fodder management, timely deworming, vaccination treatment support by Pashu Sakhis. This has resulted into improved health status of available livestock and also given a moral boost to the SHG members.

The improved animal management practices along with the constant support from Pashu Sakhi have again revived the existing number and the herd size has again reached to 15 which were earlier at an alarming stage.



As shared by group members "outside doctors were too expensive for us as they use to charge Rs.250 for one time visit"

Name of Beneficiary : Alsani Kullu

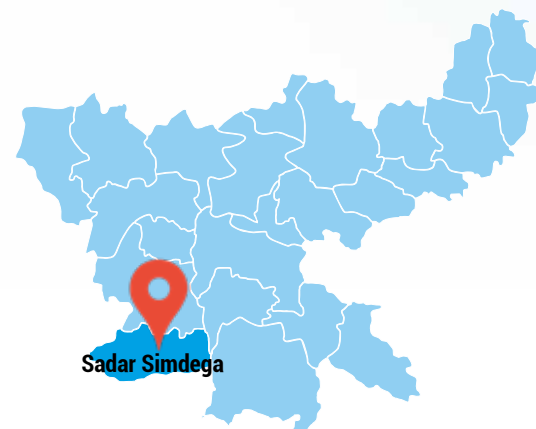
Village	Panchayat	Block	District
Senswai	Sewai	Sadar Simdega	Simdega

Alsani kullu and her husband Gudwin kullu are among those beneficiaries who have been benefitted by Backyard poultry as alternative livelihood option. This family lives in Choyta toil of Sewai Pachayat, Simdega district. Husband Gudwi Kullu is a marginalized farmer and like any other rural family in Jharkhand. The main occupation of family is agriculture depending on mansoon. The income from farming was very less and find difficult to feed the family members whole of year.

Year 2018, this family has been selected by DPMU Simdega as one of their beneficiaries for backyard poultry. The family received 50 poultry birds and poultry shed as a seed capital under JTELP project. Within 10 months the family sold 24 birds at the rate of Rs.150-180 per bird and earned approximately Rs.5000.

Additionally they have sold eggs worth Rs. 27,000. Some of the eggs and birds have been used for own consumption which adding nutrition in their food baskets.

Now Alsani Kullu is happy and thanks JTDS for supporting her family for ensuring livelihood and well being of her family members. Now she can feed 12 months to his family. She decides to continue the poultry birds rearing for sustainable household income.



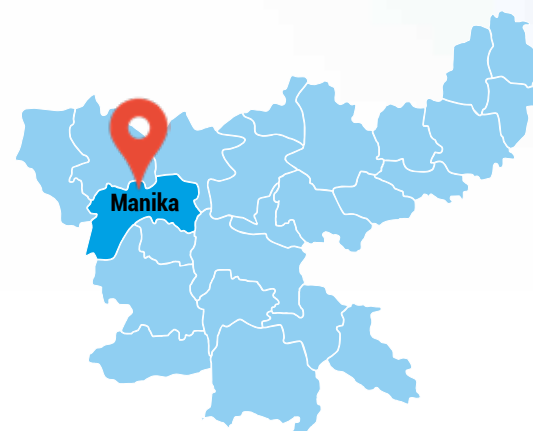
Name of Beneficiary : Rupa Devi

Village	Panchayat	Block	District
Semri	Kope	Manika	Latehar

Village Manika at Semri Panchayat in Latehar district of Jharkhand is tribal populated; the average landholding is 2.5 acres of land and depends on rain for cultivation. The main source of livelihood is agriculture, labour and minor forest products. The income of the household is very less and find difficult to feed their children. Participatory analysis and planning made for uplifting the poor community. Based on the planning and demand of community a total of 100 backyard poultry sheds are constructed in cluster approach in the year 2017-18 supported by JTDS under JTELP. The 100 households are supported poultry shed and 50 chicks to each shed. The beneficiaries contributed their labours during the shed construction. The beneficiaries sold chickens after 6-8 months and earned Rs. 12000 – 15000 in the first cycle. This additional household income created acceptance and ownership of the project among beneficiaries.

In the following year 2018-2019 again JTDS provided 50 birds to each beneficiary. Till the reporting period each one earned Rs. 5000 – 10000 by selling poultry birds in the local market.

The continuous income motivates 100 households to purchase chicks of their own income and willing to continue poultry rearing. This additional income help community to meet their daily expenses such as on education of children, health check up and day today needs of their households.



Name of Beneficiary : Sharda Honhaga

Village	Panchayat	Block	District
Dholandih	Katanga	Saraikela	Saraikela-Kharswan

Sharda Honhaga is an active beneficiary from Dholandih village in Saraikela-Kharsawan district of Jharkhand. She shares her story, how JTELP changed her life from bread earner to successful entrepreneur. She exclaims that JTDS increased her confidence, respect from society and ensured livelihood of her family members.

Sharda Honhaga lives with her husband in a joint family with seven members. Family holds 2 acre of agriculture land which is the sole source of livelihood. The productivity of land was so less that was not enough to feed 7 members whole of year. In year 2017-18 JTDS started to change her life when poultry rearing introduced in her village. She started to attend SHGs meeting regularly. She expressed her interest on poultry rearing in front of Community Mobilizer and thus she is selected one of the beneficiaries for Poultry.

Before starting poultry she is trained on poultry management, feed management and shed management by Pashu Sakhi. Then poultry shed is constructed and initially given 50 birds. She faced difficult to manage 50 birds in the beginning as she has never been engaged in poultry farming. Pashu Sakhi provided handholding support continuously as a result Sharda could manage it.

In her village she noticed that the Anganwadis are always short of eggs in the mid-day meal. She thought off supplying eggs to the Anganwadi centers. She shared her plan with Anganwadi workers to supply eggs to the centers. Her plan was accepted and now she supplies a total of 3000 eggs per month to the Anganwadi centers. She is earning Rs. 20000 to 25000 per month by selling eggs.

Sharda wishes to expand her business by increasing demand and supply of eggs in the area. She has a plan of putting a board of her enterprise on the main road, to attract customers. She is also inspiring other women to start the business like her.



Name of Beneficiary : Hiramoti Tuti

Village	Panchayat	Block	District
Sundisurnia	Nimdih	Tonto	West Singhbhum

Hiramoti Tuti, wife of Devan Tuti, is one of the beneficiaries who are benefiting through the IFAD-JTDS-supported project - backyard poultry farming. Her family lives at Sundisurnia village, Panchayat Nimdih in Tonto block of West Singhbhum district. She received 50 hens in April 2019 as per the provision of JTELP along with poultry shed. Chickens have started laying eggs. Now they are getting good 2450 by selling eggs. Her family also consumes eggs and birds to meet the nutritional needs of her family and children.

"Hiramoti says happily that she is now supporting her husband in meeting the financial needs of her family and is confident that her family will be able to get out of the vicious cycle of poverty. She further adds that regular De-worming, vaccination has improved the productivity of birds and the training received has increased skills and knowledge in the field of poultry farming. With this she heartily thanks all the partners of the project. "

Before project, the family was depending on agriculture for sustenance but due to less land holding husband and wife unable to feed their children 12 months. Now they can feed and look after family happily.



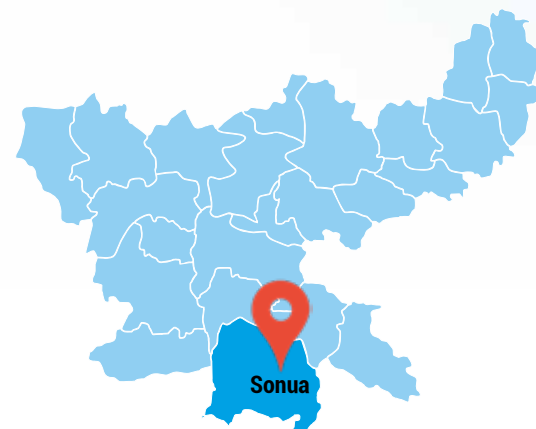
Name of Beneficiary : Nirmala Jamuda

Village	Panchayat	Block	District
Baidmara	Dewabir	Sonua	West Singhbhum

Mrs. Nirmala Jamuda and her husband Matram Jamuda are among those of beneficiaries who have been benefitted by the Backyard Poultry as alternative livelihood options. The couple lives with their children in Baidmara village, Panchayat Dewabir in Sonua block of West Singhbhum district. Keeping view of their acute poverty and need, the couple has been selected as a livestock beneficiary in FY 2017-18. With the support of JTDS and a new ray of hope has come in her life.

