



KRISHI VIGYAN KENDRA, REASI SKUAST-JAMMU

SMALL SCALE POULTRY FARMING

A Complete Skilled Training Guide for Profitable Farming

UNIT-II

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Poultry Market Opportunity Analysis



Market Context Overview

India ranks globally in poultry; urban demand spikes in key states, creating massive growth for modern production systems.



Small-Scale Benefits

Enjoy short turnover cycles, low entry barriers, dual income streams, and robust government support for new farming ventures.



Strategic Market Choice

Analyze local consumer demand carefully to select the right poultry breeds that maximize profitability and regional growth.



Poultry Breed Selection Criteria

Broilers (Meat)

Focuses on rapid growth and high Feed Conversion Ratio (FCR), optimized for efficient commercial meat production cycles.

Cockerels (Hardy)

Offers a resilient meat alternative with superior adaptability to varied environments and high disease resistance capabilities.

Layers (Eggs)

Prioritizes high-volume egg output, typically yielding 250-300 eggs annually for sustainable long-term farm productivity.

Selecting the right breed is the foundation of poultry success. Always conduct a thorough market assessment to align your production goals with local consumer demand and climate conditions.





BROILER FARMING



COCKEREL FARMING



LAYER FARMING

Top Broiler Breed Characteristics

Breed Name	Body Size	Growth Rate	Feed Efficiency	Meat Quality	Market Suitability
Starbro	Large	Excellent	High FCR	Premium	Commercial
Plymouth Rock	Heavy	Steady	Standard	Tender	Dual-Purpose
Cornish	Broad	Fast	Efficient	Muscular	Specialty
Sussex	Medium	Moderate	Optimal	Traditional	Local
Brahma	Massive	Standard	Stable	Firm	Niche Market

- ❑ Broilers achieve a market weight of 2.0-2.5 kg within 7-8 weeks, consuming 4 kg of feed total with high FCR efficiency and rapid growth rates for meat production.
- ❑ Farmer advantages include fast commercial returns, efficient feed conversion, and superior meat quality, despite the trade-off of limited egg production in these breeds.





Brahma sussex



Cornish



Plymouth rock



Fast-Growing Meat Production Breeds

COMMERCIAL POULTRY BREEDS



Dual-Purpose Breed Management Guide

Top Dual-Purpose Breeds

Dual-purpose breeds like Australorp, Brahma, and Sussex offer a balanced approach by providing both high-quality meat and consistent egg production for small-scale farms.

01

Core Body Characteristics

These birds feature large body sizes and significant weights, ensuring substantial meat yields alongside moderate fat content for better culinary quality.

02

Growth & Income Strategy

Optimized growth rates allow for early meat harvesting, while selling surplus males provides a key secondary income stream for agricultural stability.

03

Productivity & Resilience

Known for strong incubation tendencies and high resilience, these breeds maintain steady egg production rates even in diverse environmental conditions.

04

Strategic Selection Needs

Choose these breeds for self-sufficiency, organic farming setups, or when aiming to optimize feed-to-product ratios across both eggs and meat production.



Popular Dual-Purpose Chicken Breeds



Rhode Island Red

These birds are renowned for their hardiness and ability to produce large quantities of brown eggs while also providing a significant amount of quality meat for farms.



Australorp Chicken

Originating from Australia, this breed is a champion egg layer that maintains a heavy body weight, making it a perfect dual-purpose choice for modern poultry houses.



Poultry Housing Systems Comparison



Indoor Intensive Raising System

Controlled housing (400x40 ft) for 20,000 birds.
Requires 0.5 sq ft per bird and specialized equipment.
High-volume production achieved within a 5-6 week timeline under strict rules.

