

Risk Analysis and Mitigation Strategy for enterprises in GramNidhi

1. Name of the Enterprise: Poultry based enterprise
2. Risk Analysis based on the literature review, discussions with experts, observations and experience with the existing entrepreneurs:-

High Probability	Medium Probability	Low Probability

Risk Factor	Remarks	Probability	Mitigation Strategy
Predators and theft	The major loss pointed out by earlier studies and discussions is due to predation and theft		<ul style="list-style-type: none"> • Enterprise only when proper shelter that can be locked • Scavenging/grazing under observation
Critical Scale of enterprise	Practice in the region is of keeping 2-10 birds that is usually for domestic consumption and quick cash when in need. Not seen as viable enterprise as it does not provide regular income. Earlier efforts of providing 20 birds as unit failed as it does not generate a cycle (hen-egg-hen) at a scale.		<ul style="list-style-type: none"> • Minimum unit of 50 birds with focus on broilers chicks as inputs. • Three cycles of broilers birds is possible with each cycle of 2-3 months with chicks bought from outside, fattened and then sold. • Motivate entrepreneurs to have one more smaller shelters for brooders hen and start producing their own chicks.
Feed Stress	When done as an enterprise with better varieties of breeds which require feed of 30-50 gms for about 2.5 months, the feed requirement is high to which the tribals are not accustomed with. The one month old chicks which are usually purchased from a private/government hatchery are not used to scavenging/grazing as they are made dependent on feed		<ul style="list-style-type: none"> • Provision of 1 kg. feed with each 1 month old chick to reduce feed shock. • Counsel entrepreneur to supplement with flour, vegetable waste etc. at fixed timings along with grazing. • NGO keeps a revolving stock of feed.

	provided in enclosures.		
Disease management	Mortality is due to lack of vaccination and poor hygiene and sanitation. Feed stress also increases vulnerability. The government veterinary services lack the capacity to support poultry.		<ul style="list-style-type: none"> • Purchase of one month completely vaccinated chicks. • One month old chicks are relatively less vulnerable. • Shelter with ventilation and design for easy cleaning. • Provision of feeder and drinker to reduce contamination. • Provision of feed. • Provision of common medicines and encouraging traditional practices of feeding garlic and onions • Linking with govt. veterinary services and identification of experts for training and counseling when required.
Knowledge of the entrepreneur of basic management	Traditionally the tribal in the region have kept birds in small shelters or covered by a basket during night with minimal management practices.		<ul style="list-style-type: none"> • Training and exposure • Hand holding and support • Counseling for improving practices that are found lacking with family orientation.
Location, access to market and competition	The market is usually at doorsteps for the birds with colored plumage. As it was not being done at a scale, there was no competition. Nearness of entrepreneurs may lead to low pricing.		<ul style="list-style-type: none"> • Counseling on correct pricing based on costs. • Encouraging scattered enterprises.
Sourcing and Cost of the chicks	The detrimental factor on broilers based poultry enterprise is costs of chicks. Only the bird with colored plumage has market and is profitable as it is some what niche segment. Entrepreneurs do not have capacities to compete in the efficient		<ul style="list-style-type: none"> • There is a price differential in one Gogunda from Dahod that gives some advantage to entrepreneurs as it is being not done on a scale. • An experiment with sourcing of DOC and raising them locally by an entrepreneurs is being done. Economics of the

	low margin market of white birds. There are no local suppliers available and sourcing has to be done from distance.		same is being calculated. It may reduce the cost by about 1 per cent.
Cash management	Poultry provides quick returns and lack of cash management may lead to failure. Tribal have limited capacity to handle cash in high amount and may splurge. .		<ul style="list-style-type: none"> • During the loan period regular monitoring and counseling. • Counseling and training of SHGs. • Counseling of the family.
Pricing/Costing	The entrepreneurs traditionally have not raised birds by providing inputs and hence do not have idea of costing. Rates are fixed keeping in mind the prevailing market rates and need of the buyer/seller/		<ul style="list-style-type: none"> • Training and counseling on costing. • Correct estimation of weight. • Record keeping of inputs provided and estimation of time spent.
Record Keeping	Illiteracy is a major hurdle to encourage keeping of records of stock and keep a track of income and expenses. This also makes it difficult to arrive on pricing strategy. Lack of trust and hope of waiver of loans makes the entrepreneurs understate their income and overstate their expenses.		<ul style="list-style-type: none"> • Record keeping is must for all the enterprises. • Identifying local people who can help entrepreneurs in record keeping. • Regular counseling on costing
Domestic Consumption	As poultry birds are of relatively lesser value the domestic consumption may lead to over all under recovery of cost and may hamper running of enterprises. Along with predation, domestic consumption is another reason for lack of enterprises on poultry.		<ul style="list-style-type: none"> • Counseling on costing • Scale of enterprises that take in account the domestic consumption.