

From Struggle to Success: The Journey of Poultry Farmer Jamnabai Tejya Bhuria

Jamnabai Tejya Bhuriya, Village: Dalpura

Telsil : Petlawad, Dist. - Jhabua M.P.

Key Activity: Poultry Farming under Livelihood Project

Jamnabai Tejya Bhuria, an elderly couple living in Dalpura village of Petlawad block in Jhabua district, have set an inspiring example of self-reliance despite facing tough circumstances. 67-year-old Jamnabai lives with her husband Tejya, earning their livelihood through poultry and goat farming. Initially, they had only 4-5 chickens. Due to family property division, Jamnabai and Tejya had to leave their land and became dependent on labor work and animal husbandry for survival. Despite raising chickens, lack of proper knowledge prevented them from earning significant profit. Frequent losses due to diseases among the chickens kept their financial condition weak.

In the year 2022-23, the social service organization Sampark selected Dalpura village under its rural livelihood project and initiated developmental activities to promote income generation, including support for poultry farming. Under this scheme, Jamnabai was provided with 8 hens and 1 rooster. She decided to organize her poultry farming systematically. She also received regular training on poultry and goat rearing, which included balanced nutrition, disease prevention, and modern husbandry techniques.

In the first year itself, Jamnabai and Tejya earned ₹22,500 by selling about 65 chickens. Additionally, they purchased two goats and earned another ₹5,000 by selling one goat. The ₹5,000 earned from chicken sales was used to cover her husband's medical expenses. Due to better care, the number of chickens increased steadily. Over the last two years, Jamnabai earned about ₹45,000 by selling chickens, with which she purchased another goat. Now, they are engaged in both poultry and goat farming. Currently, they have 8 hens, 2 roosters, around a dozen chicks, 2 goats, and 2 lambs.

They have also constructed a shed for the chickens, and due to increased numbers, they have arranged space in their home to keep more chickens safely. This has reduced the risk of predation and theft. To promote weight gain, they feed the chickens porridge in the morning and provide clean water in utensils, maintaining hygiene and keeping the chickens healthy.

In the future, Jamnabai plans to further expand poultry farming by increasing the number of chickens for greater sales. She also aims to develop goat farming further to create additional sources of income.



From Small Steps to Big Dreams: The Inspiring Journey of Sharma Rakesh Katara in Poultry Farming
Sharmabai Rakesh Katara, Village: Parewa, Katija Faliya
Telsil : Petlawad, Dist. – Jhabua M.P.
Key Activity: Poultry Farming under Livelihood Project

Parewa village, under Parewa Gram Panchayat, comprises approximately **200–300 households** spread across **five hamlets (faliyas)**. Agriculture remains the **primary livelihood**, with around **70–80% of the land cultivable**, while the rest is fallow. Irrigation sources include rivers, wells, and ponds. In **Katija Faliya**, Sharma Bai Rakesh Katara lives with her **5-member family**. Her husband Rakesh, a mason by profession, was earlier **forced to migrate** for work due to insufficient income from agriculture and labor.

In **2022–23**, *Sampark*, a non-profit organization, initiated a **livelihood enhancement initiative** in the region with the aim of boosting income in tribal communities through **poultry and goat farming**. Sharma Bai and her husband enrolled in the **Pashupalak Committee** formed under the livelihood program. During committee meetings, Sampark's team and Pashu Mitras explained the technical aspects of poultry and goat rearing. Inspired, Sharma Bai enrolled in the **poultry farming scheme**.

At the start, Sharma Bai had only **4 hens**, used only for domestic needs, with **no income** generated and **limited knowledge** of poultry management. Under the scheme, she received **8 hens and 1 rooster**, enabling her to start poultry farming from home. She also constructed a **basic shed** near her house and began rearing poultry with **10 hens and 3 roosters**.

In the **first year**, Sharma Bai earned **₹10,000** by selling chickens. Encouraged by the profit, Sharma and her husband **expanded their operation**. They built a **concrete shed** and, following the **training guidelines**—covering poultry health, nutrition, and shelter—scaled up to **150 chickens**. This also ended her husband's need to migrate; he now works locally and supports the poultry business.

They started **regular vaccinations and deworming** through Pashu Mitras and approached the **veterinary health center** for any health issues. However, despite proper care, **an outbreak of disease** occurred when an infected bird was brought into the faliya by someone else. This caused the disease to spread, leading to **loss of many chickens**.