Today's scenario of her life is totally different from the scenario before a year back. She was a housemaid and her husband was involved in the agriculture activities with small landholding which depending on the unpredictable natural phenomena, hence it is quite difficult to feed family members from agriculture only. Now the couple is not only depend on agriculture but also have an additional livelihood in the form of poultry which is giving a new flight to their dreams. The economic condition of the beneficiary is improving at a constant pace. By selling eggs and birds, she is earning a handsome income. Within a short span of 10 months, she is able to earn around Rs 7360 by selling 25 birds and hundreds of eggs. They also consume eggs and birds in the family to meet the nutritional needs of her family members including children.

"The beneficiary acknowledges that the cooperation of IFAD and JTDS has filled their lives with colour and joy. They would like to continue backyard poultry as a sustainable source of livelihood for a long time."



Name of Beneficiary : Savitri Devi

Village	Panchayat	Block	District
Kutchru	Kundla	Tamar	Ranchi

Savitri Devi w/o Bheem Munda resides in an extremely remote village Kutchru(Tamar). The main sources of livelihood were agriculture, labour and minor forest products. Due to less land holding, no regular work in the area and not getting reasonable price of minor forest products she was finding difficult to look after family members.

Kutchru village is selected to establish poultry cluster where a total of 50 beneficiaries selected in 2017-18. Savitri expressed her willingness to start poultry farming. She has undergone training on poultry management. Poultry sheds are constructed in 2017-18 and she has received a total of 50 chicks in the year 2018-19. She has started to sell eggs at a doorstep and earned Rs. 8000.00 Savitri and her husband are happy to earn additional income and hope for bright future.

Family thanks to JTDS for enhancing their knowledge & skills on poultry farming. It is increasing their household income for improving living standard.



Name of Beneficiary : Chumku Hembrom

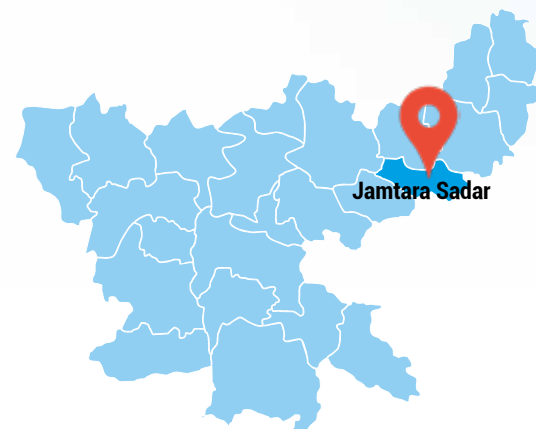
Village	Panchayat	Block	District
Raghunathpur	Shaharpura	Jamtara Sadar	Jamtara

The quote is self-sufficient and explains the aspirations of a 35 year old women, a pig farmer, Chumku Hembrom. A resident of the village Raghunathpur in block Jamtara Sadar, she relies only on the agricultural land of 0.5 acres as a source of income. She and her husband also worked as daily wage labourers, but the family still struggled to meet the ends. She then gradually diversified her activity to pig farming by support of JTDS which provided her with 6 piglets.

While pig farming is a popular source of income for landless and smallholder rural families in her village, she quotes that it is not a risk free. Profits aren't guaranteed due to lack of knowledge on pig farming practices, existing market prices and presence of middleman because of which many families have failed. If the pigs survive seasonal diseases and multiply, the piglets are reared and subsequently sold for profit. An owner of 6 pigs in the past, and loss of 1/3rd of her pigs, she was apprehensive about herd's growth and health. Chumku was aware of the work done by Pashu Sakhi, addressing the mortality rates and provide doorstep delivery of healthcare services. Pashu Sakhi's created by JTDS are trained on technical aspects of livestock and their regular meeting with beneficiaries ensure proper handholding support in livestock rearing practices. By attending the meeting she found the reason of illness of her pigs is due to worms, which can be cured by vaccination.

With the expert advice and timely treatment of the pigs, Pashu Sakhi also provided Chumku with medicines. The treatment worked as pigs recovered in no time. Today, Chumku Hembrom is an active beneficiary in the village. JTDS also organises deworming camps where the beneficiaries can have easy access to support and services.

Chumku Hembrom growing herd proved to be useful as liquid assets, she once sold pig for Rs. 9000 which helped her family in time of financial crisis. Chumku is now rearing three piglets, which is more than 4 month old. She says, "Earlier we were not sure where to go and what to do when pigs fell sick. It seems that Pashu Sakhi is helping to solve the problems. We no longer have to worry and I am confident about the choice of pig farming as a livelihood."



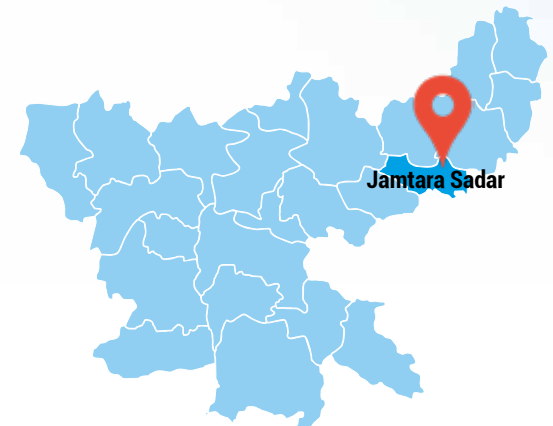
Name of Beneficiary : Rani Kisku

Village	Panchayat	Block	District
Raghunathpur	Shaharpura	Jamtara Sadar	Jamtara

Mrs Rani Kisku (38), one of the project beneficiaries, is a housewife in a small village of Raghunathpur, district Jamtara . She was trapped in severe poverty before she was provided with support in the form of piglets from Jharkhand Tribal Development Society (JTDS).

She underwent specialised training of pig farming in her village by the Pashu Sakhi where she got a good exposure of pig farming, hands on experience on preparation of feed and treatment and vaccination. With just few number of animals including 6 piglets (2 boar,4 sows) she started pig farming .Her mind started sharpening and over the time ,she learnt the tricks of pig farming with schedules of vaccination, feeding. She had stock of 10 pigs till November, but due to extreme weather changes the mortality was 4 pigs(2 boars & 2 sows). She has sold one sow at the rate of Rs. 150 per kg and has earned Rs.5000/.

With the available livestock worth Rs 25,000, she plans to extend the stock. She maintains the shed in organized manner as per the guidance of Pashu Sakhi & PO from ASSET&W and performs the entire management task starting from feeding to cleaning. Rani Kisku story proves that given adequate support, rural women can develop skills and vision required to take up small scale livelihood options which can be expanded over a period of time.



