Micro-Poultry Farming Project
Shohratgarh, India

Supported by DFW

Final Impact Report

May 2019

Dining for Women

asia initiatives

SHOHRATGARH ENVIRONMENTAL SOCIETY
SES

Grant Information

Grantor:	Dining for Women
Project Title:	Micro-Poultry Farming Project in Shohratgarh, India
Project Duration:	1 Year
Project Dates:	February 15, 2018 to February 15, 2019
Period Covered in this Report:	February 15, 2018 to February 15, 2019
SoCCs Service Provider:	Asia Initiatives
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Local Partner in India:	Mr. Sandeep Srivastava, Shohratgarh Environmental Society

Project Background

The project is located in the Shohratgarh Block of the Siddharthnagar District in Uttar Pradehs, India. The residents of the block suffer immensely from poverty and health related issues stemming from a lack of landlessness and chronic hunger/malnutrition. Women here have little education, are unskilled and do not have access to income generating opportunities. As such, they are financially dependent on their husbands and guardians, who often do not take into account their specific needs. Lack of adequate financial resources affects all areas of their lives. Poor health indicators such as low caloric intake and anemia are common, with women and children bearing an unfair share of the burden. Women and children at the bottom of pyramid and below the poverty line experience chronic food shortages due to their inability to participate in any income generation activities, and caste and gender-based discrimination are rampant.

Asia Initiatives and Dining for Women joint project, “Samriddhi” was launched in February 2018 to reduce poverty and generate income and food security for women in Shoratgarh who were currently not employed in any income generating activities. With the use of the Asia Initiatives’ Social Capital Credits (SoCCs) methodology, a poultry farming project was to be implemented which would directly impact 498 women and indirectly impact thousands more in the community, allowing them to create a sustainable source of food and income.

Program Objectives

Broadly, the project was aimed to increase the quality of life for program participants through livelihood creation and improvement in nutrition. Improvements were to be measured through gains in financial literacy, savings and health related indicators. The outcomes that were to be achieved are listed below:

- Women were to collaborate to increase incomes, which also builds community spirit, self-confidence and personal values.
- Empowerment of women who have largely been left on the fringes of society.
- Women were to participate in savings and banking workshops to gain financial skills to help them start and sustain their micro poultry business.
- Women’s participation in community meetings and Self Help Group sessions
- Growing and consumption of Moringa (drumstick) plant that has a multitude of nutritional benefits, since it is high in vitamins, minerals and antioxidants.
- The project was also meant to improve cultural and societal standing of women in society by educating the community about societal ills such as child marriage and high school dropout rates.
- Women’s participation in public health awareness campaigns, attendance at free health workshops to receive basic medication and vaccinations.
- At least 10 villages were to promote neighborhood sanitation, hygiene and cleanliness of community spaces such as around water hand pumps.
- Women’s participation in cloth menstrual pad making workshops and education about proper menstrual healthcare.

The project was to be a model for future income generation projects within the community and subsequently be replicated by Shohratgarh Environmental Society (SES) in other locations.

Funding

The first year of the program was fully funded by the grant provided by Dining for Women. However, Asia Initiatives has funded additional costs incurred due to increase in program size from 450 to 498 women as also some unexpected costs that were not budgeted for in the grant proposal.

Capital Expenses	**Frequency**	**Amounts in USD**	**Total**	**Comments**						
Shed construction (group of 150 women —> 3 groups)	3	2,769.00	8,307.00	To be funded by AI Board Member; excluded from total requested	**Detailed break down**					
Loans disbursed to 450 women (each group gets loan and pays back at 1% interest)	3	3,231.00	9,693.00		Loan disbursed amount to support purchase of chicks for two rotations for each group is Rs 210,000 which is ~$3231. For the 3 groups, it totals to ~$9693.					
Feed+medicine+supplies	3	1,763.00	5,289.00		**Detailed break down for feed + litter/medicine + Supplies:**	**Quantity**	**Rate (in INR)**	**Total (In INR)**	**Total (in USD)**	
SECTION TOTAL			**14,982.00**		Feed @ 1.8 gram per chicks (Feed conservation rates) FCR In Kg	54	85	4590	70.62	
					Misc. + Litter + Medicine + Veterinary aids	1	75,000.00	75000	1153.85	
					Feeding Utensil	1	35,000.00	35000	538.46	
					This totals to Rs.114,590 which is ~$1763. For the 3 groups, it totals to ~$5289.			114590	**1763**	
Program Management and execution Costs					**Particulars:**	**Unit**	**Unit Type**	**Cost Per Unit (In INR)**	**Total (In INR)**	**In USD***
Veterinarian visits and	12	300	3,600.00	Bimonthly	Visit of Veterinary Consultant	6	Number	10,000.00	60,000.00	923.08

