

GEYSI Intervention in Poultry Farming Value Chain.

Objective-

- ① To create a improved value chain of Poultry Farming
- ② To include Women, youths, and socially Marginalised people in the value chain.
- ③ To Provide capacity building to the relevant Stake holders.

Targeted Group

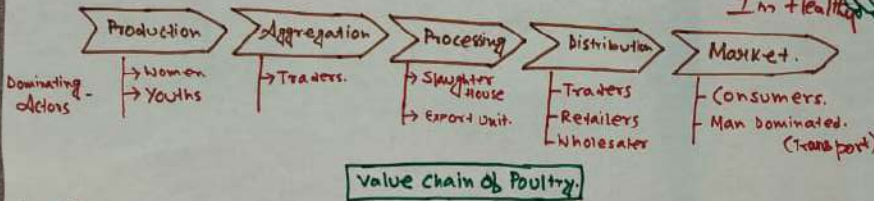
- ① Women
- ② Youths
- ③ Socially Marginalized farmers.
- ④ Small & Marginal Backyard farmer
- ⑤ SHGs, WFPCs.
- ⑥ Veterinarians
- ⑦ Butchers.



Key Points

- ① 70% of Women in Livestock.
- ② 57% Men & 45% Women relish Chicken. (source-NFHS)
- ③ 30 Million Farmers engaged in Poultry Backyard.
- ④ Total Market Size in India - 30 Billion USD.

- SDG1- No poverty
- SDG2- ~~Zero Hunger~~ Zero Hunger
- SDG5- Gender Equality
- MDG1- Eradicate poverty & hunger.
- MDG3- Promote Gender Equality



How to Include GEYSI

Gender Inclusive Approach	Attracting Youth in value chain.	Social Inclusion
<ol style="list-style-type: none"> ① Not only for production women need to take part in other steps of value chain. ② Women led SHG and Farmer Producer Company need to take poultry farming at ground level so that they can control whole value chain. 	<ol style="list-style-type: none"> ① Youths who are unemployed should be trained and need to develop the skill for production. ② Schemes like NLM, ARYA, ACFABC and agripreneurship will benefit youth for taking up poultry farming as main vocation. 	<ol style="list-style-type: none"> ① Socially Marginalized people need to be provided with relevant livestock training for better management. ② Subsidised schemes need to be included. ③ Gender sensitization programme to upgrade the farmer.

1. Problems

- * Lack of Drinking water facility
- * Increase in wasteland
- * Hygiene and Health issues
- * Diposit in Ground water
- * Migration
- * Water - Mutilated



Water Scarcity due to
Climate change

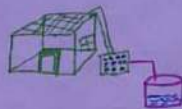
Navigating Water Crisis in
Changing climate

2. Stakeholders

- * SHAs
- * NGO
- * Local Youth
- * Village water body committees
- * Village panchayats
- * Funders
- * Govt officials
- * Rural Institutions
- * Scientific Experts

3. How to involve

- * Creating Village water committee (including Women, Youth) in Decision making
- * Awareness on water harvesting structures
- * Educating & Training through Experts involving local peoples experience.
- * Women - Taking care of local water body structures within villages.
- * Youth - M & E water body structure around the village.



↑ G W L

4. Beneficiaries

- Women
- Youth
- Households

5. Solution

- Building Water Body Structures.

Training & Technology

EMPOWERMENT THROUGH DIGITAL TRANSFORMATION

Gender Equality

- > Lack of education
- > Unavailability of financial resources.
- > Cultural & Social barriers.
- > Gender disparities.

Benefits:

- > Economic opportunities.
- > Social Connection.
- > Access to information
- > Gender friendly Advertisement.
- > Webinars/conferences.

Youth

- > Migration of rural youth.
- > Diversion of youth from productive purposes.
- > Lack of awareness regarding digital apps.

Benefits:

- > Digital training for youth.
- Community based organisation.
- > Social awareness
- > availability of cheap internet.
- > Feminization of agriculture.

Stakeholders

- ✓ SHG
- ✓ KVK
- ✓ FPO
- ✓ Govt officials.
- ✓ co-operatives
- ✓ University/colleges
- ✓ Farmers
- ✓ Local leaders.

Social Inclusion

- > Lack of content in local language.
- > Lack of community participation.
- > Limited infrastructure
- > Language & cultural barriers.
- > Complicated user interface.
- > Provide content in Local language

- > Identify actual beneficiaries.
- > Proper need assessment.
- VOICE input and output.

WAY FORWARD:

- ✓ Need/interest based training programs
- ✓ Publicity and advertisement of digital tools
- ✓ Collaborative approach.
- ✓ Awareness program.
- ✓ Security & Privacy approach.
- ✓ Feedback or follow-up

Project to promote gender equality, Youth & Social Inclusion Through ~~GOAT~~
GOAT FARMING SYSTEM

OBJECTIVES

→ To improve livelihood of goat farmers through an inclusive & holistic approach.

Beneficiaries

→ Small & Marginal Farming Families.

GOAT
FARMING
SYSTEM



Benefits

- ✓ More returns - less time
- ✓ Prolificacy
- ✓ Low investment
- ✓ 50% of Livestock population

STAKEHOLDERS

- ① Farmers
- ② Vet. Experts
- ③ Financial Institution
- ④ Advisory Services (KVK)
- ⑤ Goat Organization
- ⑥ Input Suppliers (Feed)
- ⑦ Marketing Channels.
- ⑧ Goat meat Industry (Producers etc.)

→ Concept of AIS.

WAY FORWARD

Policy Inclusions

- ~~###~~ Sustainable Goat Husbandry Programs
- Equal Subsidies & Incentives among both gender and youth
- Equal opportunities & Decision making & inclusive participation