

# **Economic Empowerment of Rural Women through Community Based Indigenous Poultry Farming:**

*Piloting results based rural deshi chicken model in two villages of Bogura District*



Abdullah Al Mamun  
Muhammad Riazul Islam

Mashrufa Tanzin  
Dr. Mohammad Mohiuddin



**Rural Development Academy [RDA], Bogura  
Bangladesh**



*Abdullah al Mamun*

**Abdullah Al Mamun, Ph.D** having more than 24 years' working experience in conducting research, training, development projects, action research project, survey and evaluation studies in the field of rural development, agricultural development and entrepreneurship development with concern to poverty alleviation and livelihood improvement of the poor. Presently working as Director in Social Sciences Division and he performed responsibilities as Director (Ag. Science Division) and Director Project Planning and Monitoring Division). He worked as Joint Director with different division namely Social Science Division, Project Planning & Monitoring Division, Research & Evaluation division and Agriculture Science Division of RDA. Apart from this, he did his work as a Unit In-charge of Crop Unit of 80 acres demonstration field and Contact Faculty of RDA-ACI joint research under Public Private Partnership (PPP). Having five years of experience, he worked as Deputy Director (Agriculture) for conducting research and training in Bangabandhu Poverty Alleviation Training Complex, Gopalganj under Bangladesh Rural Development Board. He obtained Ph.D from Disaster Management Vulnerable under Dhaka University. More than 20 years' experience in planning, organising and facilitating different types of training courses, workshops, seminars, conferences covering different fields of rural and agricultural development including micro-credit management, monitoring and supervision of formal and informal groups, agribusiness, micro enterprise development, capacity building for the personnel of GOs/NGOs, people's representatives, and beneficiaries at the grass root level, co-operators, rural youth, etc. Having more than six years of experience as Senior Assistant Director/ Trainer (Agriculture) in dealing with Cooperative management, IGAs, Crop demonstration and Credit activities in Greater Noakhali Rural Poor Cooperative Support Projects and LORPEP projects of 16 Upazilas of Noakhali, Feni and Laxmipur districts under Bangladesh Rural Development Board (BRDB). Mr. Mamun has been visited different countries of the world and attend international training, conference & workshop. He has published several articles on national & international journals. Apart from these, he is experienced in Implemented ADP and Non ADP Projects to disseminate technologies in field level agriculture and development.



*Mashrufa Tanzin*

**Mashrufa Tanzin** working as a Deputy Director under the division of Agricultural Sciences at Rural Development Academy (RDA), Bogura. She did her graduation in Bachelor of Science in Animal Husbandry (BSc. AH) and MS in Animal Nutrition from Bangladesh Agricultural University (BAU), Mymensingh. She completed her post graduate diploma in youth development work (DYDW) from Bangladesh Open University, Gazipur. Presently, she is doing her PhD from the Department of Animal Nutrition, BAU, Mymensingh special emphasis on dairy economics. Mrs. Tanzin was the lead researcher of "Economic empowerment of rural women through community based indigenous poultry rearing". Presently she is the in-charge of Artificial Insemination (AI) Laboratory and Bull Station under Cattle Research and Development Centre (CRDC), RDA, Bogura. She is also in-charge of Demonstration Bird Rearing Unit of RDA. She is competent in bovine frozen semen processing using latest technologies and involve in the research and development of dairy and beef breed. She was also the in-charge of Poultry Unit from 2014-2018. Mrs. Tanzin can provide services for breeding, feeding, nutrition, care and management of livestock and poultry. She is also able to facilitate training and provide advisory services. She is experienced in commercial livestock farm design, project planning and implementation of livestock and poultry project. She achieved Community Development (CD) Award, 2008.

## **Acknowledgement**

The authors are ever grateful and indebted to the allmighty Allah, the supreme authority of the universe, who enabled the authors to carryout the whole research. The authors are thankful to all of the beneficiaries of the study areas of Ranabirbala and Ramnagar village of Sherpur upazila under Bogura districts for participating in the research project and providing all kind of supports and deliver required information. The authors also acknowledge the field monitors for their cordial support for collecting authentic information. Thanks are also goes to the Director General of Rural Development Academy, (RDA) for administrative and financial support.

**The authors**

## Abstract

The objective of this study was to assess and compare the traditional and improved management system of indigenous chicken in order to find the ways how to increase the traditional management system of indigenous poultry rearing practices for economic empowerment of rural women through community approach. Two villages of Sherpur upazila viz Ranobirbala and Ramnagar under Bogura district were selected to conduct this study. In first phage, 25 rural women from which each provided with 20 day old chicks of indigenous origin. In commercial point of view, indigenous poultry have more demand for its unique tastes. It is evident that flock size per household has been increased significantly at 1% level ( $p < 0.01$ ) which implies that participant women were interested and got benefit and hence invest their resource to rear more chicken than what is found during baseline survey. The other important aspect of improved management shows that the age at marketing of deshi chicken has been decreased substantially from 180 days to 75 days followed by changing of the marketing channel. It is revealed that the intervention on chicken rearing using improved management system increases the household income from 17% to 51% which is mainly due to increasing number of chickens. The body weight gain has been increased significantly at 5% ( $p < 0.05$ ) while the mortality has been decreased significantly at 1% ( $p < 0.01$ ) which could be due to improve health and management practices such as regular vaccination and deworming. The improved management causes a net return gain which is also significant. The input costs is significantly higher before intervention at 1% level ( $p < 0.01$ ) due to the fact that they did not invest any resources which has been increased after intervention. Even with higher input cost, the net return has been increased at 1% level of significance ( $p < 0.01$ ). So, community approach of indigenous poultry farming having with low mortality due to better feeding management and ensuring vaccination against Ranikhet disease was done on day 5 and 21 of age respectively including neighbouring households of the study village. While intervene the technology in community base indigenous poultry rearing, regular monitoring can improve the performance of the indigenous chicks supplied at the door steps besides providing health care, vaccination, deworming and required technical support to the rural poor women.

**Key words:** Indigenous chicken, Women empowerment, Community based, Traditional system