advice										
Training for women (financial & business literacy)	52	350	18,200.00	In 5 batches	Training of Women Farmers on Poultry Farming	1	Lump sum		150,000.00	2307.69
Full-Time Coordinator	12	215	2,580.00	1 co-ordinator	Full Time Coordinator	12	Month	14,000.00	168,000.00	2584.62
Community Facilitator	12	277	3,324.00	3 facilitators	Community Facilitator	12	Month	6,000*3 = 18,000.00	216,000.00	3323.08
Travel and communication to Coordinator and Facilitator	12	77	924.00		Travel and communication to Coordinator and facilitator	12	Month	5,000.00	60,000.00	923.08
SoCCs program reporting & monitering	12	77	924.00		SoCCs reporting, activities	12	Month	5,000.00	60,000.00	923.08
Reproductive Health, nutrition awareness, literacy	12	200	2,400.00		Reproductive Health, nutrition awareness, literacy	12	Month	5,000.00	60,000.00	923.08
Transportation Cost for birds	6	80	480.00		Transportation Cost for birds	6		5200	31,200.00	480.00
SECTION TOTAL			**32,432.00**							
Grand Total			**47,414.00**					* Assuming the FX conversion rate of 1 USD approx. INR 65		
AI funded expenses										
Charges for an additional 48 women (450 increased to 498)			5057.49							
AI-Approved - expenses			**Total ($)**						**Total (In INR)**	
Bank charges			33.16						2155.18	
Tablets			461.52						29999	
Sahajan and transportation charge			72.31						4700	
SECTION TOTAL			**566.99**						36854.18	

SoCCs Menus

SoCCs Earning and Redeeming Menus were finalized after a SoCC-ratic dialogue with participants in which women voted on “socially good” activities they could carry out to earn SoCCs to redeem for micro-poultry kits.

SoCCs Earning Menu	Activity	Frequency	iSoCCs	CommSoCCs
E01	Women attending regular SHG meeting	Twice a month	15	3
E02	Women bringing members who have not attended SHG meetings before	Twice a month	10	2
E03	Women saving regularly	Monthly	50	10
E04	Women taking oath against child marriage	Once	30	6
E05	Women bringing additional member (husband or mother-in-law)	Once	20	4
E06	Women planting five Moringa trees	Once	50	10
E07	Attending hygiene awareness challenge	Once	50	10

SoCCs Redemption Menu	iSoCCs	CommSoCCs
20 chicks	300	
Women’s Sports Day/Movie Screening		When each woman accumulates 40 CommSoCCs

A comparison of the SoCCs earned between the mid-year and at the end of year 1 of the project shows that the points earned under the respective menu item has only marginally changed.

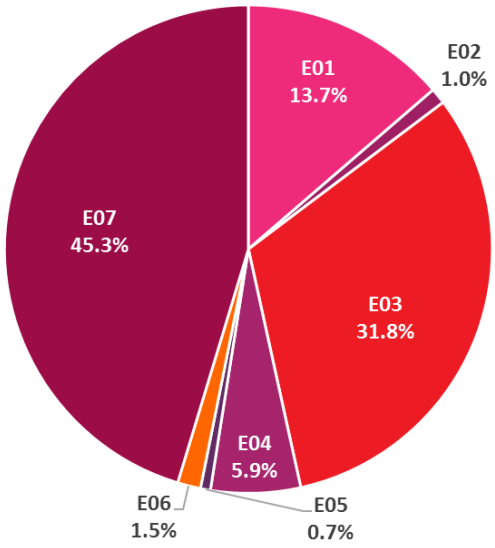


Figure 1 Mid-year percentage of Earned SoCCs by Menu Items

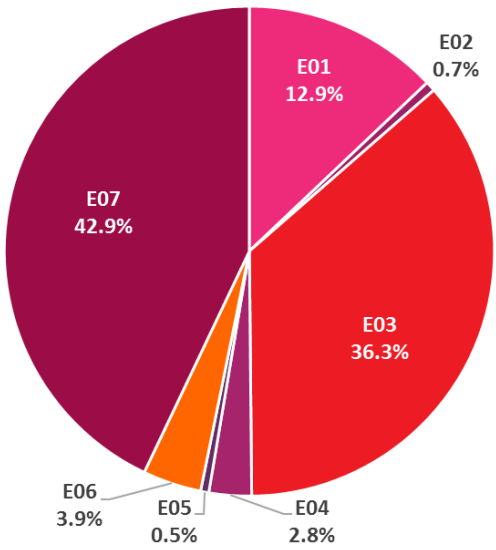


Figure 2 Final percentage of Earned SoCCs by Menu Items

What the project set out to do and how it has changed

The project has empowered the participating women by making them key stakeholders in the financial health and wellbeing of their families and communities. This was accomplished by providing micro-loans in the form of chicks to start their own poultry farms. In addition, participants received veterinary training and support, access to poultry vaccinations and management techniques to care for and sell chicken for profit. Women were trained in record keeping, financial literacy, and encouraged to regularly save small amounts of the money they earned.

