

## ICAR-Central Institute for Women in Agriculture, Bhubaneswar

Title	Brief description	Photographs
<p><b>Multi Agency Participatory Extension Model (MAPEM) for Sustainable Poultry by Farm Women</b></p>	<p>In the prevailing agricultural extension system, farm women face limited access to technology, information, and institutional support, restricting their ability to adopt and sustain scientific practices. Addressing this gap, the <b>Multi Agency Participatory Extension Model (MAPEM)</b> was conceptualized and field-tested with a <b>gender-responsive lens</b> to promote sustainable backyard poultry production. The model integrates the coordinated roles of multiple local and institutional agencies.</p> <p>MAPEM model has been developed and validated through youth core group (YCG) members (1 man + 1 woman) to act as para-extension workers. The major objectives of the model were to establish a strong network amongst participatory multi-agencies and make it sustainable even after withdrawal of handholding support and completion of the project period. The model resulted in increasing trend in per capita consumption of egg &amp; chicken in the family (minimum 33% to maximum 50%). Further, the model showed that a family can earn Rs. 35,200 (profit) by rearing 30 birds (RIR) with the support of family members.</p>	<p><b>Multi-Agency Participatory Extension Model (MAPEM) for Sustainable Backyard Poultry by Farm Women</b></p> <p><b>Multi-Agency Participatory Extension Model (MAPEM) for Sustainable Backyard Poultry by Farm Women</b></p> <p><b>Multi-Agencies</b></p> <ul style="list-style-type: none"> <li>▪ Research Institutes</li> <li>▪ Govt. Departments</li> <li>▪ Financial Institutions</li> <li>▪ Marketing Agencies</li> <li>▪ Chick Suppliers</li> <li>▪ Input Suppliers</li> </ul> <p><b>Research Institute /Organization (ICAR-CIWA)</b></p> <p><b>Youth Core Group (M+F)</b></p> <p><b>Mother Unit</b></p> <ul style="list-style-type: none"> <li>○ Care Day Old Chicks (During Critical Period)</li> <li>○ Used as Service Unit</li> <li>○ Chicks supply</li> <li>○ Feed and related accessories supply</li> <li>○ Issues &amp; challenges</li> </ul> <p><b>Farm Women</b></p> <ul style="list-style-type: none"> <li>○ Own Outlet</li> <li>○ Marketing agency</li> <li>○ Village School</li> <li>○ Anganwadi</li> <li>○ Sale of Produce</li> </ul> <p><b>OUTPUT OF THE MODEL</b></p> <ul style="list-style-type: none"> <li>• Family Nutrition</li> <li>• Income</li> <li>• Knowledge and Skill</li> <li>• Leisure time use</li> <li>• Employment</li> <li>• Decision Making</li> <li>• Entrepreneurship</li> <li>• Recognition</li> </ul>