Despite treatment efforts, the infection persisted. Sharma Bai sold the remaining birds and earned **₹60,000**, taking her **total earnings from poultry to ₹70,000**. Instead of giving up, she **restarted poultry farming** by purchasing **1 rooster and 4 hens**, which have since produced **15 chicks**.

Earlier, she had to migrate for labor work. But now, thanks to the poultry project, **she earns from home**, allowing her to **focus on her children's education and agriculture**. Her husband also works nearby and assists with the poultry unit.



Looking ahead, **Sharma Bai plans to expand to 500–700 birds**, including **Kadaknath chickens**, known for higher market value and profitability.

Sharma Bai and her husband Rakesh extend heartfelt thanks to Sampark for their training, regular guidance, and support through Pashu Mitras. They now actively **promote poultry farming in their village**, helping others understand how this model can lead to **sustainable rural livelihoods** and **financial independence**.



“Self-Reliance Through Poultry Farming: The Success Story of Shanti Gulab Bhuria”

Shanti Gulab Bhuria, Village: Gularipada

Telsil : Petlawad, Dist. – Jhabua M.P.

Key Activity: Poultry Farming under Livelihood Project

Located about 15 kilometers south of the tehsil headquarters Petlawad, the village Gulripada is home to around 200 families of the Bhil tribal community. Shantibai lives here with her family in the school hamlet of the village. She resides with her husband and two children. Their main source of livelihood is farming. Due to water scarcity, they could grow only one crop annually, which was insufficient to meet the family's needs. As a result, her husband had to go to Gujarat for labor work.



Traditionally, Shantibai practiced poultry farming, but due to lack of proper knowledge and training, many of her chickens used to die. The surviving chickens were mostly used during festivals or to entertain guests. Because of this, the number of chickens at home remained low, and she could not generate any significant income from poultry farming.

In the year 2022-23, the social organization *Sampark* started livelihood enhancement work under the APPI project in this area. The organization aimed to increase farmers' income by promoting poultry farming in the village. Shantibai was selected as one of the beneficiaries. After receiving village-level training in poultry farming at the organization's center, Shantibai began her poultry farming business as per the planned program.



As per project guidelines, Shantibai was required to build a low-cost, durable poultry shelter using her own resources. Under the guidance of the organization's workers, she enthusiastically built a strong and well-constructed poultry house using local materials. Subsequently, with the support of the organization, she purchased 8 indigenous breed hens and 1 rooster from local markets.

Shantibai received comprehensive training on vaccination, deworming, nutritional feed preparation, and proper care of poultry. Using the technical knowledge gained from this training, she increased the number of her adult hens and roosters to about 100 over a period of two years. Apart from selling around 20 roosters and 50 hens from her home, she also sold poultry at the local Raipuria market. Through these sales, she earned approximately ₹55,000. Currently, she has 15 hens, 4 roosters, and 30 chicks as her capital stock.



Shantibai is very satisfied and happy with this income. Observing the benefits from poultry sales, her husband Gulab decided to stop migrating for labor work and instead expand poultry farming. They also purchased wire mesh and other materials to build a shed for poultry and spent money on their younger son's education.

Now, Shantibai, along with her husband, is engaged in poultry farming with great dedication. Their success serves as an inspiration to other villagers as well.

Success Story of Dallabai Kamji Charel – Increasing Income Through Organized Poultry Farming

Dallabai Kamji Charel, Village: Dhanpura

Telsil : Petlawad, Dist. – Jhabua M.P.

Key Activity: Poultry Farming under Livelihood Project

Dallabai Kamji Charel, a resident of Vanjakhali Faliya in Dhanpura village, adopted poultry farming to improve her livelihood. Her family consists of four members, and their main source of income depends on poultry farming. Initially, she used to rear only 2-3 chickens, but due to lack of proper care, 1-2 chickens used to die from diseases. The chickens also did not grow well enough to be sold. Additionally, dogs, cats, and other animals would kill her chickens, and when guests visited, those chickens were often consumed.

Earlier, her chickens laid only 8-10 eggs, but due to poor care and inadequate nutrition, many eggs were spoiled. The chickens ate whatever they could find as no special feed was provided. Due to the absence of a proper shed, the chickens were made to sit on trees, making them vulnerable to predators.