The number of beneficiaries we were targeting increased from 450 to 498 and the number of participating villages has increased from 10 to 22 in Siddharth Nagar District due to popular demand and the enthusiasm of our local partner. Under this program now 22 Gram-Panchayats (Village administration bodies) of 3 blocks are covered and mobilized. In addition to the 498 women in round 1 , 200 members in round 2 included women who lost chicks at the beginning of the round 1 (due to shock from intense heat and transportation fatigue). The project partner was also open to entire villages attending health workshop and check-ups that could benefit them and due to this, the project had a larger number of indirect beneficiaries including the families and involved community members of direct participants.

The distribution of the chicks was conducted in 3 phases where 20 chicks each were distributed to the women as a loan. Following the sale of the initial batch of chicks, Asia Initiatives and Shohratgarh Environmental Society were able to start a second round in January 2019 and provide an additional batch of 20 chicks to 200 women with the amount recovered from the initial loan. 98% of the participants whose chicks had survived repaid the loan to the project partner. The startup seed funding therefore had a multiplier impact and is in circulation to date. The project created frameworks for women to take ownership and be leaders of their communities while helping them increase their own financial stability, nutrition, and overall well-being, which are crucial factors in poverty alleviation and women's empowerment.

What was accomplished in connection with this project? Please address each stated objective. If any project objectives were changed, please also explain the circumstances leading to the modification of the objective(s).

A major outcome of this program was the creation of 34 Self Help Groups. All 498 participants were active participants of their own Self Help Group. Apart from being active participants, 376 women brought additional members and 162 women brought along their husbands and in laws to those meetings, educating a larger sector of the community as well on issues relating to financial literacy and public health. The community was able to gain financial knowledge, create informal knowledge sharing networks and collaborate to ensure success within their own enterprises. 258 videos on social issues were shown to the attendees in the 814 meetings that were conducted during the project period.

In order to help women reach their economic potential, the project involved the creation of 25 batches of financial training workshops, targeted at women. Facilitators focused on creating and maintaining financial goals and matching their financial goals to outcomes. 369 women who participated in these workshops also opened up bank accounts under the Pradhan Mantri Jan-Dhan Yojana (PMJDY), a national, government led initiative to ensure access to financial services such as banking and credit.

Another important outcome of the program was the increase in public health awareness, specifically with regards to menstrual awareness. Prior to the program, communities had only rudimentary knowledge with regards to health and nutrition. The patriarchal nature of Indian society meant that most health concerns communicated by women went unnoticed by male guardians. Women displayed low health indicators and had very poor and unsanitary methods of dealing with menstrual cycles. Through menstrual health workshops and menstrual pad making workshops, we were able to educate women on the importance of following adequate menstrual health practices. Traditional usage of rags and husk was discouraged and approximately 405 participants have started using clean cloth sanitary pads during menstruation. Women who came to these workshops also signed pledges against child marriage, especially with regards to girls. These 498 women encouraged an additional 1512 people to take an oath against child marriage.

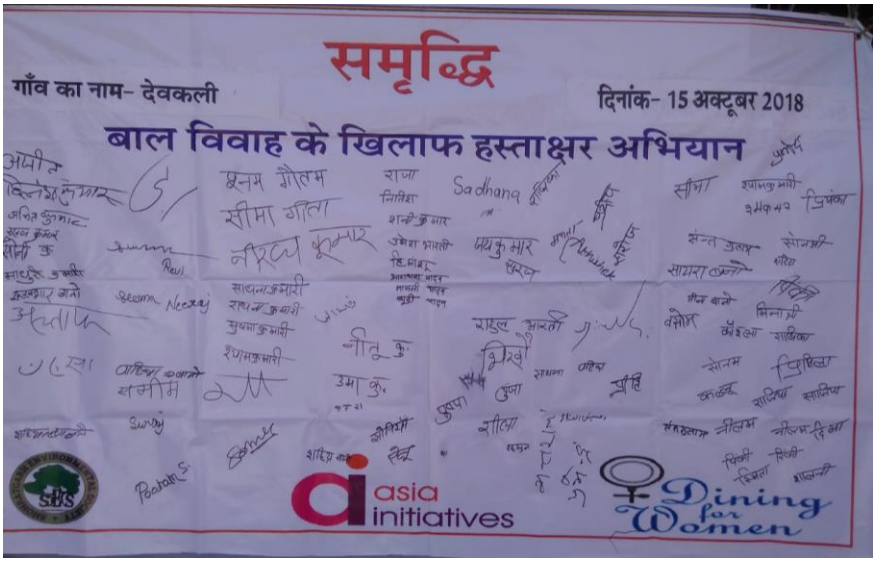


Figure 3 Signature sheet of oath against child marriage

Linking health and income, our project's discussions aimed at inculcating in women the importance of adequate sanitation and nutrition. In order to fully participate in the economy, women had to have adequate standards of nutrition and health. 322 women started hand washing as a regular practice to avoid cross contamination and reduce spread of germs. Our health camp resulted in 777 direct participants who received general checkups and basic prescriptions.

