

LILA REPORT:- BYSE  
VILLAGE,KARNATAKA.

ARYA S

CB.BU.P2MBA15022

## EXECUTIVE SUMMARY:



Byse is a small village which is about 12 kms from Shimoga in Karnataka. Byse is a forestland converted into a revenue land. Agriculture is the major source of income for the people in Byse. The major crops cultivated are predominantly paddy and arecanut. The agricultural process doesn't ensure the efficient utilization and the fields are kept unutilized for 3-6 months. Further it is also learned that the villagers are almost unaware of the government schemes and benefits and also those offered by Khadi and Village Industries Commission. There we identified a few government schools but there were no adequate infrastructure like benches and electricity was available only for 5-6 hrs. When we visited a school there was only two teachers available for teaching the whole school. Midday meal is available in most of the government schools and that is the only benefit provided by the government. Most of the villagers have the skill and the training but they lack resources. The village needs support from a powerful organization like Ammachi Labs and also benefits and help from the government in order to increase the economic wellbeing of the people in Byse.

## PROBLEM IDENTIFIED:

- Unawareness of producing value added products from agricultural output, like making hand crafts from arecanut palm leaf, jack fruit pickle, jam.



- They are not following mechanized and scientific agricultural practices and they keep their farm land unutilized during off season which decreases the efficiency.



- The proper communication from agriculture dept. and various government initiatives and schemes for rural agricultural promotions are underutilized due to poor awareness.
- The village doesn't have a cooperative society. Hence they will not have a medium through which they can sell their products.
- The schools lacks permanent faculty. When we visited a school there were only two teachers available for teaching the whole school.
- The spare time of village ladies is not utilized properly, in fact this can be utilized by forming a women's self-help group which can provide additional income by engaging in producing value added products like poultry farming, apiculture, jackfruit pickle, chips etc...
- No stable marketing chain has yet been established for fresh jackfruit and jackfruit products in India

## **COURSE LEARNING:**

- This course helps in identifying the enormous potential that remains hidden in villages like the possibility of rural entrepreneurship.
- The course helps in understanding the life in village and helps in identifying the key changes that will impact their life and make them self-sufficient.
- It gave us an opportunity to understand the natural living habits' of villagers and the simple way of earning their income through agriculture.
- Marketing of products in a proper way which could greatly increase the economic wellbeing of the people in Byse.

## PERCEPTION ABOUT THE VILLAGE

From the earlier reports from Ammachi labs, it was stated that there was a problem of alcoholism, education, the living condition of the people in the village etc.



From the reports we collected, we found out that for every house there was a toilet constructed by Ammachi labs, but we could only find a few houses which were having it and those who have it hardly use it. Most of the houses have toilets or bathrooms that have been constructed by the villagers themselves. After the visit we found out that 90 percent of the houses have electricity connection and nearly 50 percent of the people have their own transportation facility in the form of bikes and cars. Even though the villagers have the capacity to work and bring out business from the resources they have in their village, the lack of training or financial support disables them to open up a new source from which they can earn money. So they stick back to the normal practice of agriculture that they have been practicing for ages.

## BUSINESS PROPOSALS

We are suggesting some business proposals which may help to increase the annual income of people in Byse village so that they can lead a better life in the future. I suggested poultry farming which is one of the most profitable businesses nowadays. Also we found out a lot of energetic people in the village who were willing to work in teams.

## **POULTRY FARMING**



Chicken in many forms has always been a dish to relish among most Indians. Widely accepted and consumed, the demand for chicken is always increasing only. The broiler segment in India has continuously grown and is currently estimated to grow Rs.12,500 Crores. Furthermore, Indian ministry of Agriculture estimates the production value at 2.3 million tons a country like India due to lack of religious associations the demand for broiler products is growing rapidly. Translated, this provides great potential for success and growth in the poultry industry.

