

1.Title : Kudumbashree Kerala Chicken

2.Thematic Area : Livelihood (Animal Husbandry)

3.Overview

Kerala Chicken is a project promoted by Government of Kerala to create availability of quality broiler chicken meat at reasonable price to consumers throughout Kerala under the brand name Kudumbashree Kerala Chicken. The chicken will be branded under the brand name “Kerala Chicken- produced by Kudumbashree” and sales through new outlets of Kudumbashree members. Under this project it has provided 17,79,206 chicks to poultry farmers and opened 52 Kerala Chicken Outlets operating at Thiruvananthapuram, Kollam, Ernakulam, Thrissur, Kottayam, Calicut districts. It has also opened feed store at Ernakulam, Thrissur, Calicut, Kottayam and Kollam districts.

The Kerala chicken project has provided training to 212 poultry farmers on Farm Management and Integration process.

The Kerala Chicken Project has actively played in empowering the society by transforming the Kudumbashree Women to Entrepreneurs. 264 women found their livelihood through farming and acting as outlet beneficiaries under Kudumbashree Kerala Chicken Project.

In the first phase, the goal of the project is to start Kerala Chicken Farms & Outlets in Thiruvananthapuram, Kollam, Thrissur, Kottayam, Ernakulam, Palakkad and Calicut districts in Kerala and then to start at Malappuram, Kannur, Alappuzha in second phase and the remaining districts in the third phase. The poultry farmers are earning an average amount of Rs 50,000 after one integration cycle (once in 45 days). The outlet beneficiaries are earning 42,000 per month by selling the birds through Kerala Chicken Outlets.