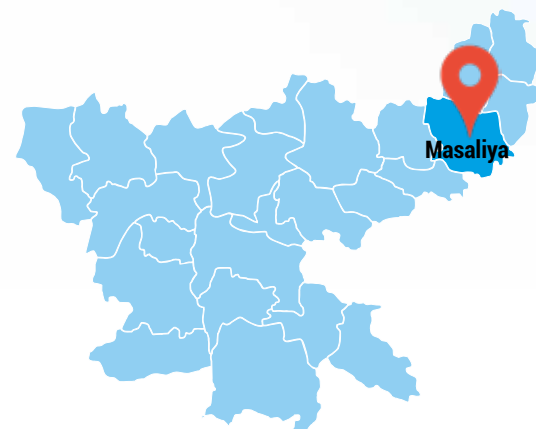
Name of Beneficiary : Jayanti Marandi

Village	Panchayat	Block	District
Kolarkonda	Kolarkonda	Masaliya	Dumka

Jayanti Marandi is a resident of Kolarkonda village in Masalya block, Dumka. She stays in a joint family, comprising her father-in-law, husband Pansel Tudu and four children. The family owns 2 acres of land. Paddy is the only crop grown; it is barely sufficient to meet household needs. Jayanti's husband works as a wage labourer to support the family. Pig-rearing, initiated by Jayanti, through support of Jharkhand Tribal Development Society (JTDS), contributes to the household income. Jayanti owns 7 piglets—1 sow, 6 piglets—at present. Last month, Jayanti didi, as she is referred to in the village, sold two piglets for Rs 3,000. "I maintain 6-7 pigs at a time, and based on their health and appearance, I sell five to six pigs every year. The main criteria for judging market readiness of the pigs is the weight gain in six months.



Taking up pig-rearing as an income-generation activity proved to be a great blessing for her family. At the time of induction of goats, Jayanti had six piglets. The first thing she did when she began pig-rearing was to de-worm and vaccinate her pigs, through ASSET&W. She spends a lot of time looking after the piglets and is seen grooming and cleaning them at other times. She is very particular about hygiene, cleaning the pig shed twice a day. Although she cannot read the names of the medicines, she can identify the ones that her animals may need by their colour.



As a result of her untiring efforts and dogged perseverance, her pigs are healthy and there has been no mortality amongst her herd. At present, she has seven piglets worth more than Rs seven thousand at the current market rate. She has been selling boars during festival times, till date she has earned Rs 22,000 from pig farming in last two years. From her pig-rearing income, she repaid all the loans. She proudly declares, "Ye mere jaanvar nahi hai, meri jaan hai."

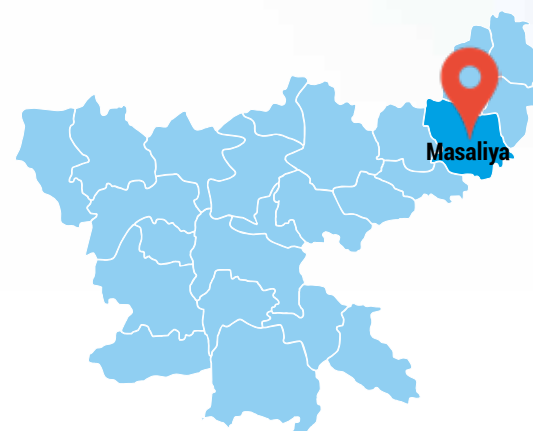
Name of Beneficiary : Susil Kisku

Village	Panchayat	Block	District
Kolarkonda	Kolarkonda	Masaliya	Dumka

Susil Kisku and his father Raman Kisku are residents of Kolarkonda village in Masalya Block of Dumka district. The family of two owns one acre of cultivable land. Recently they harvested their paddy crop, which was sold for a total of Rs 14,000. They have been rearing pigs for the past 3-4 years and had 8 pigs in December 2016. At that time morbidity was high and due to lack of awareness regarding treatment, they perceived pig rearing non significant and uneconomical.

But after intervention of Jharkhand Tribal Development Society (JTDS) and attending their meetings, a new hope and confidence raised to practise again the pig farming. As a result Susil Kisku became one of the beneficiaries to be provided with six piglets. Though he used to practice pig rearing earlier, but by attending community trainings he was able to realise the things he was doing wrong. This time he also had access to doorstep health services which helped in reducing the mortality of pigs. With support of Pashu Sakhi & ASSET&W he is able to provide timely treatment and vaccination to the pigs.

The pig shed adjoins their house, due to which it is easy to maintain. Recently during one of his family function two of the pigs were self consumed adding to the nutrition of the family. As per Statistica Research Department nearly 295 thousand metric tons of pork was consumed across India in 2019. Also due to health issues of her father , in an emergency he sold one boar at a very low price of Rs 2500. At present Susil Kisku has one boar, "We are aware that pig rearing can be profitable and, therefore, we wish to purchase piglets, in 1-2 months' time", shared Sunil Kisku.



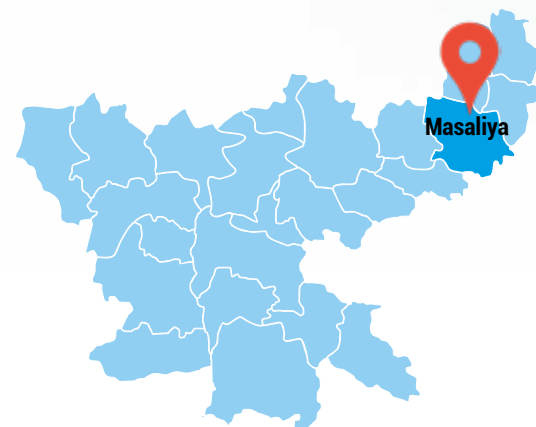
Name of Beneficiary : Baby Tudu

Village	Panchayat	Block	District
Kolarkonda	Kolarkonda	Masaliya	Dumka

Life is difficult till we don't have the desire and passion to do anything. Baby Tudu, a 26 year old woman live in Kolarkonda village of Dumka district. Her family entails of her two kids and a husband. With the education background of tenth standard, she believed her life has stagnation with no ray of hope apart from seasonal migration. Their major source of livelihood was paddy cultivation with the dependency on monsoon. In the meantime, she, with her husband, used to migrate to Ranchi and nearby cities to generate some additional source of income.

She stated, she never thought her life will change just by attending few meetings on livestock rearing. With the intervention of Jharkhand Tribal Development Society (JTDS), the community got aware on benefits of pig farming and taking it as an alternative or main source of income. Pig rearing was not a new concept in the village, community used to rear pigs, but were concerned with the mortality rate. With the change in climatic condition, the pigs died. Baby Tudu was one of the women who got six piglets with support of Jharkhand Tribal Development Society (JTDS). She attended all the trainings given by Pashu Sakhi and understood the significance of shed management, feeding & timely vaccination. During the festival season and New Year eve with the high price of pigs, he sold one boar at Rs.7500. With this profit earned, her morale has boost up taking pig farming as one of the livelihood options, which has emerged as a token of change.

Now, the situation has changed, seasonal migration was a major challenge in the household which leads to many problems. Pig farming is emerging as a main source of livelihood for Baby Tudu's household. With the increase in household income, she plans to send her children to private school and buy some assets for the house. Starting pig rearing was difficult for her, as she had no resources. But with support of JTDS with pig shed and pigs, she is able to arrange other necessary resources required for pig rearing. She now aspires other women in the neighbourhood to manage pigs and earn profits. Baby Tudu is a bizarre example of dedication and drive to do things.



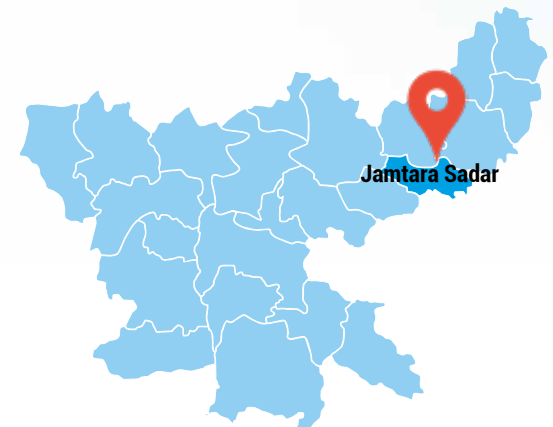
Name of Beneficiary : Turi Rani Murmu

Village	Panchayat	Block	District
Raghunathpur	Shaharpura	Jamtara Sadar	Jamtara

Turi Rani Murmu, a matric pass lady aged 30 lives in Raghunathpur village of Jamtara district. At a very young age she got married to Chunda Tudu and presently has 3 kids. Her husband has 1 acre of land on which he used to cultivate paddy, urad, madua for sustaining their livelihoods. The income her husband is earning was enough for them in the beginning but she wants to secure her children's future by providing them quality education. So she determined to do something by herself. A small family with fewer restrictions help her to come out of the social barriers generally faced by women and unveil her aptitude

Through JTDS intervention on pig farming she availed necessary inputs; she received 6 piglets from them, as an initiator to start pig rearing as viable source of income. Through guidance of Pashu Sakhi she followed management practices, timely vaccination was given to piglets. In the month of December, she sold one boar and earned Rs.7500 from it. Her sincere dedication has helped her in generating income. Due to family occasions, 4 pigs have been consumed, she is left with one pregnant sow. This much output helped her in building her self-confidence besides supporting in monetary terms. She never expected this much of income from selling one boar. The money earned was spent on her children's education.