Figure 4 Participants at a Health Camp

In order to address nutrition deficiencies, all 498 participants planted five moringa seedlings each, with a survival rate of 76.3%, and started consuming moringa products. 133 participants also introduced the plant and shared the benefits with their neighbors. In order to create awareness among the participants regarding its benefits, pamphlets and stickers were printed and distributed to the community during meetings and one-to-one interaction.

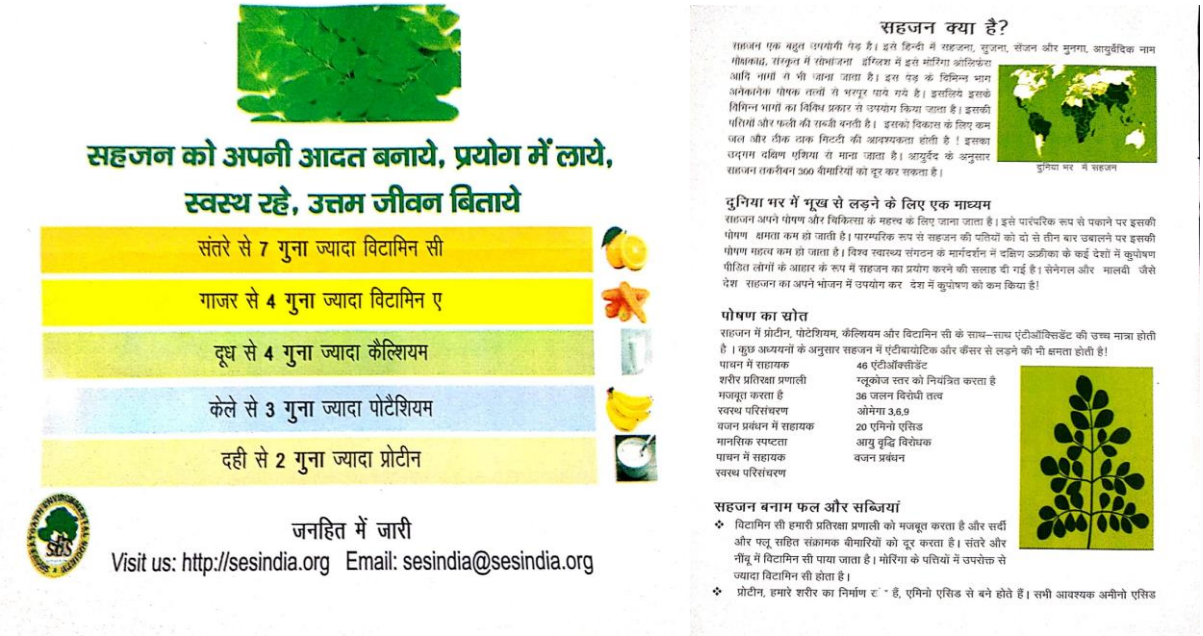


Figure 5 Pamphlets for Moringa Plantation

A total of 9960 chicks or 20 chicks each were sold to the 498 participants of the project in the first round, over 3 batches. In the second round, 200 women were sold an additional 4000 chicks to compensate for loss of chicks due to heat related deaths, or being attacked by wild animals. In round 1, across the 3 batches, a total of 380 participants returned the money with interest to the Self Help Group. In round 2, at the time of the submission of the report,77 out of the 200 participants were able to return the amount and interest to the Self Help Group. The local partner is confident of recovering the remaining amount. The total amount returned to the Self Help Group so far is USD 7063.

The project was initially set out to earn approximately USD 16,900 from sale of the chicks. But based on the estimations for the rounds that are not complete at the time of this report, the expected sell price at the end of the project is USD 46,775.62 and the expected profit is USD 39,796.06. And the women were expected to experience a rise in incomes from at least USD 30 to USD 70 per month by the end of year 1 while in actual, the average profit earned by each participant in Round 1 (batch 1, 2, 3) is USD 74.19 and in Round 2 (incomplete) is USD 62.71. In the first round 1, 194 participants were able to save up to USD 14.38, 239 participants were able to save between USD 14.38 to USD 21.56, and 65 participants were able to save over USD 21.56.

The following table is a snapshot of the earnings of the 498 participants of the project in Round 1 and Round 2. (Rupees have been converted into USDollars.

