

About HEIFER International

Heifer International is a global non-profit working to eradicate poverty and hunger through sustainable, values-based holistic community development. Heifer International distributes animals, along with agricultural and values-based training, to families in need around the world as a means of providing self-sufficiency. Recipients must agree to "pass on the gift" by donating animal offspring, as well as sharing the skills and knowledge of animal husbandry and agricultural training with other impoverished families in the community. Heifer's approach centers on boosting smallholder farmer households to a living income -- ensuring all members of a household can afford a dignified standard of living. HHGI interventions are designed to improve the productivity, incomes, nutrition and resilience of poultry producers through the promotion of nutrition education and best practices for production and improving access to products, services, and markets. Our current Hatching Hope project in Odisha, India, is increasing poultry production and incomes for smallholders by building them up to become sustainable market actors, with potential to scale up to reach 62 million people under the HHGI framework.

About Snehakunja

Snehakunja is a non-profitable organisation based in Honavar working in central western ghats, west coast of Karnataka, Gujarat and Andhra Pradesh. It focuses areas are conservation of fresh water swamps, mangroves, sustainable use of natural resources, livelihood improvement, organic farming and rural health care. Snehakunja was initiated in 1976 with the objective of rural development and natural conservation. Women empowerment is being done through capacity strengthening, formation of women groups. To build a strategic partnership between India Foundation for Humanistic Development [IFHD & Snehakunja] in the areas of sustainable rural livelihoods, enterprise development, environment conservation, sustainable agriculture, community-based organisations, and other mutual agreed areas of synergy in India.

About Project Activities

The overall project goal is to accelerate income growth for 3 FPOs, by strengthening their existing Agriculture commodities and input business lines and leveraging the potential of backyard poultry to improve the livelihoods of 2,800 smallholder farmers across the 3 FPOs in Anantapur. There are opportunities to integrate both business lines through circular value chains such as poultry feed mills that would procure maize and other cereal or millet-based nutrients from the FPO members and market the processed poultry feed to its members (and non-members) engaged in backyard poultry.

By introducing a complementary value chain, strengthening FPO systems and adopting collective business models for setting up and utilizing common infrastructure, Accelerating Incomes aims to improve incomes and reduce risks at both the FPO and member levels and provide an assured market for its members.

Snehakunja is worked on by 3FPOs, which stands for the Narpala, Tanakallu, and Rolla mandals.

There are 27 Grama Panchayats covering 68 villages in these 3 Mandals. We have a target of 2800 members overall, however so far, we have only benefited 1178 people. 810 men and 368 women are beneficiaries of that 1178. There are 107 FIGs total in the project, 8 of them are women FIGs. We also elected the 30 board members for the FPO.

Regarding HHAI-BYP project, the motto of this project is to increase the rearing, income and consumption of backyard poultry. Due to this project, we got 234 model poultry sheds which includes breeder and fattening farmers. We gave training on management of BYP, brooding and conducted exposure visit for peer learning. In the month of June,2022 we introduced the day-old rajashree chicks to all the fattening farmers. Due to some climatic conditions and outbreaks there we got mortality. When the birds attain marketing weight, we faced lots of struggles to sale the birds due to less awareness on breed. Then we sold out all the birds by linking local buyers, digital platforms and individuals. Conducted byp campaigns on awareness of vaccination and deworming. Also we

procuring the feedmill and hatchery for 3 mandal. Also we introducing the 2nd phase Aseel chicks on 3rd week april month. Also we finalize 6 CAVEs for take care about the Chick health and we also had a training for CAVEs regarding the Vaccinator training. We also provide a moringa saplings for all the FF and BF. And also we also give feed bags which were funded by the ICRISAT.

Regarding HHAI- Capacity Building we conduct a various trainings to strengthen the individuals at community level. We provide a trainings on cornerstones, Kitchen Garden, Financial literacy and inclusion BYP at community level. In the we complete 89 cornerstone training and covered 2182 farmers, 52 byp trainings and covered 1213 farmers, 2 Agricultural trainings covered 64 farmers, 2 FPO governance trainings which covers 22 farmers, 37 Financial Literacy and Inclusion trainings which covers 741 members, 35 Kitchen Garden training which covers 693 farmers. we given a more benefits to the farmers in the form of covid fund for 117 beneficiaries for the livelihood income. We also perform AGMs for the 2 FPOs.

Regarding HHAI Marketing we provide business plan training to staff and made exposures for Business and Tieup with the ITC, DFC and Waycool companies to export maize, banana, Groundnut, Tomato and Mango. As an input business 3 FPOs supplied organic fertilizers to the shareholders after that narpala FPO inaugurated pesticide and fertilizer shop. In the output marketing 7 loads of maize will exported to punganur and palamaner. 3 loads of Banana exported to Mumbai and recently 3 FPOs got FSSAI license to make Value addition practices on chicken, Banana, tomato and tamarind. For these value addition practices we selected 10 entrepreneurs under the MSME and we gave training to them.

Photo Gallery

























