



## HATCHING HOPE HATCHING HOPE PROJECT -ODISHA

The Hatching Hope Global Initiative (HHGI) is a joint effort by Heifer International and Cargill launched in 2018 to improve the nutrition and economic livelihoods of 100 million people by 2030 through the promotion, production, and consumption of poultry. HHGI combines Heifer's holistic community development approach and Cargill's expertise in animal health and productivity, extensive knowledge of the poultry industry and global market connections. The Hatching Hope project interventions are designed to improve the productivity, incomes, nutrition, and resilience of poultry producers through the promotion of nutrition education and best practices for production and improving access to products, services, and markets.

The Phase 1 of the Hatching Hope project worked with 30,000 smallholder women poultry producing families (150,000 people), promoting backyard poultry (BYP) as an important source of nutrition and livelihoods for women farmers in Mayurbhanj district of Odisha. Subsequently, phase 2, focused on promoting backyard poultry production and community awareness about poultry and egg consumption as part of a nutritious diet through radio and community engagement outreach.

Capitalizing on the learnings of Phases 1 and 2, the phase is aimed at impacting approximately 14 million people through expanded awareness campaigns, establishment of more backyard poultry farming households, digital integration and value addition and financing.

**GOAL: The overall project goal is to improve the nutrition and livelihoods of 200,000 people through the production and consumption of poultry and an additional 14 million through the increased awareness of the nutritional value of poultry production and consumption.**

**Project ID IN0914**

### WHERE

Mayurbhanj District  
Keonjhar District

### FAMILIES TARGETED

40,000

### PARTNERS

10

### VALUE CHAINS

- Backyard Poultry

**Project Timeline: July 2022 – June 2025**

### PROJECT OBJECTIVES:

1. Build Market Linkages and Sustainable Business Creation.
2. Strengthen 5 FPOs for growth by connecting them digitally to other value chain actors through which they can facilitate supply and demand between farmers and buyers.
3. Improve transparency of BYP and crop technical advice, input provision and output sales to 30,000 producers.
4. Provide digital advisory services to at least 200 CAVEs as well as methods for increasing their income through provision of veterinary services to 30,000 BYP producers.
5. Benefit 8,300+ MSMEs including vaccinators, model breeder and fattening farmers, aggregators and local butchers with digital information.





## ACCESS TO FINANCE: HATCHING HOPE PHASE 3 PROJECT

Heifer's programmatic approach identifies and works within value chains that optimize income and empower smallholder women producers. Due to informal business practices and reporting mechanisms widely prevalent in sectors like backyard poultry, it becomes difficult to assess the creditworthiness of Micro Small Medium Enterprises (MSMEs) and that contributes significantly towards the perception of high risk in financing these businesses.

As Heifer works with women farmer groups to organize themselves into agri-businesses, the project will prioritize the financing of MSMEs in the poultry sector. Blended financing solutions will be used to bridge the commercial financing gap in this sector. Concessional financing will address challenges within the value chain and mitigate risks for investors. Additionally, supplementary incentives of gender-focused financing will be provided to all 30,000 women producers participating in the project.

### WHY CHICKENS?



Easy to establish



Up to 300 eggs per year



High-quality protein



Easy to feed, breed and market



Culturally accepted



Fast growing