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# Poultry Farming and Hatchery Management: A Success Story

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Mr. Sabahat Ulla Khan, originally a gemologist from Arambol, North Goa, has achieved notable success in poultry farming through strategic interventions and innovative practices. Initially confronted with high early chick mortality and low productivity, Mr. Khan sought expertise from ICAR-Central Coastal Agricultural Research Institute (ICAR-CCARI), Goa. The institute's guidance led to significant improvements, including a reduction in chick mortality from 25% to 5% and enhanced bird growth through specialized feeding. Embracing diversified poultry farming—featuring Japanese quails, ducks, turkeys, and guinea fowl—has become the cornerstone of his livelihood. His successful hatchery business, with over 50,000 quail chicks sold, has increased his farm income by 30%. Additionally, the retailing of processed poultry meat has contributed an extra 15% to his revenue. Mr. Khan's efforts have earned him recognition in the Goan farming community and led to an annual net income of Rs. 250000, prompting plans for further expansion.

**Keywords**: Bird, chick mortality, goan, poultry farming.

## Introduction

Poultry farming and hatchery management represent crucial advancements in agricultural technology, pivotal for enhancing food security and boosting livelihoods. Modern poultry farming integrates sophisticated techniques to optimize production, reduce mortality rates, and ensure the health and growth of poultry. The adoption of these technologies—such as scientific management practices, economic feeding regimens, and effective hatchery operations—has proven essential for increasing productivity and profitability. Diversifying poultry operations to include various species, such as quails, ducks, and turkeys, not only caters to a broader market but also mitigates risks associated with market fluctuations and disease outbreaks. In specific regions, such as North Goa, the implementation of these advanced techniques has demonstrated substantial benefits. For instance, the transition from traditional scavenging methods to scientific poultry management has significantly improved outcomes. This includes a dramatic reduction in chick mortality and enhanced growth rates, leading to higher returns and more stable incomes. The success of these practices in localized areas serves as an inspiring model for other farmers, showcasing the tangible advantages of adopting modern technologies. The prospects for poultry farming are robust, with increasing demand for diverse poultry products and opportunities for farm expansion and value addition. This contrasts sharply with traditional methods, highlighting the transformative impact of innovative poultry management techniques on productivity and profitability.

## Sabahat Ulla Khan's Journey in Scientific Poultry Farming

Mr. Sabahat Ulla Khan, a gemologist by profession from Arambol, Pernem, North Goa. His passion for farming led him to establish AL Khan Goat & Poultry Farm in Arambol village of

Pernem taluka. However, he encountered challenges such as high mortality, low productivity, improper knowledge about improved backyard poultry, their feeding requirements, vaccination, flock selection, and breeding of stock. Seeking solutions, he approached at ICAR- Central Coastal Agricultural Research Institute, Goa and visited the institute's poultry unit to have first-hand information about scientific poultry farm management. Consequently, he planned to scale up his backyard poultry farming due to the high demand for eggs and meat.

Initially, Mr. Sabahat followed the scavenging method of rearing, resulting in worm infestation, disease incidence, and increased mortality. To address this, he attended a six-day training program on scientific poultry rearing at ICAR-CCARI, Goa which was conducted in collaboration with KVK, North Goa in the year 2022. He learned about scientific poultry management, quality chick production, economic feeding practices to save on feed costs, breeder flock management, disease prevention and vaccination during this training. Additionally, he acquired improved poultry germplasms such as Srinidhi, Gramapriya, and Vanaraja from the institute poultry unit. He focused on hatchery management techniques for quick return producing healthy chicks. He also procured fertile hen and quail eggs from the institute hatchery unit and produced chicks in his hatchery.

With the institute’s interventions, the early chick mortality rate on his farm dropped dramatically from 25% to 5%. Additionally, his specialized feeding regimen led to increased body weight in the birds. Diversified poultry farming, including Japanese quails, ducks, turkeys, and guinea fowl, has become his primary livelihood. Mr. Khan also launched a hatchery business, successfully hatching and selling chicks, quails, and ducklings with a high hatchability rate. His quail-hatching operation has thrived, with over 50,000 quail chicks sold to date. This expansion boosted his farm income by approximately 30% due to the added revenue from the hatchery. Furthermore, dressing and retailing poultry meat contributed an additional 15% to his income compared to wholesaling live birds. Recognized within the Goan farming community for his healthy chicks and competitive pricing, Mr. Khan achieved a significant annual net income of Rs. 2,50,000 from egg and bird sales. This success has encouraged him to plan further expansion of his farm and business.

## Conclusion

Mr. Sabahat Ulla Khan successfully transitioned into poultry farming with guidance from ICAR-CCARI. His adoption of scientific management and diversified poultry practices reduced chick mortality, boosted income through hatchery expansion and also added processed meat sales. His achievements and plans for further growth have earned him notable recognition.