But this is not the end for her. Quoting her language "yeh to abhi shuruat hai". She wants to do more and more in pig rearing and earn money from it to secure her children's future and her family's health.



Name of Beneficiary : Dhananjay Munda

Village	Panchayat	Block	District
Gabheriya	Gabheriya	Bundu	Ranchi

Dhananjay Munda, age 44, is a resident of Gabheriya village under Bundu Block of Ranchi district. With his Mother, Wife, sister and 3 children, he was living a vulnerable life in abject poverty and facing acute hardship. The only source of income of his family was farming. The uncertainty of monsoon for continuous years drove the family to despair. They were unable to cultivate the 4 acres of agricultural land they had. They could barely cultivate half of the land and the half remained barren in the time of cultivation due to lack of irrigation facility and the uncertain rain pattern of monsoon.

Under such circumstances, He has been selected as one of the beneficiary of Poultry cluster under JTELP Program run and supported by JTDS and IFAD. He received 50 Poultry birds in February 2019 along with shed and other necessary infrastructure. Chickens have started laying eggs. Now they are getting good income by selling only eggs. He earned an income of about 2700 rupees by selling only eggs in 10 months. He also consumes eggs and birds himself to meet the nutritional needs of her family and children. He sold 36 birds at the rate of Rs 220 each and managed to earn Rs 7920 in a very short time. Overall, He has earned Rs 10,000 by selling birds and eggs. Now he has 10 poultry birds left as a future fund. He wants to multiply the number of his remaining 10 birds by hatching eggs.

Dhananjay Munda says happily that their family has got additional source of income. Now he is confident that his family will be able to get out of the vicious cycle of poverty. He would like to send his sons to a good private school as he knows that education opens the doors of opportunities.

Both the Couple wish to scale and replicate the model as means of their sustainable livelihood option. With this she heartily thanks all the partners of the project.



Name of Beneficiary : Bhuneshwar Malwa

Village	Panchayat	Block	District
Kabarguttu	Baralagia	Khuntpani	West Singhbhum

Bhuneshwar Malwa is one of the beneficiaries under the ongoing Jharkhand Tribal Empowerment and Livelihoods project (JTELP) of Jharkhand Tribal Development Society. He is 28 years old farmer from Kabarguttu Village at Baralagia Panchayat in Khuntpani Block of West Singhbhum district. His family consists of his parents, wife and 2 children. He has 2 bigha of cultivable land as a source of livelihood. This small size of 2 bigha cultivable land is not able to fulfill the food and livelihood requirements.

In the FY 2016-17, he got an opportunity under JTELP to avail a goat shed and 6 Goats (1 buck and 5 does). The family became happy to get the support and all members started to look after it. This family effort brought a tangible result by increasing the number from 6 to 28 in just two and half years. However, the family faced a problem as they lost 5 goats due to outbreak of disease due to ignorance. Pashu sakhi helped them to save rest of the goats from upcoming various diseases.

In 2019 the family sold 05 he goats and earned Rs. 31000.00 This increased household income supported to meet the daily expenses of family members. This again motivated family members to look after it carefully. Now they have 12 adult goats and 06 kids. They have a dream to improve their living standard in a long run by keeping goat rearing in a sustained manner.



Name of Beneficiary : Magdali Runda

Village	Panchayat	Block	District
Kabarguttu	Pancha	Bundu	Ranchi

Magdali Runda is an active woman of Pancha Village of Bundu block, Ranchi District. She faced a number of challenges in her life. She left her schooling after 8th standard. Even her marriage did not bring any happiness in her family. Her husband is an alcoholic who spent most of her earnings in buying liquor. With little money, it was quite difficult for her to look after their children. Having no choice, she started working in the brick kiln where she was paid a very low salary. Also, her income was not regular as brick making was seasonal in nature. Further, the arduous work was affecting her health as well. Therefore, she was very much desperate from her life.

After becoming a part of JTELP, positive changes started in her life. In the year 2017-2018, JTDS selected her as one of the beneficiaries of goat cluster and she was supported shed along with 6 goats. Since then, she has never retreated and kept pushing forward with hard work, dedication and courage. She attended village meeting and training regularly. As a result, the size of the herd increased from 06 to 22 in a very short span of time. She sold 6 goat at the rate of 6000/- and earned a income of Rs 36000/- in 2019. The family consumed one goat in the regional festival. At present, She has 15 goats left which will serve as future fund for her. Now she supports her family with this extra income and educates her children in private school. The goat rearing transformed her life. Now she is living respectful life in the village and society.



Name of Beneficiary : Shukarmuni Devi

Village	Panchayat	Block	District
Pancha	Taimara	Bundu	Ranchi

Shukramuni Devi, 45 years old woman, from Pancha Village in Bundu Block of Ranchi district. Her family consists of 7 members. Initially, Shukramuni Devi was only involved in domestic work at home. The livelihood of the family was agriculture and labour work. The income was very less that she could not feed 07 members whole of 12 months. But soon she felt the need to make extra effort to fulfill the expenses of the household, as it could not be managed by the limited income of her husband from unskilled labour. In 2017-18 JTDS brought an opportunity to realize her dream by becoming part of JTELP , supported IFAD.

Under JTELP project, she received 6 goats as a seed capital. Since then, she has never looked back and kept moving forward to achieve her dream. She actively participates in community training and other meetings held at village level. As a result of this trainings and activeness, Shukramuni devi increased her skill and knowledge on goat rearing. She sold 4 goats at the rate of Rs. 6000 and earned Rs 24,000 in 2019. She was very happy and excited with this first time income. At present, she has 7 goat left with her. She thanks all the project partners and says that she now has a good resource and asset to sustain her family of 7 members. Now her family has multiple source of income such as Farming, Goat rearing and labour work. This goat rearing ensured the family well being and livelihood for the family members.



Name of Beneficiary : Snehalata Hansda

Village	Panchayat	Block	District
Surjodih	Surjodih	Gopikandar	Dumka

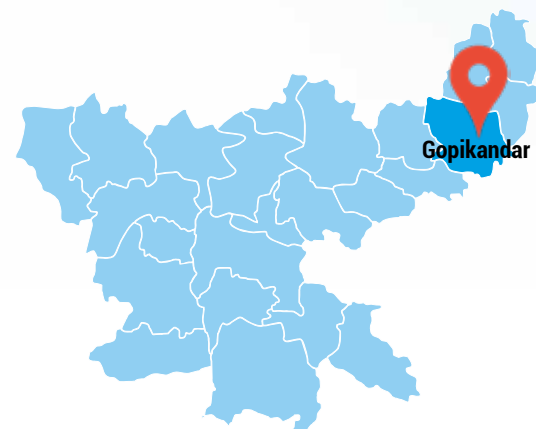
Snehalata Hansda is one of the beneficiaries of Jharkhand Tribal Empowerment and Livelihoods Project (JTELP) of Jharkhand Tribal Development Society. Snehalata Hansda is 45 years old, 9th passed entrepreneur living with her husband Daniel Tudu and 2 daughters in Surjodih Village of Surjodih Panchyat in Gopikandar Block of Dumka district. They own 5 acres of cultivable land as only source of livelihood. It is not sufficient for the family members.