Another outcome from poultry farming is the egg production. Egg being an excellent source of proteins is fast becoming a favorite among urban Indians. India today is the fourth largest egg producer in the world. In this regard the Ministry of Agriculture estimates that India's egg production is estimated to be 47.3 billion eggs per annum. Today with more and more "eggitarians" in the rise egg consumption is growing at 8% to 10% annually.

The overall demand for these poultry products are growing in India. With rapidly changing lifestyles, affluent culture and a conscious need for general wellness, Indian consumers are opting for a more protein rich diet. The changing trends are definitely a boon to this industry with its demand on the rise day by day.

## **TARGET MARKETS**

The main target markets for poultry farming are as per the chicken and egg needs. The common markets include

- Hotels
- Restaurants and tea stalls
- Festival needs like that for Christmas etc
- Parties, marriages and receptions.

All these account for a whole lot of market place for the sale of the products. These can be started with limited orders at first and in the time being increasing the customers, thus going into bulk orders. The main factor in this business is on time delivery, which will ensure the customer trust and business to flourish.

## BUSINESS PLAN (FIRST PHASE)

The business plan is to implement a poultry farming business. This includes:

- Buying 200 Nos. broiler chicks from the market
- Grooming broiler chicks for the sale of chicken.
- Layer (for eggs) farming using special breeds of egg chickens having quick growth and high feed conversion efficiency
- Use of bird waste as manure for crops.



## FINANCIAL ASSESSMENTS

The capital expenditures as per current market situations and from various inputs by different organizations working in the same field give a financial expectation and trends in the business. The same are estimated with the expected costs and expenditures in the area. Average liver weight per broiler: 1.45 per kg (approx.)

NET EXPENDITURE				
SL NO.	ITEM	COST PER ITEM	TOTAL (for 200 Nos.)	REMARKS
1	Broiler Day old chicks (100 Nos.)	Rs.18	<i>Rs.1800</i>	
2	Layer chicken (100 Nos.)	Rs.60(per KG)	<i>Rs.8700</i>	
3	Cost of brooder shed – Net (Wood/bamboo can be obtained locally and roof can be made from coconut leaf coverings)	Rs.600 (approx. per roll) Size: 24inch X 30m (03Nos.)	<i>Rs.1800</i>	
4	Poultry feeds (Broiler starter + concentrate ) and paddy(obtained from local cultivation)	Rs.1550 (starter per 50kg bag) + Rs.2010 (concentrate per 50 KG)	<i>Rs.3560</i>	

5	Vaccination, medicines, miscellaneous	Rs.5/bird	<i>Rs. 1000</i>	
6	Insurance of birds	Rs.1 / bird	<i>Rs.200</i>	
7	Other Miscellaneous expenditure	Rs.5/ bird	<i>Rs. 1000</i>	
<b>NET EXPENDITURE</b>			<b>Rs.18060</b>	

The required income from the business governs on the meat and egg sale. This can be assumed according to the present market price for the same items and can be tabulated as below.

Average liver weight per broiler: 1.45 per kg (approx.)

No. of full grown chickens: 195 Nos. (approx.)

No. of eggs produced by 10 hens/day: 7 eggs (approx.)

No. of eggs produced by 98 hens/day: 67 eggs (approx.)

Time taken for broiler to get full grown: 20 days (max.)



<b>NET INCOME (ASSUMPTION)</b>				
<b>SL NO.</b>	<b>ITEM</b>	<b>MARKET PRICE PER ITEM</b>	<b>TOTAL PRICE (195 Nos.)</b>	<b>REMARKS</b>
1	Broiler chicken (97Nos. approx.)	Rs.93 /kg	<i>Rs. 13080</i>	
2	Egg (98 hens)	Rs.5/egg	<i>Rs.10050/month</i>	
<b>NET INCOME</b>			<b>Rs.23130</b>	

<b>FINAL FINANCIAL ANALYSIS</b>	
<b>TOTAL COST</b>	<b>Rs.18060</b>
<b>TOTAL INCOME</b>	<b>Rs.23130</b>
<b>NET PROFIT</b>	<b>Rs.5070</b>

