

Integrated Poultry Management in Country Chicken Farming

Aravinth.K^{1*} and Sowmiya. S²

¹IV Year, B.Sc (Hons.) Agriculture,

²Assistant Professor, Department of Agronomy

Imayam Institute of Agriculture and Technology, Thuraiyur

Corresponding Author Email ID: aravinth.kumarsamy2004@gmail.com

DOI: [10.5281/TrendsInAgri.16949150](https://doi.org/10.5281/TrendsInAgri.16949150)

Abstract

Integrated farming is a sustainable agricultural approach that combines multiple farming enterprises for efficient resource utilization, reduced risks, and enhanced profitability. Among various models, integrating **country chicken (native breeds of poultry)** into farming systems holds significant potential in India. Country chicken rearing requires low investment, adapts well to local environments, and provides steady income through eggs and meat. When integrated with crop cultivation, dairy, fisheries, or horticulture, poultry contributes to nutrient cycling by supplying organic manure, reducing dependence on chemical fertilizers, and improving soil fertility. Additionally, crop residues and farm by-products can be effectively utilized as feed resources for chickens, lowering production costs. The integrated model not only diversifies farmers' income but also enhances food and nutritional security by supplying protein-rich products to rural households. Moreover, the resilience of country chicken to diseases compared to exotic breeds makes it suitable for small and marginal farmers. Thus, integrated farming with country chicken represents an eco-friendly, economically viable, and socially acceptable farming system, aligning with the goals of sustainable agriculture and rural development.

Introduction:

In India, poultry farming has been an integral part of rural livelihoods for centuries. Among the various poultry species, **country chicken** (also known as *desi chicken* or *native chicken*) holds a special place in the hearts of farmers and consumers alike. Unlike commercial broiler farming, country chicken rearing is rooted in traditional, sustainable, and low-input farming practices, making it highly suitable for small and marginal farmers. These indigenous birds are well adapted to India's climatic conditions, have strong disease resistance, and produce meat and eggs with superior taste and nutritional value.

In the face of rising consumer demand for chemical-free, organic, and farm-fresh poultry products, **Integrated Poultry Management (IPM)** offers a scientific yet farmer-friendly approach to maximizing production while preserving the natural qualities of country chicken. By combining

proper housing, balanced nutrition, disease prevention, and market-oriented production strategies, IPM ensures profitability and sustainability for rural poultry farmers.

Integrated Poultry Management:

Integrated Poultry Management refers to a **holistic farming system** where all aspects of poultry rearing—breeding, feeding, housing, healthcare, and waste management—are managed systematically for optimum results. It is especially important for country chicken farming, as these birds require a balance of free-range benefits and modern management practices to ensure better growth and productivity.

Key Components of Integrated Poultry Management for Country Chicken

1. Selection of Breed

Choose native breeds like *Aseel*, *Kadakhnath*, *Vanaraja*, *Gramapriya*, or *Naked Neck* based on the regional climate and market demand. Use healthy and genetically strong chicks for better survival and productivity.

Aseel (Fighting purpose)



Kadakhnath (Resh is black in colour) Bursa



2. Housing Management

Provide a **well-ventilated, predator-proof shed** with adequate space (1.5–2 sq. ft. per bird indoors, and free-range space outdoors). Maintain dry flooring using litter materials like rice husk or sawdust. Ensure proper lighting for egg production—around 14 hours of light daily.



3. Feeding and Nutrition

Country chickens can thrive on locally available grains, kitchen waste, insects, and greens which, supplement their diet with calcium, protein-rich feeds (groundnut cake, soybean meal), and clean drinking water. Incorporate **herbal feed supplements** (like neem, turmeric) to improve immunity.

4. Health and Disease Management

Follow **vaccination schedules** for diseases like Ranikhet (Newcastle Disease), Fowl Pox, and Infectious Bursal Disease. Keep the shed clean to avoid parasite infestations. Use herbal remedies and probiotics to minimize antibiotic use.

5. Breeding Management

Maintain a healthy male-to-female ratio (1:8 to 1:10) for natural mating. Practice **controlled breeding** to maintain pure native traits.

6. Waste Management

Use poultry manure as **organic fertilizer** for crops. Integrate poultry farming with agriculture and fish farming for **maximum resource utilization**.

7. Marketing Strategies

Sell directly to consumers, restaurants, or local markets to get premium prices. Brand the products as **organic, free-range, or farm-fresh** to meet urban demand.

Benefits of Integrated Poultry Management in Country Chicken Farming

Better survival rates and premium prices for native chicken products, which shows higher profitability. Relies on local feed and low-cost housing so less investment. Environmentally friendly and integrated with other farm activities, which shows sustainability. Provides a steady supply of high-quality eggs and meat. Especially beneficial for women and self-help groups.

Conclusion

In the Indian farming scenario, **Integrated Poultry Management** in country chicken farming bridges the gap between traditional rearing and modern scientific practices. It not only improves production and profitability but also safeguards indigenous poultry genetic resources. With the growing consumer preference for native chicken meat and eggs, adopting IPM can transform rural poultry farming into a sustainable and lucrative enterprise

References:

- Banerjee, G. C. (2017). *Poultry*. Oxford & IBH Publishing.
- Chauhan, H. V. S., & Roy, S. (2015). *Poultry disease diagnosis and treatment* (3rd ed.). New Age International.
- Government of India. (2021). *Basic animal husbandry and fisheries statistics 2021*. Department of Animal Husbandry & Dairying, Ministry of Fisheries, Animal Husbandry and Dairying.