In the June 2018, they got the opportunity under the project to avail goat shed and 6 goats (1 buck and 5 does). She undergone training on goat rearing and entrepreneur development.

They reared goats in open grazing and provided balanced diet with hygienic living condition. As a result of good management herd size increased from 6 to 25 in just one and half years. Out of 25, she sold 18 goats at the rate of Rs. 2,500 to Rs. 3,000/unit and earned a total amount of Rs. 46,500.

Before this, they have experienced a very tough condition as for them it was hard to manage their household expenses and the cost of education of their children, as agricultural productivity is very low. Snehalata Hansda shared that the JTDS intervention has brought a ray of hope in her life. Now she is able to fulfil her household needs along with that she is taking care of the educational need of her two daughters by sending them to a good private school.

She acknowledges that it's a long road to achieve sustainable income from goat enterprise but it is heartening to see that when opportunity is given to a person with need and positive attitude they can make lasting changes in their lives with it and can become a change agent for the community.



Name of Group : Adibasi Sarna Mahila Samuh

Village	Panchayat	Block	District
Dholandih	Pandra	Seraikela	Seraikela - Kharsawan

Goat rearing is an essential part of the lives of the resource poor farmers in Jharkhand and of the rural economy. Goats are often referred to as the poor man's cow and contribute to the livelihoods of the farmers, especially the women in the household. Goat farming is also an important part of the society and culture, especially for the tribal farmers and is the preferred meat during marriages and festivals despite its ever rising prices. At the global level, India stands second in goat population and accounts for 20% of global meat production. Meat production in India increased by 2.66% annually from 2009 to 2016 but demand continues to exceed supply in the country as well as in Jharkhand. Development of the goat sector therefore holds great opportunities for farmers and to contribute in a more significant manner in their household income.

With support from Jharkhand Tribal Development Society(JTDS) Adibasi Sarna Mahila Samuh, a 12 member team is running a goat breeding unit at Dholandih village of Saraikela district.

Prior to this Adibasi Sarna Mahila Samuh was doing weekly meetings and inter lending which they feel was a monotonous task for them. Adding to this there was not much monetary growth because of which some of the initial members have left the group as well. JTDS with a vision to strengthen the SHG group and imbibe a new idea of income generation among the group members initiated Goat breeding unit. The initial focus was on;

- Follow deworming calender against internal parasites.
- Ensure healthy, dewormed and vaccinated livestock for the community,
- Increase awareness about inbreeding consequences and how to avoid inbreeding.
- Capacitate women about the benefits of providing supplementary feed and safe potable water.
- Increase adaptation of improved housing facility includes water turf, feed manger and fodder stand.
- Increase availability of input materials through GSPEC

With the above said intervention and continuous handholding support by ASSET&W the herd size has reached 53(37 adult and 16 kids). As per estimation 50% of the current adult goats can be sold at Rs.5000 each that means an estimated income of Rs.75000 – 80000.

Recently the SHG group her learned Azolla cultivation with support from ASSET&W and started feeding the same to available goats and kids which has shown very good results



Globally, there are about 875.5 million goats (FAOSTAT, 2011) while there are about 135 million goats in India (Livestock Census, 2012). China leads in goat population (149 million) and is followed closely by India on second position. The global goat meat production is estimated to be about 5 million tonnes (FAOSTAT, 2016). China tops in goat meat production, with 2.2 million tonnes produced annually. China is followed by India which stands second in global meat production with an annual output of 1.04 million tonnes. India's output accounts for 20% of global production (DAH&FW, 2016-17).

Name of Beneficiary : Basa Soren

Village	Panchayat	Block	District
Sursi	Vijadih	Rajnagar	Seraikela - Kharsawan

Basa Soren a middle aged woman and a mother of 3 lives in a very small village Sursi located at Seraikela district. Her husband is a daily wage earner who uses to work in construction sites and roads as unskilled labor. The family consists of 5 member including 3 school going kids. Her elder daughter is studying in class 10th where as another daughter is in class 7th and the third boy child is in 3rd standard.

Basa shared that she got married at an early age of 17 and she could not continue her studies due to extreme poverty. Although she desperately wants their children to complete their education and get government jobs with good salary.

Her husband earns around Rs.300 a day but this amount is not sufficient for her family considering the growing age of her kids and their education.

2 years back in 2017-2018 JTDS has started its livestock intervention in this village and created 100 goat sheds. Followed by this Basa Soren along with other beneficiaries have received 6 goats each (4 does and 2 bucks) as a seed investment. Goat was not a new thing for the villagers but most of them were reluctant towards the scientific rearing practices as a result of which the villagers have witnessed severe mortality and almost 50% of the newly procured goat died due to PPR.

Basa somehow managed to save 4 of her goats and started taking care of them as her own children. Gradually she learned improved animal management practices and accepted deworming, vaccination and timely treatment as a need.

Within a span of 1 year her herd size increased to 6 healthy goats again.

During 2019 Basa's elder daughter got sick and bed ridden and the local doctors have adviced them to take her to Ranchi for better treatment. The family was not ready for this as they don't have much of a savings and during this unforeseen crisis no body from their families came forward to help them financially.

Basa found herself in a helpless situation as any delay in treatment could have caused severe consequences towards her daughter's health. With no other way out Basa tried to sell 2 of her goats in local haat and she succeeded to get Rs.7500. That money helped them a lot during treatment and her daughter got cured.

Now Basa Soren is left with 4 goats and she is meticulously taking care of them as she knows that the increased number of goats will again act as ATM at the time of need.



"The expense of my daughter's treatment was so high and we were not ready for that.....my goats have helped me during the time of crisis"

Name of Beneficiary : Subhasini Sardar

Village	Panchayat	Block	District
Doladih	Katanga	Rajnagar	Seraikela - Kharsawan

Subhasini Sardar from Doladih Village, Saraikela district Jharkhand wanted to become a doctor but due to extreme poverty could not fulfill her dream and got married in early age. Her husband Alijar Sardar is a farmer who feeds a joint family of 7 members by doing seasonal agricultural activities. The family income was so less that Subhasini faced difficulties to feed the 07 members of the family.

In 2017-2018 JTDS has started its poultry intervention in her village as income generating activity as well as to enhance their nutritional status. Subhasini was vocal, intermediate pass, friendly with community and willing to serve the community. The Gram sabha selected her as Pashu sakhi. She undergone extensive training on poultry management in August 2019 and started to serve the community.

She provided her service over 4000 poultry birds. She vaccinated on time and promoted 75 low cost feed Azola tanks for the poultry. She earned Rs. 8000 against her first month service.

Every month she keeps track of all the available sheds within her intervention area. She visits every shed twice in a month and records the available number of poultry birds, provides on the spot treatment, keep track of ready for sell birds and eggs, provides shed management training to community and so on.

Now she is looking after all three species poultry, goats and swine in her area and getting regular income and looking after family successfully. She thanked JTDS for selecting her as Pashu Shakhi and fulfilling her dream.



Name of Beneficiary : Jaherguttu Swaym Sahayata Samuh

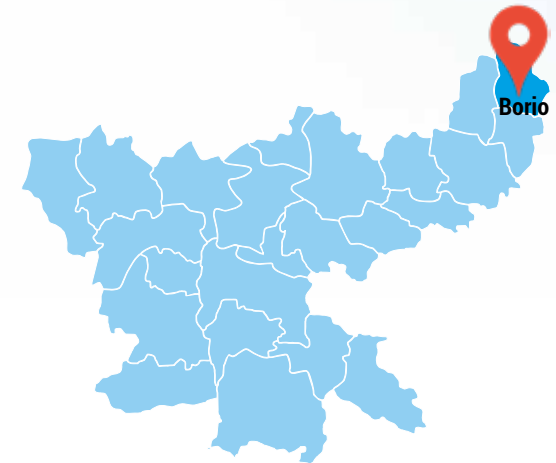
Village	Panchayat	Block	District
kadma	Badaraksho	Borio	Sahibganj

Anita Murmu, Puku Hembrom and Martina Hembrom, 3 middle aged ladies of Santhal Pargana proudly exclaimed that they have witnessed 7 times multiplication in their pig breeding centre.