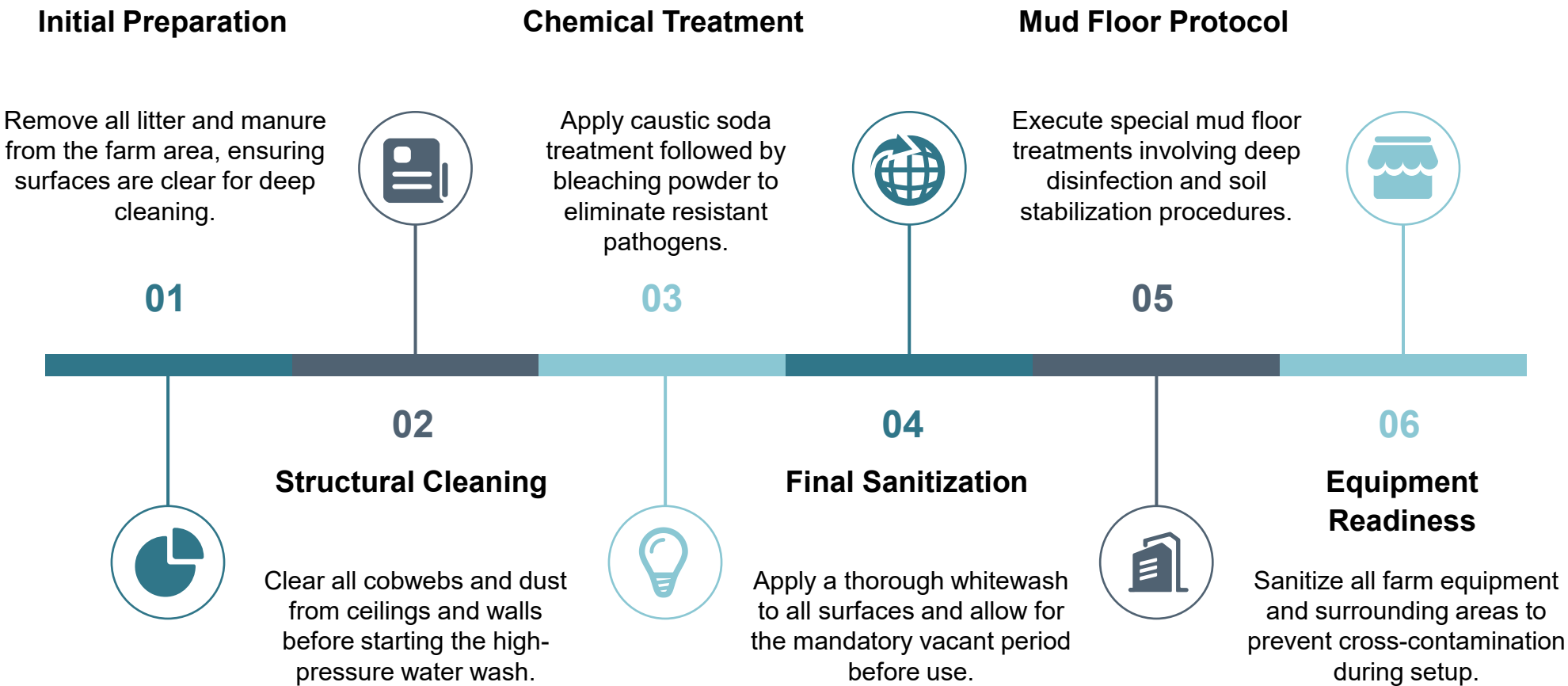


Free-Range Raising System

Outdoor access promoting natural behaviors and slow-growing breeds (8+ weeks). Targets niche markets with premium pricing. Decision Factor: Scale vs. welfare-driven market value.