	Round 1 (Batch 1+2+3) with 498 participants	Round 2 with 200 participants (estimation as round still in progress)	Total (Round 1 + 2) with estimation for round 2
Total Profit (USD)	27,458.312	11,296.894	38,755.206
Total Beneficiaries who returned amount	380	Not complete – estimated to be 185 as 15 people lost all chicks	Not complete – estimated to be 565
Average profit per person (USD)	72.254	61.068	68.6
Average cost of chick (USD)	4.074	4.62	4.214
Total Savings in bank (USD)	7962.43	3293.472	11255.902
Money returned to SHG (USD)	5038.614	1782.396	6821.01
Total money returned with interest (USD)	5077.884	1800.232	6878.116

Figure 6 Discussion on Financial Inclusion during the Financial & Business Literacy training at Shohratgarh By Mr. Satyansu of SES

Challenges faced and addressed in this project

Our biggest challenge was to ensure that the chicks survive in the first few days of arrival. The chicks were vulnerable when transported during very hot weather and humid conditions and unclear understanding of care instructions on the part of women in spite of vaccination prior to disbursement. Further, climatic conditions and water logging in certain homes made it harder for women to construct the outdoor coops that were needed for the chicken. Free range feeding was also not feasible due to safety threats from wild animals. In order to overcome these challenges, our project facilitators created intensive learning modules for participants and increased oversight, especially at early stage of the chick's development.

Regular veterinary check-ups were also implemented. In order to increase the nutrition levels of chicks, Asia Initiatives had conversations with industry professionals and partners from our other micro-poultry projects to create protocols to care for the chicks and help the women's business thrive. This knowledge sharing helped significantly to overcome challenges and helped raise health indicators in the chicks and decrease mortality rates.

During the first round, 200 women who met the SoCCs requirement lost some or all 20 of the chicks within the first couple of days. This prompted us to initiate a round 2 with them and with the lessons learnt from round 1, and knowledge gathered from local veterinarians and field experts, they were better prepared to care for the chicks. We also postponed the disbursement date to a cooler time of the year and sourced the chicks from a local vendor

to avoid transportation. Additional personnel were also employed to help deworm the chicks and perform check-ups.

Despite the setback, the project was kept on track and was completed successfully on schedule.

Is your organization or project situation different than presented in the approved proposal? For example, new executive director, significant project staffing changes or NGO affiliation, loss of large funding, or other significant changes?

There has been no difference

What were the most important lessons learned?

This project reinforced the important role social capital plays in creating sustainable economic opportunities. It also showed Social Capital Credits (SoCCs) could incentivize women and their communities to perform act for social good while generating incomes for themselves. Lessons on the importance of holistic program creation were important as our project targeted several areas of improvement within the community. A multi-dimensional focus on raising standards of living led to increases in both health and income indicators, the positive effects reverberating throughout the community.

With regards to our challenges, we learnt the importance of fast communication, collaboration and intervention. We have now started to intensively train selected women themselves to be veterinary assistants, reducing response time and helping care for the chicks. Our local partner teams have also learnt how to administer such a far-reaching program, focusing on creating schedules and databases to track chick development and ensure maximum return on investment.

What has changed within your organization as a result of this project?

Lessons learnt from this project, particularly the perils of transporting chicks in very hot weather, have helped improve our other micro-poultry programs in other geographies.

Describe the unexpected events and outcomes, including unexpected benefits.

There are several valuable lessons that we and the ground-team have learnt:

- Social Capital Credits has proven to be a valuable tool in bringing the community together to achieve common goals.
- Issue based video clips are very helpful to facilitate group discussions on topics such as menstrual hygiene and waste management, as the literacy level of this area is low. Having accurate information on menstruation will help reduce health problems for women.
- Building rapport by conducting group activities to increase active participation of group members, as well as communities, is a significant step that should not be missed.

Although this program was primarily focused on building economic independence for women and their communities, the multidisciplinary and holistic focus led to results that were far reaching and sustainable. Apart from starting their own businesses, women improved the way menstrual health was practiced in villages, developed personality building skills that enable them to take on a more active role in their family units and village leadership, and spread newfound knowledge to non-participants and wider communities.

Did you change your strategy as a result of obstacles you encountered? How will you address these challenges in the future?

In the beginning stages of the project, we encountered a major obstacle in the form of chick deaths. Approximately 3,147 chicks perished due to causes including intense summer heat and crowding of chicks during transportation, and falling prey to wild animals. In order to overcome this obstacle, we initiated cross-project talks with other successful micro poultry programs run by Asia Initiatives as well as other NGOs to learn mitigation measures to counter the impact of harsh weather on the chicks' health. We also collaborated with health experts, veterinarians and project staff to reduce response time, increase engagement and monitoring and increased availability of vaccines and nutrition for chicks. In round 1, this knowledge helped reduce chick mortality rates by 45% and contributed to an increase in profits for participants by 39%.

In addition, Asia Initiatives launched round 2 of the project to help women who experienced 100% loss of chicks in round 1. In this way, all participants had equal opportunities and resources to create a successful micro poultry business. Therefore, instead of simply overseeing round 1 of chick disbursement, Asia Initiatives and SES took on a more active and involved role, personally managing every aspect of the chicks' growth in order to combat the challenges we faced. Through this experience, we developed a very close relationship with the participants and other stakeholders, enabling us to have an active voice while promoting subsidiary programs such as the health camps. In the future, we plan to encourage veterinary training within the community themselves, so that women do not have to wait to seek assistance, but can solve problems as they arise. Through training the community more intensely not only about chick nutrition, but also other care such as coop construction, we have managed to eliminate obstacles that take away from participants' profits and hope to continue the trend in the future.