This breeding unit has been established in Kadma village of Sahibganj district – Santhal Pargana by Jharkhand Tribal Development society (JTDS) in the year 2017-2018.

As a general practice 6 pigs (4 sows and 2 boars) have been given to Jaherguttu Swaym Sahayata Samuh during 2017-2018 out of which 1 boar died initially due to disease. With proper care and guidance the pig family has increased and 42 new piglets were born. The SHG members have sold 14 piglets as per the demand of customer recently and earned Rs. 40800 and kept the amount in their corpus fund.

The best part of this SHG is that they have created duty chart for themselves and accordingly each member is equally responsible for taking care of the piglets and breeding centre. Secondly, they have identified market within their village locally which will certainly make whole village sustainable in a long run by promoting piggery.



Name of Beneficiary : Dhania Oraon

Village	Panchayat	Block	District
Baksi	Sadhabe	Kairo	Lohardaga

There are two protagonists of this story, Dhani Oraon and her younger sister in law Jetri Oraon who lives in a forest fringe and remote village known as Baksi in kairo block , Lohardaga.

7-8 years back a major retard occurred in family as Dhani's husband and the elder son of the family died. This has traumatized the whole family as the major bread earner was no more leaving Dhani alone and hopeless to cope up with never ending struggles in life.

The family has supported Dhani but as she wants to be independent she has decided to move on to other cities as a migrant labor. Very soon she has realized that she is not going to survive in this way, being a widow coping with patriarchal world is much more difficult for her.

She returned back to her village and in 2015 DPMU and GSPEC along with FNGO have selected her as single beneficiary for piloting pig farming in Baski village. The idea was to sustain her in the village considering her mental and financial status.

Initially she has got 10 pigs (2 boar and 8 sows) in 2016 and after some time 8 piglets were born. Her perseverance, consistency and zeal to do something have soon benefitted her and the actual number of pigs again reached to 30 in 2018. Again fate has tested her and 20 pigs died in a disease outburst. Now with her constant effort and support from her younger sister in law Jetri Oraon, Dhani has managed to have a total number of 25 pigs in her shed. She has sold 4 of them at Rs.19000 in a nearby market Nagjuwa in April 2019. Now she is willing to sell another 4 in near future. The average weight of adult pig is around 50-60 kg where are 19 piglets are approximately 5-6 kg of weight.

Dhani and Jetri proudly say that by the end of 2019 they would earn more than Rs.1, 00,000 by selling pigs. Dhani Oraon thanks to JTDS for supporting her in distress.



Name of Beneficiary : Shibban Oraon

Village	Panchayat	Block	District
Kudra	Kudra	Sisai	Gumla

Shiban Oraon – A journey of Thepa Pass(terms used for illiterates) to budding entrepreneur

“Thepa pass” - means completely illiterate) that's what she calls herself, Shibban oraon is the eldest of her 3 siblings and reside in Shemal village Lapung before marriage. She didn't have a chance to go to school due to extreme poverty and household chores. She got married in the year 2012 with Prem Oraon a small farmer.

Shiban Oraon of Kudra Village has 7 members in her family including her 3 children. When she came to his husband's house, they faced acute poverty and not able to afford a square meal a day. The economic condition was so bad that time and they have to migrate to kolkata in off-farming season to earn livelihood in brick kilns. She recalls that both husband and wife jointly use to earn Rs.120 per day while working in brick klin. But After receiving pigs from JTDS, the financial condition of her family is improving at a constant pace. They received pigs in FY 2016-17.From then now, she has sold 4 pigs in nearby market and received Rs. 45000/- from it. With her initial round of profit she has managed to take 3 different cultivable lands on lease and now she is doing paddy cultivation as well. Currently she has 6 pigs left with her. Perseverance and determination has brought surprising result in their life. Although, because of her illiteracy it was difficult for her to understand the technicalities but as she says she has observed the veterinarian and learned. Shibban sells her pigs when fully grown animals reach a body weight of 110-125 kg at the rate of Rs. 120/Kg (live weight).

She aspires to send her children in Private school and make them a well-educated. Although Electricity has reached in his house, hence she desired to have a Television for entertainment and electric fan to cope with the scorching heat.



Name of Group : Mahila Jagriti Samiti (SHG)

Village	Panchayat	Block	District
Urpa	Murpa	Tamar	Ranchi

Urpa, a small village/hamlet at Tamar Block in Ranchi District, Jharkhand. It comes under Murpa Panchayath. It is located 50 KM towards East from District head quarters Ranchi and 12 KM from Tamar. It is not that pig breeding is something alien to the community but like any other tribal village of Jharkhand pig is a part of their extended tribal family. JTDS with his supporting wing Mahila Jagriti Samiti has formalized the informal practice for the betterment of the community and result is quit visible.

Initially during the year 6 pigs have been kept in the breeding unit (2 boars and 4 sows), training and exposure visit to understand the management practices at Kanke based Piggery Farm. There is a good demand of piglet in the area. Initially pig breeders have contributed each for pigsty construction. Also they contribute small amount per month to feed pigs. Pig rearing group is in contact with Tamar based hotels for waste and with local rice bear seller for fermented stuffs for feeding purpose.

In the month of April 2019, 7 new piglets have taken birth making the family extended one.

With support from Pashu Sakhi and veterinary, all these new born piglets have received initial health care service such as Iron shots(resistance from anaemia) and de-worming dosages as a result of which their growth is visible.

With the available number of livestock and witnessing their growth, community is expecting to get approximately Rs.50000 as profit in next 6-8 months. This would ensure the livelihood of the group members.



Name of Group : Sagen Sakam Mahila Samiti

Village	Panchayat	Block	District
Janegora	Dholabera	Dumaria	East Singhbhum

"Put your heart, mind, and soul into even your smallest acts. This is the secret of success." This story is of Sagen Sakam Mahila Samiti – East Singhbhum, Dumaria block signifies the above said saying. Sagen sakem is one of the pioneer women SHG to have contributed greatly to the erstwhile formed from JTELP scheme. Sagen Sakem Mahila Samiti comprises of 14 members all of whom belong to tribal communities and backward classes category. All the members decided to conduct a meeting of SHG, every week that each member would deposit an amount of 10/- in weekly meeting the contribution would be mobilized and money deposited in the Bank in the first week of every month so that members of group can take loan when needed. The group maintains proceeding book, cash book, loan book, and weekly saving book. After assessing their capacity and market demand the SHG members have decided pig farming. Then JTDS release Rs 10000 as revolving fund from JTELP project and also provided insight for taking up IGA like pig farming. The SHG started small pig rearing farm after receiving 8 female pig and 2 male pig from JTELP Project. After 9-10 month of rearing their pigs the group able to get total 8 piglet. These piglet were sold (age group of 8 month) Rs 6000 – Rs 7000 per pig. Fetching them a gross income Rs 42000/-. Now they have 6 pigs taken for farming. Now the group is aspiring to continue their enterprise and replicate and scale up the model.



YEAR	FY 19 - 20
Group	SHG
Name of Group	Sagen Sakam Mahila Samiti
Date of Formation	21/08/2015
Total Members	14
Total Repayment	42500/-
Seed Capital from JTDS	Rs 10000/-
Activity	Pig farming
Earning	42000/-



Name of Beneficiary : Jayanti Purty

Village	Panchayat	Block	District
Bandijari	Kenjra	Tonto	West Singhbhum

Jayanti Purty from Bandijari village of Tonto block of West Singhbhum district, is a Pashu-Sakhi whose efforts have brought an impactful change in the mortality of livestock in her village. She was selected as a Pashu-sakhi and received training in September 2019. Prior to this, the source of her family income was through agriculture practiced on a small land. She completed her Intermediate studies but stayed at home with her children. Her husband was the sole earner.

