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## Ubairy Marma brings New Innovation to Her Family's Farm



Ubairy Marma was born and bred in Joutho Khamar in Khagrachhari hill district. After finishing primary school, Ubairy was unable to continue her study due to the financial hardship of her family which needed her to work. Shortly after she got married to a small farmer who himself was struggling to sustain their family with little earnings.

In searching for a new source of income, she started rearing native chickens in her homestead using conventional practices. However, without proper training, many of her chickens died and she was unable to turn a profit.

It was at this point that she was introduced by a friend to the Leadership to Ensure Adequate Nutrition (LEAN) project, funded by the European Union. The LEAN project was selecting producers to participate in its training and LEAN project staff held a meeting with community people in Joutho Khamar para. In that meeting, community people chose participants who would be able to work effectively with the materials they were given and disseminate learnings. In November 2019, with the support of LEAN project staff, Ubairy was selected as a native chicken value chain producer and joined the LEAN project.

Ubairy got an opportunity to attend 4 different match-making sessions on chicken rearing which was facilitated by Local Service Provider (LSP) for Livestock. Through the match-making sessions, she learnt about improved practices in rearing native chicken, improved housing, feeding, vaccination and the natural hatching technique which is traditionally called Hajol.

After getting the training she became skilled on chicken rearing. In the last year, she got 22 chicks from 27 eggs by using traditional hajol technique. Compared with her previous practice, her hatching rate is increased by 30-35%. Through proper vaccination and by providing additional feeding to the chicks, she has been able to reduce the mortality rate by 40-45%. Her family consumed four chicken to meet their protein needs and sold rest of the chickens in local market with the support of Local Service Provider (LSP). Her net profit was BDT 3,475 (EUR 35.00). In the current year, by using the profit, she has started chick production again. With the additional income, she is able to live and support her family. For all of this support she expressed her gratitude to LEAN project and European Union.

*"I am grateful to European Union funded LEAN project as well as LSP for their advisory support. Now I am planning to begin a mini chicken farm in my homestead in coming year".*