Approximately how many lives have been touched, both directly and indirectly, by the project?

The project had 498 direct participants in its micro loans program. Combining friends, family and communities of the participants, the number of benefitted people is much more. Women brought non-participants to awareness meetings, health camps and menstrual health workshops. Families attended health camps and took part in child marriage awareness meetings. Detailed below is a breakdown of participants by activity.

Activities	Indicators	Outcome
Base line survey	All 498 participants were surveyed	To learn the socio-economic status of women in the target areas.
Monthly meeting of group	• 814 meetings were conducted with 34 SHGs. • Women started saving in a group	• Improved awareness about health, nutrition, sanitation. • Increased knowledge on savings • Making women aware of the nutrition value of moringa.
Reproductive, Health, Nutrition and Literacy Awareness	• Increased community awareness about reproductive nutrition and literacy. • 14 sessions were conducted which were attended by 777 participants (595 female and 182 male)	777 beneficiaries participated
Veterinarian Visits	Project team and poultry farming members were made aware of de-worming the poultry, nutrition and medication to improve growth.	Improved technical knowledge of community as well as of project team

Financial and Business Literacy Training	• Group members were sensitized about various avenues of saving and investment channels such as government schemes. • 25 sessions were conducted which were attended by 675 participants (586 female and 89 male)	• 369 women have opened account under the Pradhan Mantri Jan-Dhan Yojana (Govt scheme for inclusionary banking). • 64 women benefitted from investing in the Sukanya Samriddhi Yojana (financial support for not marrying under-age daughters) • 164 beneficiaries benefitted from the Pradhan Mantri Jeevan Jyoti Bima Yojana (insurance scheme) • 94 women have benefitted from the Pradhan Mantri Suraksha Bima Yojana (insurance scheme)
Chicks and feed distribution	498 group members received chicks, pots and feed with medicines, and 200 group members also received above in 2nd round.	Total profit earned by the 498 beneficiaries was USD 38,755.206 (USD 77.82 per person).

What are the measurements used to monitor success and how was this information measured (e.g., surveys, observation)? Be specific and include measurable results.

Measurements used to record success of the program included monitoring the number of SoCCs earned and redeemed, using sign-in sheets to record entry of participants into subsidiary programs such as SHG meetings and health camps, and monitoring indicators with regards to chick health. In addition, we recorded data relating to sale of chicks, profits, losses and revenue, as well as forecasting trends over time. A total of 317 women were able to build coops using own resources (bricks, mud, plastic sheets, nets etc).

As of January 2019, of all the participants that earned SoCCs during the course of the project, only 8 participants failed to redeem any of the SoCCs earned. 286 participants redeemed 300 SoCCs, 200 participants redeemed 600 SoCCs and 4 participants redeemed 900 SoCCs.

	February	March	April	May	June	July	August	September	October	November	December	January	Total SoCCS Points
SoCCs earned	50805	54685	45060	46645	54065	57660	74845	55185	56515	56815	56070	55075	663425
SoCCs redeemed	0	0	0	60000	0	0	50400	0	39000	60000	0	209400	418800

If the project is ongoing, provide plans and expected results, including projected timeframe.

The project for which the grant was awarded has been completed in two rounds. Asia Initiatives added to the program by funding additional 48 members to meet requests from other members to join. *Samriddhi* has been received with much acclaim within the community and has created cycles of ongoing economic prosperity as the loan is recycled. AI will be continuing our association with the community and the on-ground team for a follow-on micro poultry project with all 498 women. Asia Initiatives hopes to receive a second round of funding in order to keep this important project going. Until decisions about renewed funding have been made, AI will continue to personally fund this project in order to keep momentum going and avoid any delays.

Did this grant and relationship with DfW assist your organization in obtaining other funding, partnerships with other organizations, or public recognition in some capacity?

