

## WOMEN GROUP- BASED PULLET SUPPLY BUSINESS DEVELOPMENT IN SELECTED KEBELES OF DALE PLW

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### ABSTRACT

Market-oriented small-scale poultry development in Dale Woreda is a viable option that can support the livelihoods of urban and peri-urban poor. Pullet and feed supply, drug/vaccine, diseases control, and marketing were the main challenges identified through rapid diagnostic survey for small-scale commercial poultry production. Subsequently, intervention was designed on the basis of a district level participatory value chain development planning approach involving the key stakeholder. Women group-based pullet rearing and supply as an input for commercial small-scale poultry was initiated in 2006 by IPMS and its partners to ameliorate the supply shortfall and create profitable business for participating women. Multitude of methods and approaches were employed to monitor and document the intervention processes and outcomes such as PRA, stakeholder workshops, community level focus group discussions, household survey, etc. The empirical results show: i) group approach helped to improve linkages, communication, and accesses to knowledge, technology, finance, inputs (day-old chicks and feed), veterinary service, and market by the women groups; ii) the groups were able to successfully produce and supply pullets with minimum external support; iii) the business has been found profitable, and participating women generated additional income. Thus, women group-based village level pullet supply system is a practically feasible and economically viable option to alleviating the supply shortfall. There are challenges, however, in implementing participatory value chain development such as ensuring wider adoption of the approach and its effective implementation by public partners, the tradition of subsidies and handouts discouraging the development of private input supply as a viable business, availability of appropriate chickens breed/type, and appropriate loan arrangements, particularly for informal group.

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