In 2022-23, the social organization Sampark selected Dhanpura village for a livelihood enhancement project that included activities to promote poultry farming. Under this scheme, Dallabai received support of 8 hens and 1 rooster and decided to organize her poultry farming. In the first year, she started with about 40-50 chickens, and due to better care, the number increased. Over two years, she sold nearly 150 chickens and earned a total income of ₹45,000. Currently, she has 3 hens, 2 roosters, and 15 chicks.

After joining Sampark organization, her poultry farming saw significant improvement. Now, she provides a balanced diet to the chickens, mixing wheat, maize, and rice with oilseed cakes and mineral mix. This improved the health of the chickens and increased egg production. Earlier, only 8-10 eggs were laid; now her chickens lay about 19-20 eggs. Mortality rate has also significantly reduced, resulting in fewer losses.

She has also built a shed for her chickens, which keeps them safe from dogs and cats. The chickens are kept in the shed, fed porridge in the morning, and are given clean water in containers to maintain hygiene and health. Due to these changes, her annual income has increased by ₹10,000 to ₹11,000.

In the future, she plans to expand poultry farming further by increasing the number of chickens for greater sales and also intends to start goat farming to diversify and enhance her income sources.

Dallabai Kamji Charel's story demonstrates that with proper guidance and systematic methods, poultry farming can be transformed into a successful business.



Success Story of Bhundi Nevji Ninama – Self-Reliance Through Organized Poultry Farming
Bhundibai Nevji Ninama, Village: Dhanpura
Telsil : Petlawad, Dist. – Jhabua M.P.
Key Activity: Poultry Farming under Livelihood Project

Bhundi Nevji Ninama, a resident of Naka Faliya in Dhanpura village, adopted poultry farming to bring a significant change in her life. Her family consists of 4 members, and they own 3 acres of land. Earlier, she used to rear only 4-5 chickens through traditional methods, but due to lack of proper care and nutrition, often 1-2 chickens would fall ill and die. The chickens did not grow well enough to be sold. When guests visited, those chickens were usually used for meals. The egg production was also very low—only 7 to 8 eggs per chicken.



Earlier, chickens were left to roam freely and were not given any special feed. They ate whatever they found. Due to lack of security, dogs, cats, and wild animals would kill the chickens. Since there was no shed, the chickens used to sit on trees and remained unsafe.

Four years ago, Bhundi Nevji Ninama decided to organize her poultry farming by taking advantage of a government scheme, which brought a big change in her life. She increased the number of chickens to 40-50 and started providing better feed. She mixed wheat, maize, and rice with oilseed cake and mineral mixer to feed the chickens. As a result, her chickens became healthier and the mortality rate dropped significantly.

Gradually, her hard work paid off, and in the last two years, she sold nearly 140 chickens, earning ₹43,000. Earlier there was no income from poultry, but now her annual income has increased by ₹10,000 to ₹12,000. Currently, she has 7 hens, 3 roosters, and 42 chicks.

Now, she regularly provides clean water and feed in utensils, maintaining hygiene and keeping the chickens healthy. Her chickens have started laying more eggs—now they lay about 16 to 17 eggs daily. She has also built a secure shed for her chickens, protecting them from dogs and cats, and ensuring organized rearing.

In the future, Bhundi Nevji Ninama plans to further expand her poultry farming by increasing the number of chickens and learning new and better methods to increase her income. Through her hard work and proper techniques, she has made poultry farming a successful business, moving steadily towards self-reliance.

Success Story of Ganglibai Dula Garwal – Towards Self-Reliance through Poultry Farming

Ganglibai Dula Garwal, Village: Dhanpura

Telsil : Petlawad, Dist. – Jhabua M.P.

Key Activity: Poultry Farming under Livelihood Project

Ganglibai Dula Garwal, a resident of Naka Faliya in Dhanpura village, Madhya Pradesh, initially started poultry farming using traditional methods to support her family's livelihood. Her family has six members, and poultry farming is their main source of income. In the beginning, they used to raise only 3-4 chickens, but due to lack of proper care, 1-2 chickens often died from diseases. The chickens also did not grow well, making it difficult to sell them. Whenever guests visited, those chickens were usually consumed by the family.