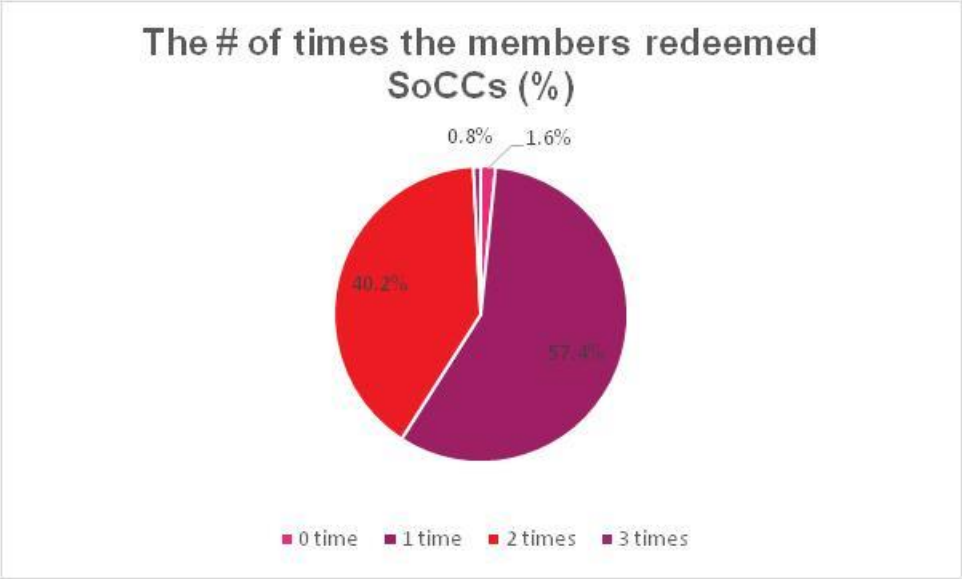
Our relationship with DFW resulted in a very successful program with high levels of community engagement. Apart from being well received by the community it was designed to serve, the program attracted a lot of attention from India's apex development financial institution, the National Bank for Agriculture and Rural Development (NABARD). Due to the levels of community participation, both in the direct micro poultry business and indirect multi-disciplinary programming events, NABARD has decided to provide specialized resources and training for current and future program participants to create cooperative societies to take their small businesses to higher levels towards forming a recognized Farmer's Producer Company (FPO), raise profits and create a knowledge sharing pool that will elevate both the individual and community simultaneously, while creating avenues for the program to one day be completely self-sustaining and profitable, without any outside intervention.

Note

* Data as of 1/31/2019.

The project has been progressing constantly each month at the average pace of 51,000 iSoCCs and 10,000 CommSoCCs.

As of Jan 2019



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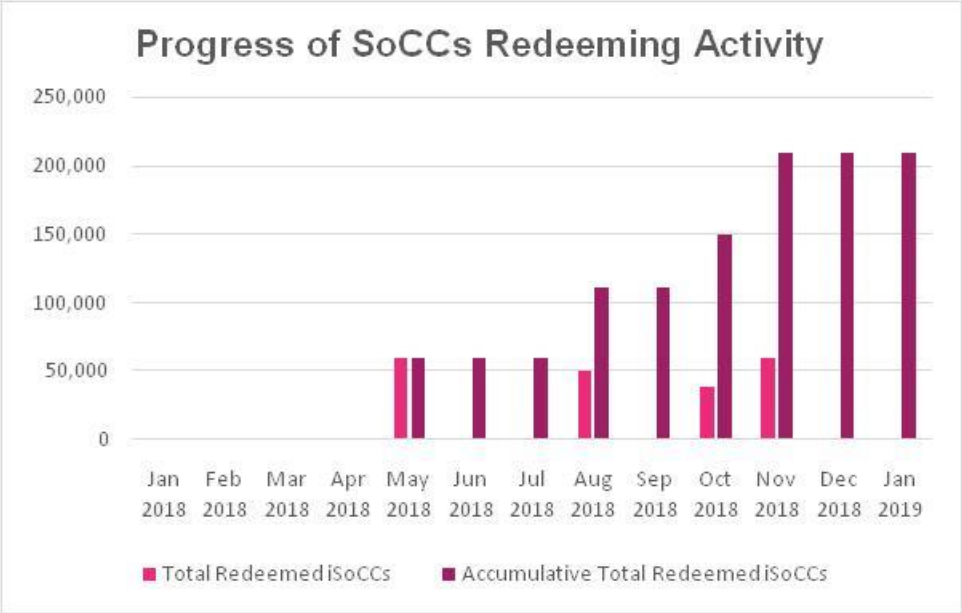


