



An Example of Dedication and Hard Work: S. Sukhbir Singh

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ABSTRACT

Youth is considered a valuable asset for the society and the young people who are willing to take initiative and venture in a comparatively untouched territories are soon considered to be a role model by the society. S. Sukhbir Singh is one of such young, well-educated and dynamic farmer who is establishing new benchmarks in the poultry farming business. He belongs to the village Verka, district Amritsar and has only 2 acres of ancestral land in the village. He is very hardworking and innovative farmer but due to small land holding he was not earning much to meet daily needs of his family. To get better life he decided to start venture in some subsidiary occupation related with agricultural and he started his own poultry farm (broiler) in year 2022. Initially, he faced a lot of difficulties and though he consulted with various government departments, but he didn't get any success. During this period, he visited Punjab Agricultural University (PAU)'s Krishi Vigyan Kendra (KVK), Amritsar and acquired vocational training on poultry farming in the year 2023. An exposure visits at poultry farm of Guru Angad Dev Veterinary and Animal Sciences University, Ludhiana was also made. According to the guidance provided by KVK experts, he modified and expanded his poultry farm capacity from 1000 to 3000 birds. Due to improvement in FCR (Feed Conversion Ratio), decreased mortality rate and disease incidence, now he sells more broiler birds with better marketable weight gain. After excluding all the expenses, he is earning a good profit of approximately Rs.50,000/- month. Now, he is invited as "Guest speaker" in the vocational training of poultry farming at KVK, Amritsar, where he shared his experience with the trainees about initial difficulties in poultry farming business. Many dignitaries and farmers from nearby areas visit his farm and various exposure visits and Farmer Field School has been organised at his farm. Now, he has become a role model for the other farmers who look up to him for guidance and advice on poultry farming.

Situation Analysis

In Punjab, fragmentation of land holdings and rise in input costs has made farming less profitable for small and marginal farmers. S. Sukhbir Singh, age 30 years, resident of village Verka, district Amritsar is an educated farmer having post-graduation in Master of Arts and Diploma in Computer Application. After graduation he also tried to get job at several places but could not succeed. All these constraints led him to adopt allied occupation to enhance his income.

Traditionally, he was involved in farming as he is very hardworking and innovative farmer,

but he was not satisfied with traditional system of farming and eager to do something promising in short time. But due to small land holding (2 acres) he was not able to earn much income to meet daily needs of his family. He explored enterprises like real estate and stock marketing but finally, after visiting poultry farms in nearby villages, he decided to enter in poultry farming business to get additional income. He started his own poultry farm (broiler) named as "D R Poultry Farm" of capacity 1000 birds in year 2022 and contacted with private company named Sampoorana which provided him chicks of age 0 day, feed and necessary medicines required for rearing the birds on contract basis. At

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Before intervention (2022)										
Component	For one batch									No. of batches per year
	No. of birds	FCR	Mortality rate (%)	Farmer			Company			5
				Gross cost (Rs.)	Gross income (Rs.)	Net return (Rs.)	*Gross cost (Rs.)	Gross income (Rs.)	Net return (Rs.)	
Poultry (Broilers)	1000	1.66	6.30	12,000	27,000	15,000	1,52,000	2,02,000	50,000	
After intervention by KVK Amritsar (2023)										
Component	For one batch									No. of batches per year
	No. of birds	FCR	Mortality rate (%)	Farmer			Company			6
				Gross cost (Rs.)	Gross income (Rs.)	Net return (Rs.)	*Gross cost (Rs.)	Gross income (Rs.)	Net return (Rs.)	
Poultry (Broilers)	3000	1.47	3.44	30,000	89,000	59,000	4,58,000	6,15,000	1,57,000	

**Includes cost of labour, electricity, bedding material and other miscellaneous inputs.

**Includes cost of birds, feed, medicine and transportation as these are provided by the company in contract farming.

the start of business, he faced the major challenges of high mortality rate and disease incidence in the poultry birds due to less knowledge and experience in this field, but each sign of progress would give him encouragement to carry on with his work. He started consulting various government departments, but still, he didn't get any success in this enterprise due to lack of knowledge regarding breed, feed and disease management of poultry birds.

Plan, Implementation and Support

During his course of journey, he heard about training course on “Poultry farming” at Punjab Agricultural University (PAU)'s Krishi Vigyan Kendra (KVK), Amritsar. On his visit to KVK he gained knowledge about the various training programmes conducted by KVK for farmers, farm women and rural youth. On the advice of KVK expert, he got seven days of vocational training course on “Poultry farming” at KVK Amritsar in the year 2023. In this training, he got to know different breeds of poultry, housing system, care and management of poultry birds, deworming and vaccination schedule, feed management etc. including exposure visit at

successful and modern poultry farm at Guru Angad Dev Veterinary and Animal Sciences University (GADVASU), Ludhiana. He also got method demonstration on “Egg candling” at KVK Amritsar and joined WhatsApp group of KVK named “KVK Poultry farming” to discuss queries. KVK scientists not only provided him with technical support and monitoring visits, but they also continually strengthened his morale by providing platforms for him to present his unique ideas at the state and national levels.

Output

After receiving the training and according to the guidance provided by KVK expert, he modified and expanded his poultry farm capacity from 1000 to 3000 poultry birds. Now, his birds (broiler) reach to the marketable weight earlier due to improvement in FCR (Feed Conversion Ratio) and he sells more broiler birds to the company than before. After a gap of 15 days, now he brings new batch of birds and again sells them after they reach the marketable weight and this cycle keeps on repeating. Now, he properly follows the deworming and vaccination schedule, and biosecurity measures without fail, due to which mortality rate decreases in his poultry farm.

An Example of Dedication and Hard Work

His family members also provide him helping hands in routine farm work, thus reducing labour cost at their farm. Due to carrying out the practices in a scientific manner, he is preparing and selling 6 batches in a year and earning good profit in this enterprise.

Outcome

Within few months, S. Sukhbir Singh became second best farmer of Amritsar district by Sampoorna company. After excluding all the expenses of electricity, labour and other miscellaneous things, the farmer is earning a good profit of approximately Rs. 50,000/- per month and has generated employment for a youth of his village. Now, he has become a source of inspiration for the farming community in his region. He is invited as “Guest speaker” in the vocational training of poultry farming at KVK Amritsar, where he shared his experience with the trainees about initial difficulties in poultry farming business. Many dignitaries and farmers from nearby areas visit his farm and various exposure visits and Farmer Field School has been organised at his farm. Now, he is developing and

strengthening linkage with small/traditional poultry farmers of the area for taking up poultry farming on a big platform. His future plans are to expand his unit upto 10,000 broiler birds and also start a new poultry farm of layer birds integrated with fish farming. He is also planning to enter in the field of value addition of poultry meat.

Impact

S. Sukhbir Singh is perfect example that hard work, dedication and technical guidance are key for any successful enterprise. He further got interested in other training courses at KVK Amritsar and regularly attended various meetings, programmes and *Kisan melas* organized by KVK Amritsar as a participant as well as a progressive farmer where he can share his experiences with his fellow farmers. He got full support from his family. Now, he has become a role model for the other farmers who look up to him for guidance and advice on poultry farming. Being very social he has encouraged about 25 of his friends and relatives to adopt poultry farming as a subsidiary occupation and many of them have shown interest to receive training and has started the enterprise.



S. Sukhbir Singh in his poultry farm of broiler birds



Awarded 2nd best farmer in Amritsar district by Sampoorna company



Setup of 3000 broiler birds in poultry farm after intervention by KVK Amritsar



Awarded with “Award of Honour” in the field of Poultry farming by Punjab Agricultural University