When Jayanti started providing her services in her village, the people were reluctant to avail it at first. She had to struggle to convince the villagers and explain them about her role and the benefits veterinary services would provide to their animals. The villagers gradually understand my point and started taking services from her. There was a high mortality rate in goat before her joining. But after her constant effort, mortality rate reduced from 9.2 % to 2.8%. It is possible due to regular deworming, vaccination and monitoring of livestock. She visits every shed regularly within the village and watch the condition of shed and animals closely. She notes down the information in her booklet for further analysis. As a result of which healthier quality of livestock and in turn resulted in bigger income for the beneficiaries.

She has also imparted training to community members on scientific aspects of goat rearing. Through Practical demonstrations, the members are taught the goat rearing process and the difference between the goats reared under scientific and traditional process. The members are encouraged to add Azolla, moringa and minerals to the goat feed and also advised to get their goats castrated.

Now the community members say, There was no veterinary doctor in the village and we could not get our goats castrated, vaccinated or de-wormed. But now the Pashu-Sakhi herself castrates, vaccinates and de-worms our goats and helps us in keeping them safe and healthy.



Name of Beneficiary : Balika Soren

Village	Panchayat	Block	District
Monjra	Menjhiya	Jamtara Sadar	Jamtara

To bridge the gap between the rural population and the formal animal health care system, Community Agro-Vet Entrepreneur model has been adopted in intervention villages across districts. Under this initiative, semi-literate villager especially woman are identified, trained and groomed to become the interface in intervention villages as Pashu-Sakhi/Mitra . Once trained, S/ he provides basic animal health care and management services to the community. Pashu-sakhi are playing a huge role as a reliable link among project's community members.They are not only providing primary health care services to animals but also spreading awareness with the aim to make community financially strong and independent.

Balika Soren of Monjra Village of Jamtara district is a shining example of excellent works being done by the Pashu-Sakhi. She belongs to a poor family and her father Labeshwar Soren is a marginalised farmer. Her mother Sibami Hansda is a housewife. Farming is the only source of income that feeds the family of 8 people. She is an Intermediate pass and on the basis of her performance and enthusiasm, she was selected to work as a Pashu-Sakhi in July 2019.

JTDS in association with ASSET&W, imparted various trainings and exposure required to enable her to perform her duty efficiently in September 2019. Thereafter, she started rendering services to her community people and others from nearby villages. Within a short span of time, she has established herself a reliable name in the locality. she visits each household every month and capture the requisite information related to shed and livestock in her booklet. She actively participate in health campaign such as deworming and vaccination. Please refer to the table for her achievement in last 4 months :

YEAR	FY 19 - 20
Village	Monjra
Block	Jamtara Sadar
District	Jamtara
No. of Poultry Birds Dewormed	339
No. of Poultry Birds Vaccinated (ND)	335
First Aid Support to Ailing Animal/Birds	2611
No. Community Training Conducted (on Improved Animal Management)	2
No. of Azolla Tank Prepared under her Guidance	17
Average Monthly Income earned from her service	1800.00

Sharig her feelings, she says, " The love that I receive from the commuity is a matter of honour for me. I want to grow professionally, serve my people and also earn well to secure future of my family."



Name of Beneficiary : Rani Jamuda

Village	Panchayat	Block	District
Baidmara	Asantaliya	Sonua	West Singhbhum

Rani Jamuda, a middle-aged housewife, lives in a small village Baidmara under Sonua block of West Singhbhum district, with her husband Narayan Jamuda and 4 children. Hers in-laws and one sister also lives with them. The family was poor and the only source of income for the family of 9 members was agricultural income which was negligible. The yield was not enough to meet the household expenses and bear the fees of their children.

But after joining JTELP project, she found a new ray of hope in her life. She received 50 Poultry birds as a initial support from JTDS along with other necessary infrastructure. With improved management practice on poultry rearing, and regular help from Pashu-sakhi bring a surprising result in her life. Soon the birds started laying eggs. She sold the eggs in the local market at the rate of Rs 6 per egg. She earned a income of Rs 5400 by selling only eggs. She received training on improved method on poultry rearing that proved very beneficial for her. Some birds reached at the stage of marketable maturity, so she sold 20 birds at the rate of Rs 200 and manage to earn Rs 4000. She kept some amount as a revolving fund in order to refill the shed with new birds. Now she started earning little from her poultry farm.

Recalling her hardships, Rani Jamuda says, it is very difficult to survive on such a meagre amount, we occasionally worked as a casual labour or engaged ourselves in menial works. Earlier we had to take loan to pay fees and manage household expenses. But now She is happy that she can able to manage educational fees of her children. She is satisfied that JTDS intervention has provided us an additional livelihood opportunity. However, JTDS brought in a real transformation in our lives. We are grateful to JTDS for encouraging and believing in us.

The family is gradually moving towards a sustainable Poultry enterprise development and are hopeful of good gains in the future as well.



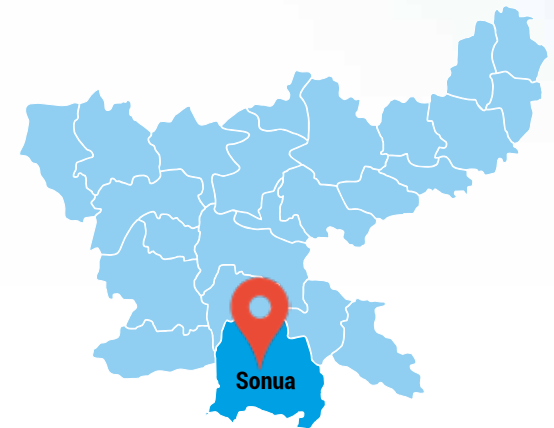
Name of Beneficiary : Sangita Jamuda

Village	Panchayat	Block	District
Baidmara	Dewabir	Sonua	West Singhbhum

Sangita Jamuda is a resident of Baidmara village Dewabir Panchyat under Sonua block of West Singhbhum district. She is one of the beneficiary of who is benefitted from Poultry rearing. There was a time when arranging two square meal for her family was very difficult. Her husband Poltan Jamuda is a marginalised farmer and worked as a casual labour during lean season. Despite of hard work, It was difficult to manage a family of 8 members. Their income from all sources was so meagre that it was tough to fulfill basic needs of family. But Sunita's hard work and determination helped her to change situation.

In FY 2018-19, she received 50 poultry birds alsion with shed and other necessary infrastructure as a initial help from JTDS. She took this opportunity with both hands. Her family took care of Poultry birds with utmost care. After few months, birds started laying eggs. The couple sold the eggs in the local market at the rate of Rs 6. In this way, they earned Rs 4500 by selling only eggs. Some birds reached at the stage of marketable maturity. That's why they sold as well as consumed some birds. They earned Rs 6700 by selling birds. Like this way, they have managed to earn Rs 11,200 from poultry farming. They also consumed eggs and birds to meet the nutritional requirement of the family. She used a part of this income to manage household expenses and saved remaining part in bank to refill the shed with new poultry birds. It is evident that the family is moving towards sustainable livelihood for a longer period of time with the support from JTDS.

Sangita says, Life was very difficult before becoming a part of this project. But now things are changing gradually. JTDS helped me a lot in standing up my own poultry farm. She has become not just self-independent but she is now a lot more confident. She would like to fought with all odds to become an entrepreneur for tomorrow.



