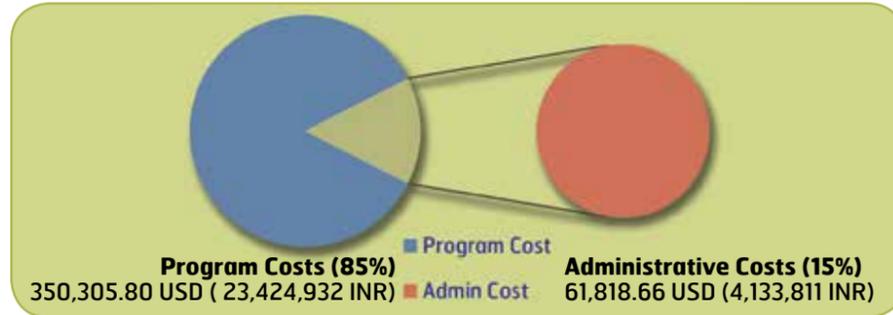


Resources

In order to reach 1,000 young women in one year, this pilot project will require an investment of 412,124.47 USD (27,558,743 INR)*, a approx. 412 USD investment per beneficiary with lifelong returns.

Your Investment:



*Please note that a detailed budget is available upon request and expenses may vary slightly depending on the selected project location.

From the Field

35 yrs old Hemlata from Madhya Pradesh (India) , on receiving the support from ChildFund to start her own Poultry farm -

“I started with just a couple of chickens, with the help of training and guidance from ChildFund, today I have built my own Poultry farm. This has not only supported us financially, it has also elevated my status socially. It feels great when people look at me with respect including my husband. Now he consults me while taking financial decisions. I feel very independent and empowered.”



Who We Are

Since 1951, ChildFund India has been representing the voices of deprived, excluded, and vulnerable children in India regardless of their race, creed, and gender. Through long-term partnerships, ChildFund India annually reaches nearly two million children, youth and families in the most hard-to-reach areas and empowers parents and community members alike to be agents of change.

We work with over 6,000 communities throughout 14 States and one Union Territory through our child-centred interventions aiming to bring about lasting changes in the lives of children. Our interventions span from maternal-child health, early childhood development, education, as well as youth engagement and livelihoods, with a cross-cutting focus on child protection, gender equality, and emergency response/disaster risk management.

ChildFund India is a nationalized entity of ChildFund International, a global child development and protection agency serving more than 19.7 million children and their families in 30 countries.



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POULTRY FOR PROFIT



ChildFund
India

ChildFund India has developed a distinct youth employment model, “DAKSH” that combines market-based skills training, entrepreneurship development, financial literacy, and life skills training. As part of this endeavour, we work with over 21,000 youth in around 1000 Youth Collectives from 14 states throughout India, as well as over 600 Self Help Groups for aspiring female entrepreneurs. ChildFund India has developed a series of livestock employability models that allow rural populations to maintain a sustainable income using the resources already available to them. Our poultry farming livelihood initiative has provided more than 60 BPL (Below Poverty Line) women and their families with a sustained source of income.

What Sets Us Apart

- ❖ Local credibility and long-term approach from our enduring 65 year community presence.
- ❖ Partnerships with approx. 60 grassroots organizations and local institutions (including government entities) to ensure the sustainability of our programs.
- ❖ Extensive national geographic coverage that allows us to reach the most remote and hard-to-reach populations overlooked by others.

What Our Partnership Means

- ❖ An opportunity to enrich the lives of the most marginalized youth & communities, using a strategic approach that focuses on maximizing impact and ensuring sustainability.
- ❖ Rigorous accountability measures to ensure your return on investment and that all deliverables are met or even exceeded.
- ❖ Co-branding and employment engagement opportunities, so that there is collective ownership of the project.



The Problem

Economic opportunities allow women a role in the public sphere and increase their standing within their households and communities. The Bill and Melinda Gates Foundation has recently identified poultry farming as an untapped area of economic empowerment for women, due to the social acceptability of women caring for smaller livestock, including chickens.¹

Poultry farming has an especially strong potential in rural India, where it is commonly practiced by men and women alike, but through unskilled methods that prevent it from providing a sustainable income. As a result, these men and women are often forced to migrate for short-term work that often leaves women vulnerable to exploitation.

¹ <https://medium.com/bill-melinda-gates-foundation/the-small-animal-thats-making-a-big-difference-for-women-in-the-developing-world-15d31dca2cc2#.yqqvq626g>



Providing 100,000 chickens, coops, and poultry feed to beneficiaries.

SOLUTION

Extensive technical training based on industry best practices from a credible and vetted organization. This training will cover poultry management, quality control, entrepreneurship, leadership, and financial inclusion.

Formation of a Poultry Producer Company, allowing all beneficiaries to jointly establish market linkages and capitalize on their collective bargaining power as producers.

ChildFund India will implement a poultry farming model that will offer 1,000 young women (aged 18-24 yrs) a sustainable means of self-support and reinvent the notions about what young women can accomplish.

Projected Impact

- ❖ Jobs/microenterprise opportunities for at least 800 BPL (below poverty line) young women through the formation of at least 800 new enterprises.
- ❖ 100% of beneficiaries to gain marketable poultry farming and entrepreneurship skills.
- ❖ 90% of beneficiaries to experience increased financial literacy and open a savings account, while at least 80% of beneficiaries will build or preserve financial assets.