Farm Cleaning Protocol





Proper Brooding Setup First Week

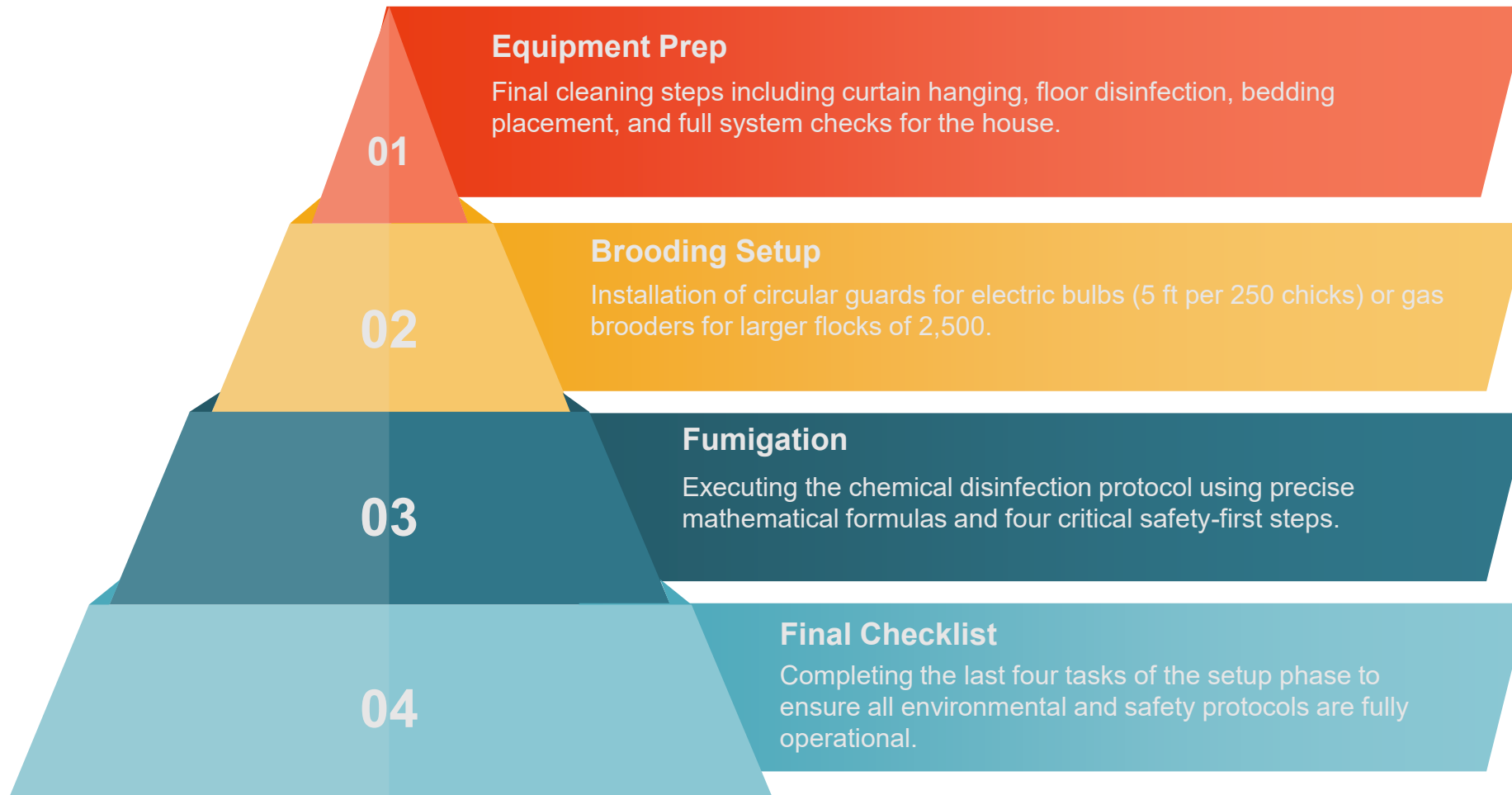


BROODING GUIDELINES

Day-old chicks require precise temperature control (35°C), adequate lighting, clean bedding, and appropriate spacing within brooding guards to ensure optimal early development and survival rates. Maintaining these conditions is vital for long-term health and growth, as these early interventions directly influence the flock's future productivity and vitality.



Final Day Preparation Procedures



Chick Arrival Management Protocols

01

Pre-Arrival Logistics: Confirm hatch timing and transport to minimize travel duration, ensuring chicks arrive within the critical survival window.

02

Receiving Protocol: Perform immediate inspection and verification. Conduct accurate counting and separate weak chicks for specialized care.

03

First Water Introduction: Prepare medicated water and use beak dipping techniques to ensure all chicks hydrate quickly upon placement.