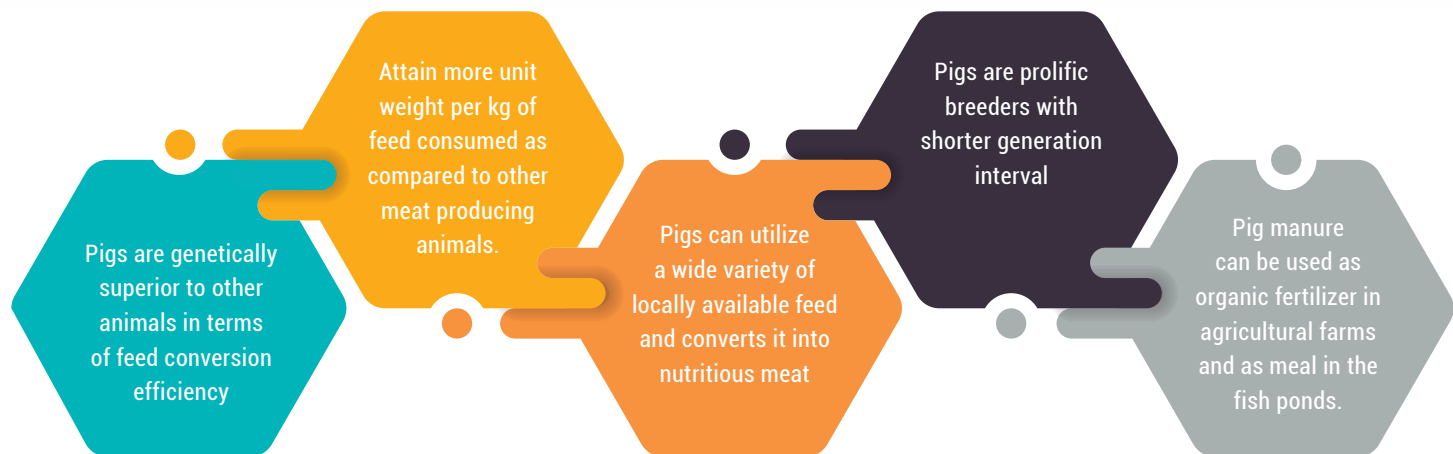
Name of Beneficiary : Shyam Sunder

Village	Panchayat	Block	District
Auratarn	Jungur	Manika	Latehar

Overview

Pig sector in India has traditionally been the victim of social disapproval largely due to the filthy perception associated with pigs. This customarily shunned status of pig has played a huge role in limiting the growth of the sector in India. However, in view of the factors like high nutritious value of pork; pig rearing being a potential source of livelihood generation and increasing investments by State Governments in the sector, experts envision high prospects for increase in demand of pork over the coming years. Jharkhand has been one of the leading states in terms of live pig production in India. However, its percentage share in total pork production of the country is merely 4%.

Under Jharkhand Tribal Development Society (JTDS) – Jharkhand Tribal Empowerment and Livelihood Project (JTELP) Pig farming is considered as one of the potential alternatives for enhancing the economic status of the tribal households and other weaker sections of the society. JTDS is working with 1700 pig rearer across 14 districts of Jharkhand. A small-scale pig production ensures a year around employment to otherwise seasonally employed farmers. From the viewpoint of production, the benefits of pig farming are as follows:



He is innovative and certainly knows how to create his own path rather than following someone's footsteps these line suits the most to Shyam Sunder Oraon a young and energetic person who hails from Auratarn Latehar.

Shyam Sunder is an educated young man from a remote village of Auratarn which comes under Manika block of Latehar district. After completing basic education Shyam Sunder has put all his effort to get a white collar job in Latehar or in Ranchi but after trying for more than 2-3 years he found himself helpless and without any earning options. He started doing agriculture in a small landholding available with him but the income was not sufficient for the whole family of 5 people.

In 2017, Jharkhand tribal Development Society entered the village with an idea to start pig breeding unit at Auratarn. With support from GSPEC 5 young men were chosen to initiate Pig breeding unit in the village itself and after initial round of capacity building JTDS has created the infrastructure for the breeding unit and also provided 4 sows and 2 boars for breeding purpose as initial seed investment.

This group of 5 men faced an initial set back in 2018, when two of the group members have decided to leave the team as they felt pig breeding is not their cup of tea. It happened because pig breeding unit requires time, energy and active participation of all in terms of feeding, arrangement of water, maintaining cleanliness, treatment support and so on. Gradually Shyam Sunder found that he is standing alone as all other 4 members have left him in search of better job opportunity.

Even after being alone during the first year itself Shyam Sunder never lost his perseverance and zeal to do something as an entrepreneur. He kept taking care of the available stock of 6 pigs throughout the year and very soon 2 of the sows have given birth to 16 piglets. Now the number has increased to 22. He decided to destock the piglets when they reached 10-15kgs of live weight and as his own first income he earned Rs. 42000 after just one year.

In 2018-2019 he managed to sell another 53 piglets worth Rs. 2, 10,000 approx. So the total earning in last 2 years was almost 2.5 lakhs.

He is now left with 2 sows and 1 boar and now he is planning to reinvest his savings for buying new stock of breeding boar and sows. He has also developed Azola pit for his pigs and invested some amount of his earning in making a good house for his family.



Name of Beneficiary : Giri kerai

Village	Panchayat	Block	District
Dholandih	Pandra	Seraikela	Seraikela - Kharsawan

"One of the most important rules for success is this: Every great success is the result of hundreds and thousands of small efforts and accomplishments that no one sees or appreciates."

The above said quote suits the best to our protagonist Giri Kerai, a pashu mitra (extension service provider – male) who is silently and religiously trying his level best to create a difference.

Small livestock, like goat, pig and poultry is a critical source of livelihoods for rural poor, especially for women, in developing and underdeveloped countries, including India. Small livestock are perceived to have several benefits. According to field studies, small livestock serve as a source of income, as assets which could be encashed in times of emergency, as source of nutrition (milk and meat), as a source of medicine (milk), and as gifts during ceremonies.

One of the many problems that the livestock farmers have been facing is high mortality and morbidity of animals. High mortality and morbidity of goats leads to economic, social and mental stress, making rural households highly vulnerable. Women are the worst sufferers of such tragedies owing to their high involvement with small livestock. Also, they take care of ailing animals, which consumes significant time and energy. Families try to cope with such loss of livestock by selling food grains. In extreme cases, it may lead to even stopping child education and opting for long distance migration. Several other challenges for livestock farmers are genetic degradation of goats, feed scarcity, seasonal stress, absence of transparent system of price estimation of goats, inefficient trading and high costs of aggregation and low adoption of information technology. Besides, lack of access to timely, low cost, door step livestock health care, first aid and knowledge support has been a key constraint in livestock production.

Responding to such a situation Jharkhand Tribal Development Society along with ASSET&W has coined an alternative community led livestock extension service mechanism. Through this community based approach, women/men are empowered through technical training and hand holding support to take lead in generating demand for inputs and provide services to livestock farmers. By building their capacities and providing hand holding support, over 130 Pashu Sakhis / Pashu Mitras (meaning friends of livestock) have been promoted in 14 JTELP district reaching to over 10000 small livestock farmers on daily basis.

Giri Kerai performs three kind of complimentary functions –

- Extension of improved practices and knowledge sharing,
- providing door step first aid and counseling services for disease prevention and management and
- Demonstration of best practices and enterprise management in her own house.

Giri Kerai also works as monitoring and support service provider for the project. He visits each goat shed and assess the condition. A regular monitoring on disease spread and decrease in frequency of morbidity (disease) is kept through data analysis.

Giri Kerai through awareness and training motivate women beneficiaries to adopt good practices which boost demand for new inputs. To meet the demand locally, Giri Kerai is now going to be trained by ASSET&W to take up entrepreneurial activities too. In fact, Giri Kerai and 250 other Pashu Sakhis/ Mitra will sustain on entrepreneurial initiatives of input and services supply for livestock farming rather than by providing services alone (eg. providing treatment and first aid).



As per the predesigned service portfolio, Giri is earning approximately Rs.2000 per month whereas by providing services to community (other than his assigned cluster) he is earning additional Rs.3000 per month. In a month he is respectfully earning Rs.5000 and he is hoping that as soon as the number of existing livestock multiplies his income will also get multiplied in the same proportion.







JHARKHAND TRIBAL DEVELOPMENT SOCIETY

(A society of Scheduled Tribe, Scheduled Caste, Minority and Backward Class Welfare Department, Government of Jharkhand)

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