

## RESIDENTIAL WORKSHOP & TRAINING PROGRAMME

# Poultry interventions in rural areas and their role in promoting rural livelihoods, nutrition, and women's empowerment – The Keggfarms Model

Households  
Impacted

**1.4M+**

States  
Covered

**15+**

Years of  
Excellence

**57+**

Pioneering rural poultry genetics since 1967, transforming lives through sustainable interventions .

**KEGGFARMS**  
Pioneering - A Way of Life



## Why Rural Poultry?

Rural poultry is a powerful tool for poverty alleviation, providing sustainable income and nutrition to millions of households across India.



### Women Empowerment

85% of rural poultry is managed by women, providing them with financial independence and decision-making power.



### Low Investment, High Returns

Minimal capital investment with potential for 300-400% returns through egg and meat production.



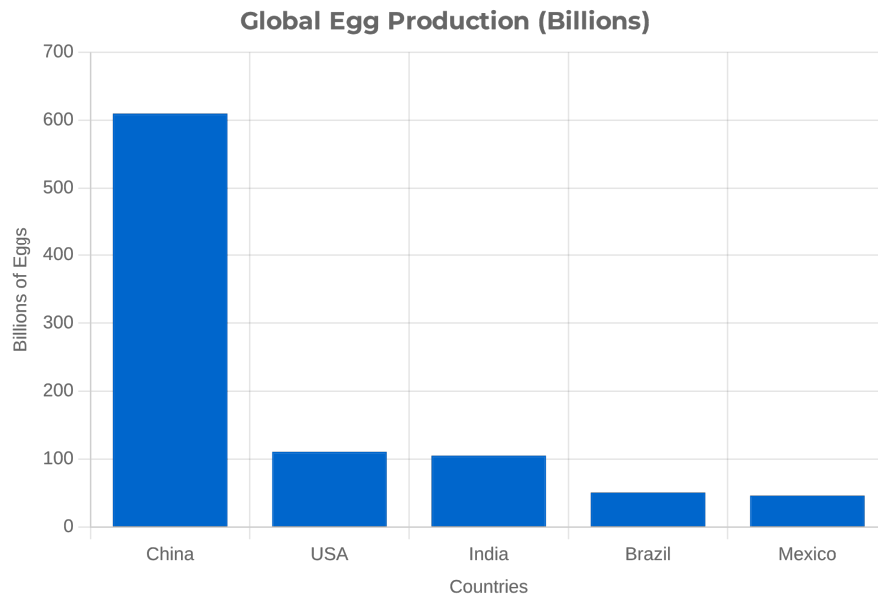
### Nutritional Security

Provides high-quality protein and essential nutrients to rural families, improving health outcomes.

*Traditional small-scale, rural, family-based poultry systems continue to play a crucial role in sustaining livelihoods in developing countries, supplying poultry products in rural areas, and providing important support to women farmers. Small-scale poultry production will continue to offer opportunities for income generation and quality animal-source foods so long as there is rural poverty. ---- Source : FAO (2023)*

# The Indian Poultry Sector

India's poultry sector is one of the fastest-growing agricultural segments, with significant potential for rural development.



Source: FAO, 2023

## 3rd Largest

India is the 3rd largest egg producer globally, with over 114 billion eggs produced annually.

## 5th Largest

India is the 5th largest broiler meat producer globally, with over 4.9 million tonnes produced annually.

## Significant Contribution

Backyard poultry contributes to approximately 30% of total egg production in rural areas, supporting millions of livelihoods.

## Traditional Limitations in Rural Poultry

Despite its potential, traditional rural poultry faces several challenges that limit productivity and profitability.



### Low Productivity

Indigenous birds produce only 40-60 eggs annually compared to 150+ from improved breeds.



### High Mortality

Susceptibility to diseases and lack of proper healthcare leads to 40-50% mortality rates.



### Poor Genetics

Unimproved breeds lead to inefficient feed conversion and slow growth rates.



### Lack of Organized Market

Limited access to formal markets and fair prices reduces income potential.

## Introducing Keggfarms

Keggfarms is a pioneer in rural poultry breeding, dedicated to transforming lives through sustainable Poultry interventions since 1967.



### Mission



To empower rural communities especially women through poultry interventions



To enhance food security and nutritional outcomes with minimal inputs



To create sustainable livelihood opportunities for small farmers



## The Technology — KUROILOER® & SAURANGI®

Genetically superior birds are specifically designed for rural conditions, offering exceptional performance and adaptability.