As of Jan 2019

Narratives from the field

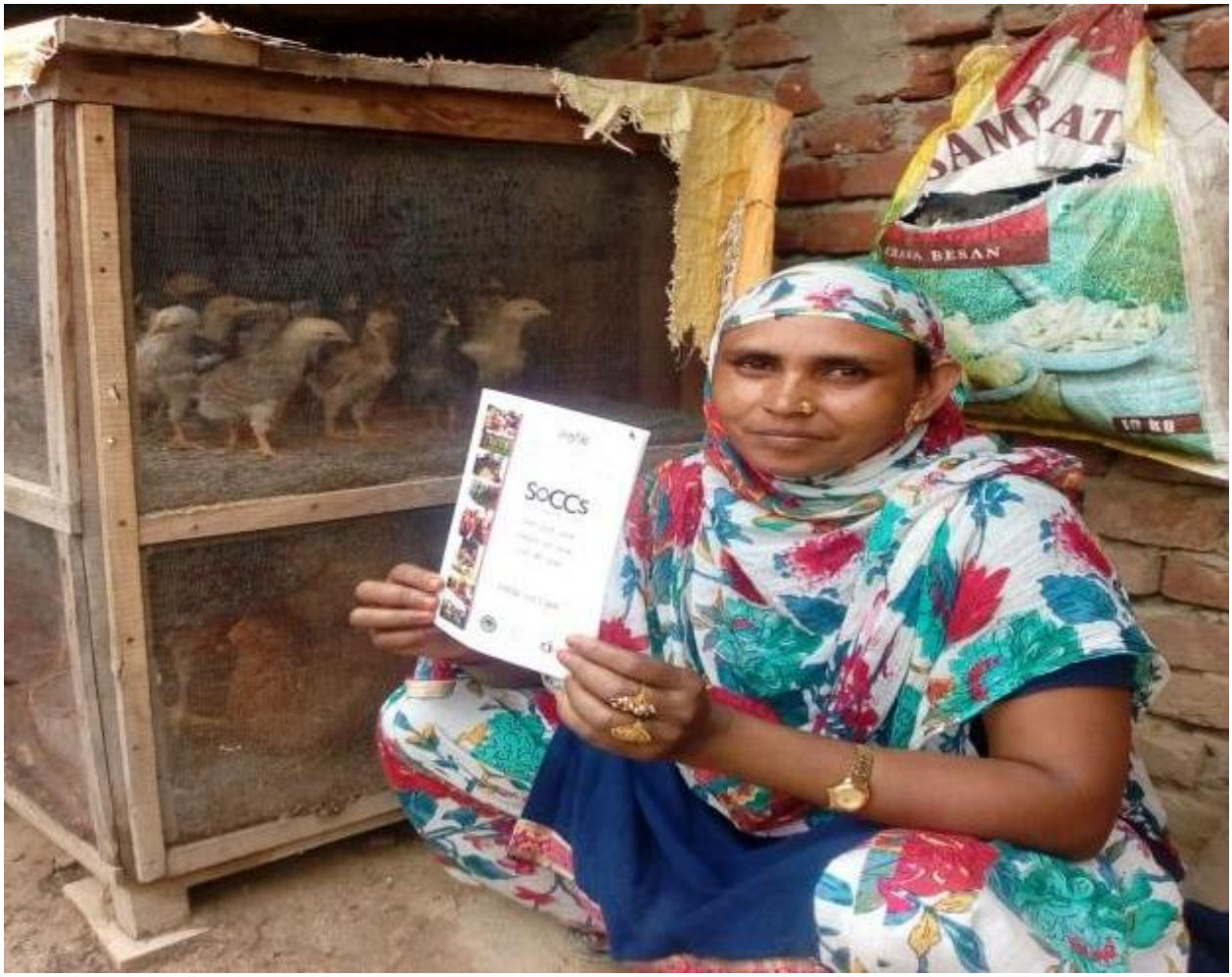
Poultry farming collective

SES, under the Samriddhi project, helped 14 women entrepreneurs of the Paltadevi gram panchayat, about 6 miles away from the Shohargarh block, organize themselves into a Self Help Group. The group participated in the health and financial education meetings and also saved regularly. all women of the group participated in regular meetings as well as regular monthly savings. Among them, Jahira Khatoon, Kutubunisha, Shahnaj and Kalimunnisha (pictured above) were the most active in attending meetings and bringing along friends and family to the same. They redeemed the SoCC points they earned for the purchase of the chicks and set up a poultry farm collective. They made a big coop with their savings and raised 80 chicks as part of the project. After 2 months, they sold half the chicks at the rate of $3 per chick and received a total of $120. This has encouraged them to take up poultry farming at a large scale. Today all these women are moving towards self-reliance inspiring other women in the village in the process.

Scaling Up Poultry

Dhoria Bujurg village, 4 miles north of Shohratgarh block in Siddharthnagar, comprised primarily of agricultural workers and daily wage labor. One of them, Sangeeta (pictured above), was the main breadwinner of her family of 8. As with a lot of the men in the village, her husband worked in the city in the hopes of a better income, but he could not do much owing to his ill health and high medical bills. Being an active member of the local Self Help Group, Sangeeta participated in the Samriddhi project meetings and social activities, earning SoCCs in the process. By redeeming SoCCs, she was able to supplement her family's income with a poultry farming venture with poultry feed and medical support from project Samriddhi. Two months into the venture, she earned $43 which encouraged her to scale up her operations. The second time round, she tripled her inventory and even managed to save some of the profits from the sale proceeds. The project assisted her in acquiring the technical skills required to operate at a large scale and she and her family are self-

Taking ownership



Though illiterate, Jainuttma, is one of the most passionate about the Samriddhi project in Paltadevi village, located 6 miles east of Shohratgarh. With her family's support, she acquired 20 chicks and a poultry starter kit through the project in May 2018. She inspires her community with her dedication to the care of the chicks. In one instance, when her chicks became sluggish, she immediately contacted the vet and other poultry farm personnel in the vicinity for advice on medication. She strongly believes that the success of the project would help secure her family's future.