The egg-laying capacity of the chickens was very low; they produced only 6-8 eggs. There were several problems in their care as well because the chickens were left to roam freely and were not given any nutritious feed. They were fed whatever was available as food. Additionally, due to the absence of a proper shed (housing for the chickens), dogs, cats, and other animals often killed the chickens.

In the year 2022-23, the social service organization Sampark selected Dhanpura village for its rural livelihood project and initiated developmental activities aimed at income enhancement, one of which was to promote poultry farming. Ganglibai attended the meetings and became a member of the committee. She received assistance for poultry farming and decided to expand her poultry business. After joining the project, with the support of 8 chickens, she increased her flock to 50-60 chickens in the first year, and their number gradually grew. Over the past two years, she sold about 100-120 chickens and earned a total income of ₹36,000. Currently, she owns 5 hens, 6 roosters, and 17 chicks.



After joining the organization, there was a significant improvement in her poultry farming practices. Now she provides a balanced diet to the chickens, mixing wheat, maize, and rice along with oil cake and mineral mixer. This improved the health of the chickens and increased their productivity. Whereas earlier they used to lay only 6-8 eggs, now the chickens lay 18-20 eggs. The mortality rate has also decreased significantly.

Ganglibai Dula Garwal has built a proper shed for the chickens, which keeps them safe from dogs and cats. She now regularly provides clean water and feed in utensils, maintaining hygiene and ensuring better health for the chickens. Due to these changes, her annual income has increased by ₹8,000 to ₹10,000.

In the future, she plans to further expand her poultry farming by increasing the number of chickens for higher sales. Alongside this, she is also planning to start goat farming to develop additional sources of income.

Towards Self-Reliance through Poultry Farming – The Success Story of Geeta Bhabhar

Geetabai Bhabhar, Village: Dhanpura

Telsil : Petlawad, Dist. – Jhabua M.P.

Key Activity: Poultry Farming under Livelihood Project

Kudwas is a small village in the Gram Panchayat of Dhanpura village, Petlawad Development Block. The village has 3 settlements (falias) with around 300 families residing there. All these families belong to the Bhil tribal community, and agriculture is their primary livelihood. About 30% of the land in the village is irrigated through wells, ponds, and rivers. Each family on average owns 2-3 livestock.



Geeta Bhabhar, a resident of Naka Faliya in Dhanpura village, strengthened her livelihood and took steps towards self-reliance by adopting poultry farming. Initially, her family faced many problems in poultry farming. Due to lack of proper care and scientific knowledge, chickens did not survive well, and the business did not yield significant profit. Geeta had only 1-2 chickens earlier, but they often fell sick or were attacked by cats and dogs. There was no secure shed for the chickens, so they remained vulnerable in the open. Furthermore, chickens were not given nutritious feed, which hindered their proper growth. Because of all these reasons, egg production was limited to just 6-7 eggs, which was insufficient to improve her financial condition. Geeta struggled with these problems but had no solution.

In 2023-24, the social service organization Sampark selected Dhanpura village for its rural livelihood project and initiated developmental activities for livelihood enhancement, one of which was promoting poultry farming. The organization organized a detailed village-level meeting to explain the poultry farming plan, where all members were informed comprehensively. Hearing this, Geeta decided to join the scheme and enrolled herself in the committee.



About one and a half years ago, Geeta got an opportunity to connect with an organization that provided her with knowledge about modern and scientific methods of poultry farming. With the organization's support, she purchased 8 hens and 1 rooster and started poultry farming. She was trained on how balanced nutrition, proper care, and secure shed construction could make poultry farming profitable.

Geeta began preparing a balanced diet for her chickens by mixing wheat, maize, and rice with a mineral mixer. This diet improved the health of the chickens and increased their egg production. Additionally, she built a secure shed for the chickens, protecting them from attacks by dogs and cats.

With the help of the organization, positive changes took place in Geeta's poultry business. Currently, she has 12 hens, 1 rooster, and 32 chicks. Thanks to the knowledge gained from training and proper care, in the last one and a half years, she has sold 45 chickens and earned about ₹20,000. Compared to earlier, egg production has increased to 15-16 eggs daily, resulting in increased income. Moreover, the mortality rate has significantly decreased, making poultry farming a more sustainable and profitable business.

Geeta Bhabhar now plans to expand her poultry farming business further. She wants to raise more chickens and learn advanced methods of poultry rearing to increase her income even more. Her goal is to increase the number of chickens in the coming years and establish a stable source of income.