04

Temperature Management: Observe chick behavior to adjust heat; monitor for correct spread, crowding from cold, or movement from heat.



Feed Management System



**Efficient Feeding
Profitable Production**

Modern feeding equipment ensures continuous feed access, minimizes waste, and maintains optimal FCR (Feed Conversion Ratio) for maximum profitability in commercial poultry production.



Brooding Management Technical Parameters

Temp: Week 1-2

01

Maintain 35°C (95°F) for the first week, then gradually reduce to 32°C (90°F) in week two to ensure early chick comfort and health.

Temp: Week 3-4

02

Decrease the temperature further to 29°C (84°F) during the third week and reaching 26°C (79°F) by the end of the fourth week.

Light Management

03

Follow specific lighting hours and reduction schedules while ensuring uniform distribution to support healthy growth cycles.

Space & Density

04

Expand chick guards timely to prevent overcrowding; manage density strictly to ensure every bird has adequate access to resources.

Air Circulation

05

Adjust curtains precisely to maintain optimal air flow and use ventilation to keep the environment fresh for the developing flock.

Litter & Moisture

06

Monitor litter moisture levels constantly to ensure dry conditions, which is essential for preventing disease and promoting hygiene.



Optimal Flock Health Conditions

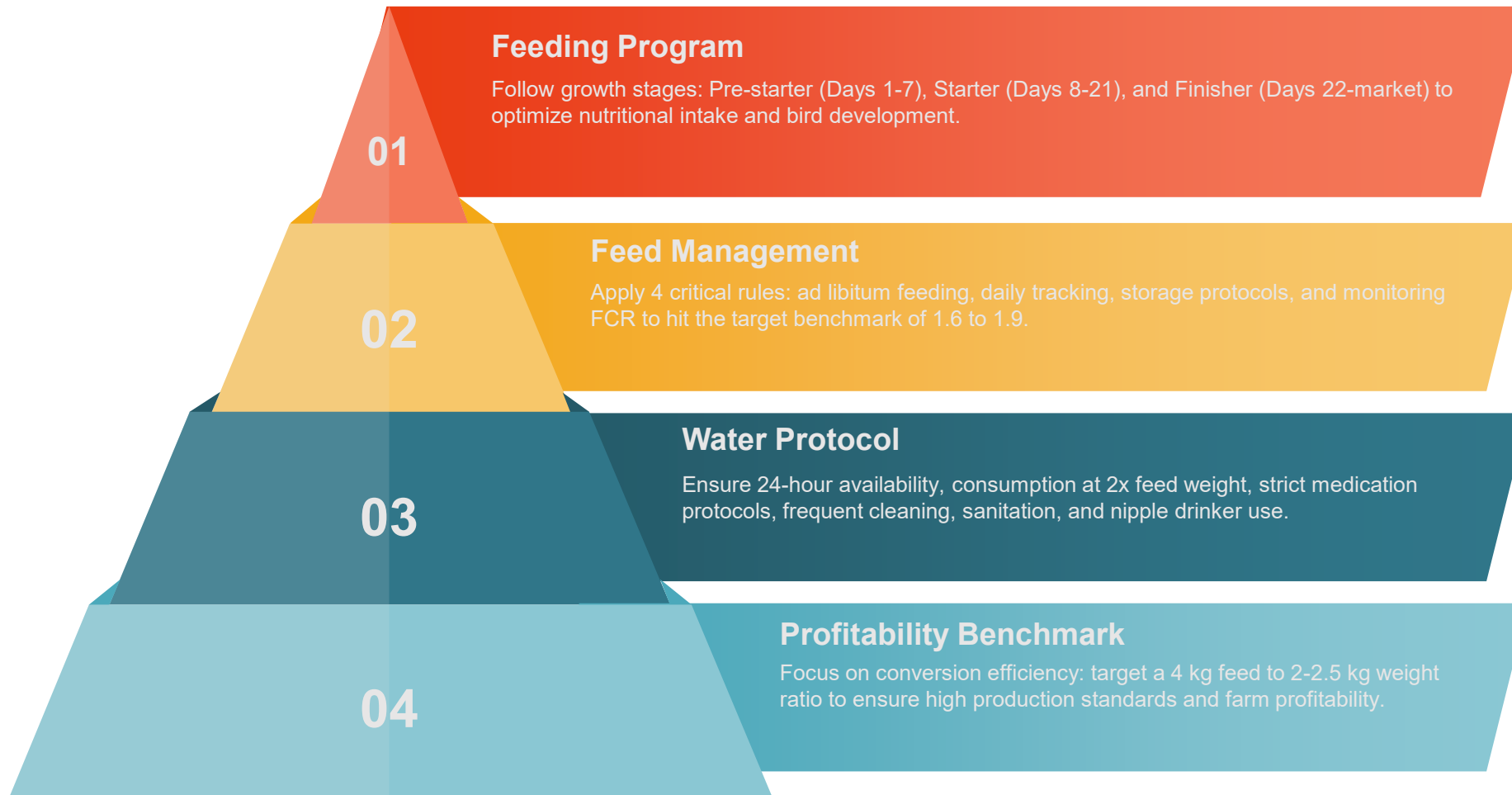


**Well-Managed Healthy Flock
Optimal Production
Outcomes**

Proper biosecurity, vaccination schedules, and daily health monitoring result in strong, uniform flocks with low mortality rates and excellent production performance in modern poultry facilities.