### KUROILOER®: High Performance Rural Bird



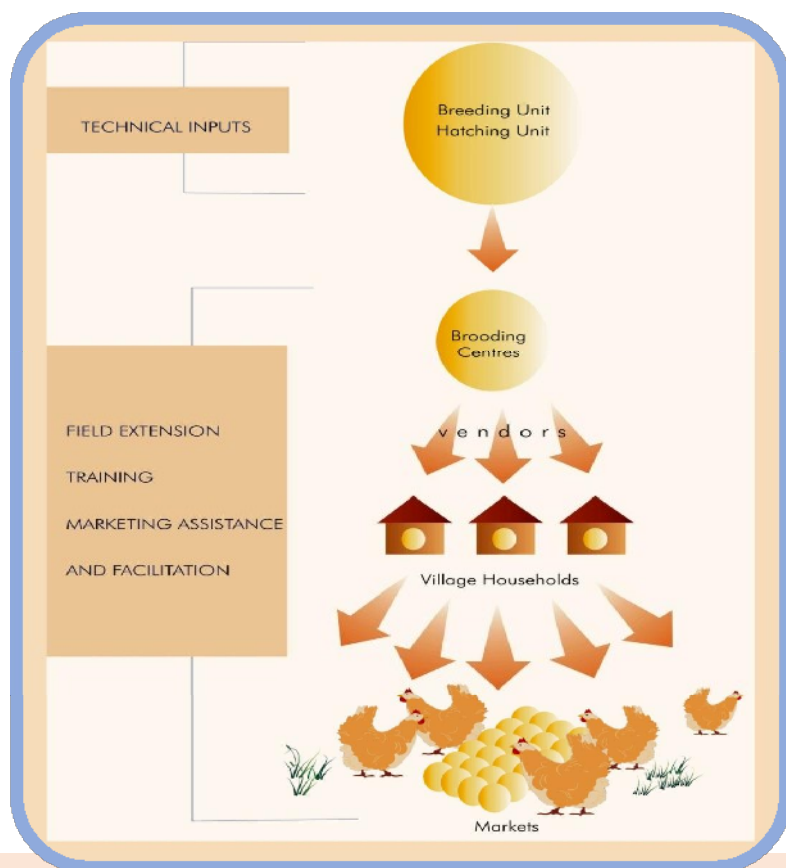
- Hardy, dual-purpose bird with 150+ eggs/year under scavenging conditions
- Growth: Females 2.1–2.5 kg, Males 3.0–4.0 kg at 24 weeks
- First egg at 22–24 weeks (vs. 32 weeks for local birds)
- Multi-colored feathering, similar to traditional birds

### SAURANGI®: Cultural Preference



- Traditional "desi" look, culturally preferred in many regions
- Fetches premium prices in local markets
- Smaller build compared to Kuroiler
- Early maturing with strong local demand

## DELIVERY MODEL—I COMMUNITY BASED



Enabling gains of modern science and technology to percolate down to remote village households at the very bottom of the pyramid, through traditional practice of village vending



Over 1500 Dealers



Over 5000 Mother Units



Over 7500 Vendors



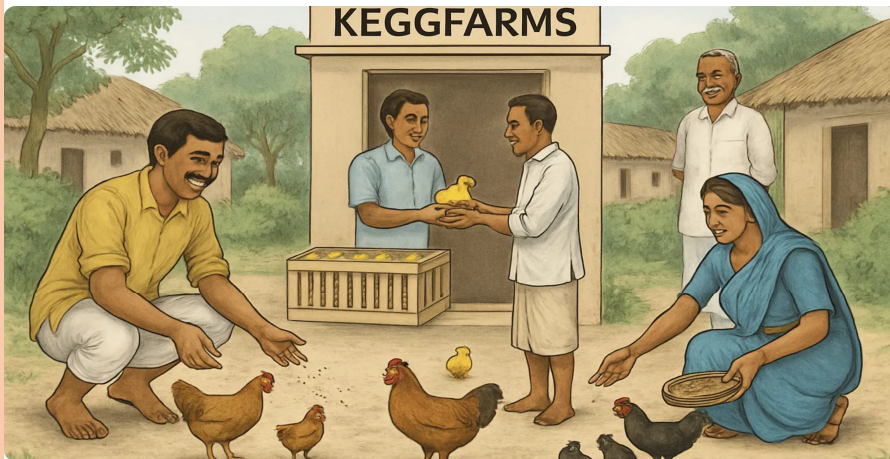
Over 1.5 Million Households



Markets

# Livelihood Generation Opportunities

Through the KUROILOER® & SAURANGI® Model



**KUROILER®**

Fast-growing colored bird



**SAURANGI®**

Traditional 'desi' alternative

## Income Generation Model

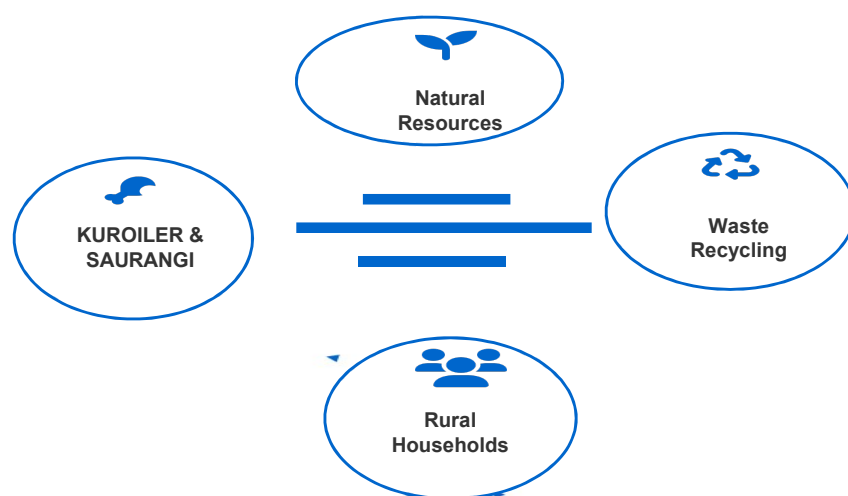
Based on actual experience in India, the model creates multiple income opportunities:

- Dealers and Traders
- Family farms
- Rural households
- Mother units
- Cycle vendors (Pheriwala)
- Larger farms in some areas

**Key Insight:** The KUROILOER and SAURANGI model is particularly appropriate for village households where backyard poultry is a traditional practice. Decades of implementation in India demonstrates this model provides sustainable livelihoods to small farmers raising birds for meat and eggs.

## Sustainability & Environmental Benefits

The model creates a sustainable circular economy that benefits both farmers and the environment.



*"Raised in open range, KUROIILERS and SAURANGI enable household, agricultural and natural waste to be converted into highly nutritious food without causing environmental harm."*



### Low-Input System

Birds thrive on low-cost agricultural and kitchen waste, reducing demand for commercial feed production.



### Antibiotic-Light

Minimal reliance on antibiotics compared to industrial poultry, reducing antimicrobial resistance risks.



### Biodiversity Support

Free-range birds contribute to pest control and soil health in village ecosystems.

## Stories from the Field

Real-life testimonials from beneficiaries of the Keggfarms model:



*"I get 15 chicks every 2 months. I keep hens and sell roosters. Each egg is sold for Rs 10 in the village. I earn approximately Rs 6,000 every 2 months."*

— Tara Devi

Matihani, Gaya, Bihar

“

*"Kuroiler Nahi To Jeevan Nahi (No Kuroiler – No life). The birds have transformed our village economy and given women like me financial independence."*

— Anjali Maiti

West Bengal

“

*"I am happiest when Kuroiler money comes into my hands. It has given me respect in my family and community."*

— Shantana Purkiat

West Bengal

### Impact on Women

85% of rural poultry farmers are women, who report increased decision-making power and financial independence through Keggfarms' birds.

## Support for Government & Institutions

Keggfarms offers a range of solutions to support government and institutional backyard poultry projects, leveraging over five decades of specialized experience in rural poultry development.



### Our Commitment

We are dedicated to fostering sustainable rural livelihoods through robust and adaptable poultry solutions tailored to specific program objectives.

### Empowering Livelihood Programs



#### Comprehensive Solutions

A range of solutions for backyard poultry projects, from parent stock to Day Old Chicks and technical support.



#### Specialized Expertise

Over 50 years of experience in rural poultry breeding and management, with deep understanding of local conditions.



#### Proven Success

Demonstrated success in various state-level Poultry Intervention Programmes with measurable impact.



#### Tailored Approaches

Customized solutions to meet specific program objectives, regional conditions, and community needs.



## Current State Engagements

Keggfarms is currently a major supplier to several Indian states, supporting their backyard poultry initiatives through various models.



## Comprehensive Supply Models

-  Parent Stock Supplies
-  Delivery of Day-Old Chicks (DOCs)
-  Supply of Hatching Eggs
-  Technical Support

## Major Supplier to Key States



Himachal Pradesh



Bihar



Tripura



Uttarakhand



Odisha



Meghalaya

## Recognition & Awards

Keggfarms has been recognized at the highest levels for its contribution to rural development and poverty alleviation through innovative practices.



*Dr. APJ Abdul Kalam, former President of India, presenting the Indian Innovation , EMPI “ GOLD TROPHY “ to Mr. Vinod Kapur, Chairman of Keggfarms*

### Key Recognitions

#### Presidential Recognition



Indian Express Indian Innovation, EMPI - 'GOLD TROPHY' 2006, for social contribution by a business organization.

#### International Recognition



This model is studied at TRIUM : (New York University Stern School of Business (NYU Stern), London School of Economics,(LSE), HEC School of Management, Paris (HEC Paris))

#### Innovation Awards



First MARICO-BUSINESS WORLD- 'INNOVATION FOR INDIA AWARD' 2006

#### Women Empowerment




Won the Livestock Category Award at Bihar Innovation Forum (BIF II, 2014) organised by Bihar Rural Livelihoods Promotion Society (BRLPS)

# Contact Us

Reach out to discuss how Keggfarms can support your rural poultry initiatives.

## Get in Touch

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## Partner With Us

Join us in our mission to transform rural livelihoods through sustainable poultry solutions.

### We Offer:

-  Customized poultry solutions for government programs
-  Technical Expertise / Knowledge Sharing
-  Proven implementation models
-  Long-term partnership support



**KEGGFARMS - Powering Rural Prosperity**

