

Count your ownchicks

Broiler poultry farming in Kashmir at a glance

A huge gap between supply and demand of poultry products in Jammu and Kashmir makes the sector potentially a great income generator for youth of the job-starved state.

Poultry worth Rs.400 crore is imported annually into the state. The Kashmir Valley alone needs some 1,800 poultry farms with a crop size of at least 1,000 birds per hatch to attain self sufficiency. This will not only create thousands of jobs but also help reduce the capital outflow from the state.

The document is part of a series of information products providing snapshots to young aspiring entrepreneurs regarding viable business opportunities in the state.



A quick look at the fundamentals of setting up a poultry farm

Market Snapshot for poultry in the Kashmir Valley



Demand	5.20 crore
Local production birds per year	4.00 crore
Local supply sources	5,500 farms
Increase in demand last 3 years	15%
Future projections next 2-3 years	15%

Import scenario

Adult birds (1.2crore)	24%
Day old chicks	100%
Feed	100%
Medicine	100%
Equipments	100%

Financials

Total capital cost ₹ 8.94 lakh

Land	Pre-owned/rented/leased
Building	₹ 8.55 lakh
Machinery/Equipments	₹ 0.39 lakh

Operational Cost ₹ 2.97 lakh

Grand Total	₹ 11.91 lakh
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Costs for setting up a unit with a capacity of 3,000 chicks per hatch for a period of 35 days



Returns

Sale of 2850 broilers ₹ 4.275 lakh

Sale of gunny bags & manure ₹ 0.175 lakh

Total ₹ **4.45 lakh**

Dos and Don'ts

Do

- Ensure the availability of land at a well raised place
- Select the location that is about one kilometer away from a residential area
- Make sure it has a good road accessibility for raw material, stock transportation
- Learn about any possible hostility apprehensions towards such kind of activity
- Look for support in respect of availability of veterinarian in or nearby the area
- Ensure your farm has adequate availability of water and electricity
- Get building permission from concerned local body
- Get the pollution free certificate from the Pollution Control Board
- Avail facility of solar power if electricity connection not feasible

Don't

- Compromise on the quality of land, it should not be marshy or swampy
- Hire or purchase land without proper legal documentation
- Setup a farm near to other poultry establishments
- Setup a farm near a water body

Opportunities and Challenges

The road is laden with huge advantages

- Huge market potential
- Few players and untapped market
- Good profit margin
- Lesser investment than other livestock products
- Quick returns from the stock/ hatch
- Great scope for expansion

However, you may face stumbling blocks also

- Less availability of suitable land
- Stiff competition from imports as their production costs are low
- Non availability of skilled manpower
- No agricultural or industrial status to the sector
- Limited availability of raw material like day old chicks, medicine, feed
- Greater risk of diseases & infections outbreak

Relevant government departments to approach for

- Department of Animal Husbandry -Technical support & guidance
- Pollution Control Board PCB - Pollution control clearances
- Power Development Department (PDD) - Electricity connection
- Public Health Engineering (PHE) - Water connection
- Local Bodies - For construction clearances
- District outlet of Jawahar Lal Nehru Natural Solar Mission

Checklist

Land

Area: one kanal with adjoining open land
Nature: Ideally agricultural land
Legal Documentation: Lease or rent deed
if not pre-owned/no objection certificate

Building

Size: 3000 square feet
(50'x 60' with east-west orientation)
Type: Concrete
Permissions: electricity, water,PCB
local bodies

Equipment

Drinkers large small		120
Feeders large small		90
Sawdust Bukhari		6
Sawdust-		two mini truck loads

Finances

Check various schemes at JKEDI

- Seed Capital Fund Scheme
- Youth Start-Up Loan Scheme

Suppliers

Registered Dealers of
Day old chicks
Feed
Medicine
Equipments

Buyers

Households
Dealers
Hotels and restaurants
Retailers

JKEDI
Business Assistance & Support Services



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