Feed and Water Management Protocols



Agricultural Disease Prevention Protocols

Biosecurity & Prevention

Maintaining high health standards in agriculture requires a rigorous protocol of biosecurity and proactive disease prevention to safeguard livestock and ensure sustainable production.

01

Core Biosecurity

Implement visitor restrictions, strict all-in/all-out policies, and dedicated clothing to prevent external pathogens from entering the flock.

02

Prevention Protocol

Follow vaccination schedules for Marek's and Newcastle, ensure inter-batch cleaning, and provide supplements during periods of high stress.

03

Disease Warning Signs

Monitor for increased mortality, respiratory symptoms, and reduced consumption to identify potential health threats at the earliest possible stage.

04

Emergency Action

Execute immediate isolation, notify veterinary services, and utilize alert protocols to contain outbreaks and minimize environmental impact.



Your Success Journey Begins Today



Poultry Success

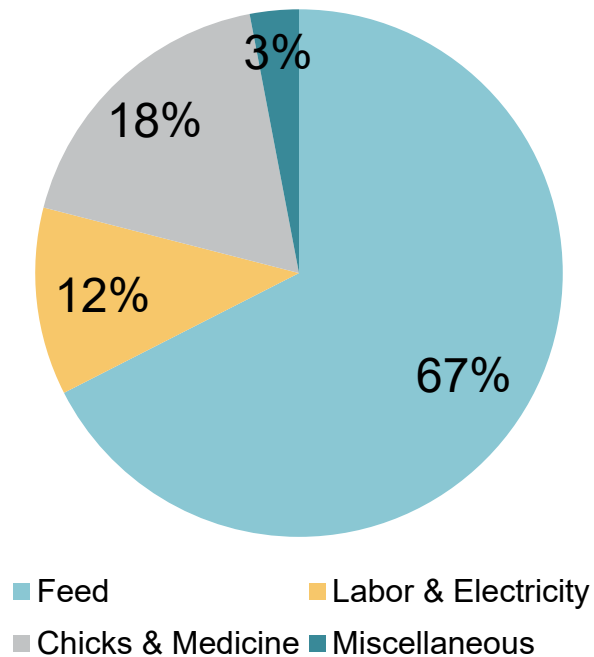
Every successful poultry farmer started with careful planning, dedicated management, and continuous learning. With proper training and commitment, your small-scale farm can achieve sustainable profitability and growth. Start your path to success.



Economics and Poultry Profitability Analysis

Analyzing the economic framework of poultry farming reveals a structure driven by feed costs and efficiency metrics. This breakdown identifies primary expenses and key growth pathways for farmers aiming to achieve sustainable profitability.

