

## Low cost incubator for sustained poultry production in backyard poultry in Tiruvarur district

1.	Background of the Farmer	<p><b>Th. K. Ahamed Abdullah</b>  S/o, S. Jagadeesan,  2/OD, Melkondazhi, thamizhar theru,  Koothanallur,  Needamangalam taluk,  Tiruvarur.  Electrician, (diploma)  9865421766</p> <p>Details:  With background of Diploma in electronics and his sound knowledge in air conditioner service and keen interest in poultry rearing Mr.Abdulla turns his attention towards the making of a low cost incubator. Initially he designed a model and with training and necessary modification suggested by scientist in KVK, Needamangalam his product came into limelight.</p>
2.	Intervention Process	Training in marketing strategies and exposure of his products in exhibitons.
3.	Intervention Technology	Necessary modification has been advised by training in KVK and constraints of incubator overcome by its advantages. Marketing strategies advise were given and marketing channels were created for his successful spreading of the technology.
4.	Impact Horizontal Spread	Mr. Ahamed Abdulla's low cost incubator is exhibited in AGRINTEX 2015, at CODISSIA Coimbatore, and Farmers day, 2016 held at Tamilnadu Agricultural University, Coimbatore and Anandha vikadan exhibition held in Trichy and received positive critics from the farmers thus ICAR-KVK created marketing and entrepreneurial channel for him. Now he is receiving atleast five orders per month and himself produce chicks and selling in local market and needy farmers. He is marketing his chicks under the name "First egg, best chicks".
5.	Impact Economic Gains	The egg incubator costs Rs.6000 and the electricity consumption hardly comes Rs.50/month. It holds the capacity of 100 eggs. With proper care we can have more than 85% hatching. The chicks were sold at the rate of Rs.35 one day old and Rs.45 to Rs.50 one week old. Within three batches we can earn back the capital cost. This incubator suits for other bird species like goose, turkey, guinea fowl and quail. By developing entrepreneurship to Mr. Ahamed Abdulla and the support of ICAR-KVK, Thiruvarur the reach of this low cost incubator is wide..
6.	Impact on Employment Generation	ICAR-KVK creates marketing channel for these farmers hence the buyer meets seller without middle men hence the profit for the farmers increases directly. Farmer beneficiaries in Special Poultry Development programme of state Department scheme purchased this incubator in groups with equal investment and they keep their eggs, producing good quality chicks.