

Duckery adding a feather in her cap- a success story

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Miss Vevohulu Churhah (Phn. no 09862584232) hails from an agricultural family at Rukizu Colony, Pfutsero. District Phek, Nagaland. She spent her early childhood assisting her mother in doing agricultural field for growing field crops & vegetables. Pursuing her education at the same time, she graduated in the year 2010 in the field of arts & literature. She worked as an accountant in a private school till 2016. She decided to venture out with a dream of becoming a successful agripreneur. She set up a piggery unit with 9 breeding sow and a boar jointly with a friend of her the little financial resource. A freak of fate, all her pigs were wiped out by an epidemic of classical swine fever. In January 2018, she approached Dr Debojyoti Borkotoky, SMS-Animal Sc., KVK-Phek & Certified Livestock Advisor-Poultry trainee for guidance & technical assistance. In March 2018, she undertook duckery project with 200 ducklings Khaki Campbell from KVK after attending a scientific duck farming training organized by the KVK-Phek.

The 100 duckling were provided under NABARD sponsored programme being implemented by the KVK and rest were her self-investment. With counsel on proper feeding, housing and health care, the duck matured and started laying late August 2018 that paved a way of generating income for her. In 2018 the duckery project earned her Rs. 56000.00. The eggs are sold out like hot cakes @ Rs 10/- as fresh chicken & duck eggs are not available. The eggs find a regular space in the tiffin of the school goers in the locality. Still continuing with the enterprise, she has a plan to further expand the enterprise considering the demand. She was also trained in proper cleaning, grading and packaging of eggs to get premium price in the market.

A lowcost polyhouse was also provides to her to grow offseason vegetables tomato & Kingchilli which also earned her Rs. 2,500 in previous year. With the money earned, she started a livestock feed, supplement and chick supply outlet at Pfutsero town. With the mounting business, she now employs 2 youths. Presentable and attractive 6 fresh & graded egg duck packs are available in her outlet. She quotes, *“It was a great experience to work in the shadow of a livestock advisor to achieve desired growth in an optimum time scale”*



Fig 1: Miss Vevothulu Churhah, Rukizu Colony Pfutsero in her duck farm



Fig 2 & 3: Marketing of duck eggs in 6 eggs pack following cleaning and grading



Fig 4: Miss Vevothulu Churhah at her livestock feed and supplement outlet at Pfutsero town