Poultry Production Cost Breakdown



Feed Expenses

Accounting for 65-70% of total costs, feed management is the most critical factor influencing overall farm margins.

Labor & Utilities

Electricity and labor combined represent 9-14% of costs, requiring careful monitoring to maintain operational efficiency.

Biological Costs

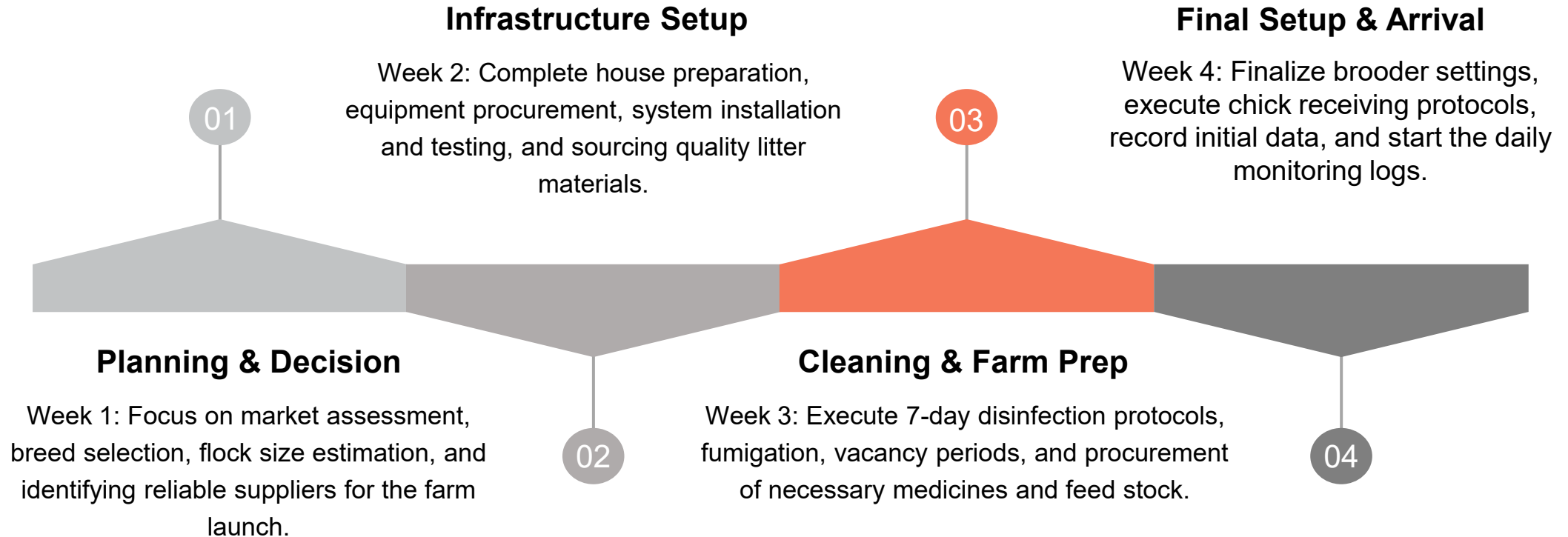
Chick acquisition and medical supplies form the essential biological foundation, typically totaling around 10-15%.

Other Costs

Miscellaneous expenses and overheads contribute a small but necessary 2-4% to the total operational budget breakdown.



30-Day Farm Launch Action Plan



Agricultural Training Success Summary

Training Summary & Resources

This section outlines the essential success factors for agricultural excellence alongside dedicated support networks available to ensure your farm's long-term growth and operational stability.

01

Key Training Takeaways

Focus on breed-market matching, farm prep, chick management, housing systems, feed quality, biosecurity, and strict financial data tracking.

02

Krishi Vigyan Kendra

Utilize KVK resources for professional agricultural training, on-farm testing, and specialized technical services to enhance productivity.

03

Veterinary & State Support

Access local Veterinary Officers for technical support and the State Animal Husbandry Department for various government subsidy schemes.





THANK YOU

Start Smart · Manage Well · Scale with Confidence