

Success Story of Sh. Atul Pratap Singh in Piggery Enterprise



Pig farming is now becoming an important entrepreneurial venture with faster and higher economic returns, owing to pig's inherent qualities like early maturity, high fecundity, better-feed conversion efficiency, shorter generation interval along with smaller requirements of investment on buildings and equipments. More and more farmers are now adopting pig farming due to its high profitability. Sh. Atul Kumar, a farmer from Tajpur village in Amritpur tehsil of Farrukhabad district is one such prominent agri-entrepreneur making handsome profits from pig farming. Starting with 100 animals in 2013 and a keen zeal for becoming a successful entrepreneur, he is now a pride owner of Devsatya Farms Pvt Ltd., Farrukhabad, a commercial farm that rears around 2000 pigs per year. It is an encouraging success story for those who seek employment and entrepreneurship through pig farming.

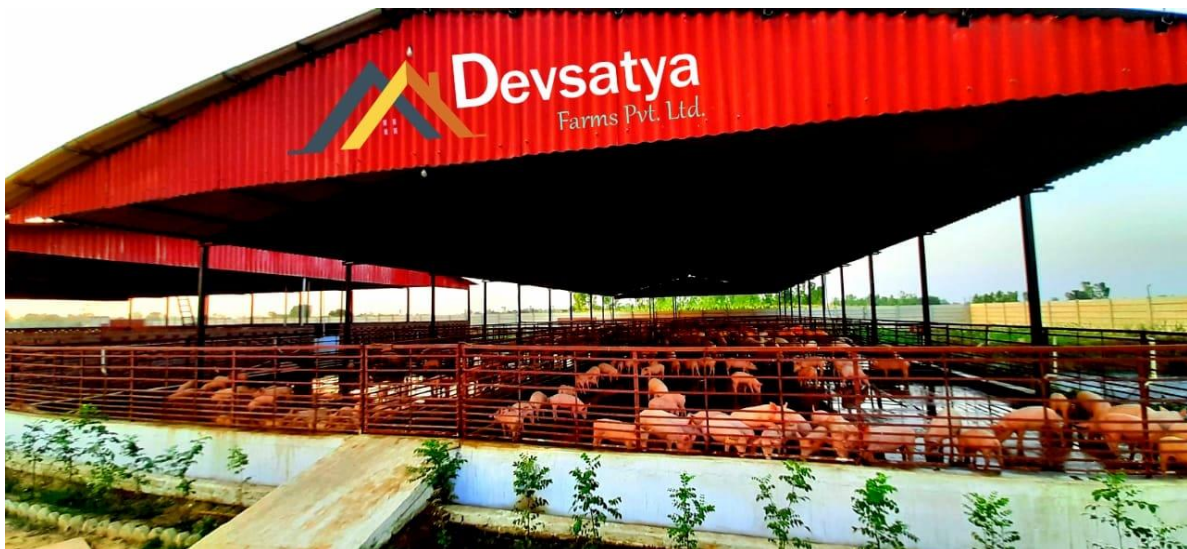
Sh. Atul Singh is a well educated pig entrepreneur with masters in business administration. He belongs to a farming family having around 12 acres of agricultural land, with father having served as a government employee. After completing his MBA in 2012, Atul shifted through jobs in private companies and as government contractor but had a burning desire for pursuing his own business rather than government/ private jobs.

Name	Sh. Atul Kumar Singh
Address	Devstaya Pig Farms Pvt. Ltd., Tajpur Farrukhabad Uttar Pradesh
Education	BSc (Biology) MBA
Age	38 years
Annual turnover	Rs 80 lacs
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Then, he decided to start a pig farm for breeding purpose on small scale in the year 2013. The farmer used to get net annual income (profit) of Rs. 1, 20,000/- from rearing and selling piglets, breeding boars/sows and finishers. He faced problems like low litter size, poor growth, and high mortality etc in his small pig farm. Sh Atul contacted ICAR-IVRI, Izatnagar in 2014 to get professional advice and high quality germplasm so as to expand his business.



The elite germplasm of 75% Landrace crossbred and pure Landrace piglets was provided to him from Swine Production Farm, IVRI in 2014 along with package of practices for efficient breeding and management for optimal performance and high profitability. Between 2014 to present date, he has procured elite germplasm from Swine Production Farm, IVRI on multiple occasions. He initially opened his farm in Billaur, Kanpur and later on shifted the farm to his native in Farrukhabad in 2018. He also undertook entrepreneurship development training for pig farming at IVRI in 2021. He maintains frequent contact with experts from IVRI to update his knowledge on scientific management practices in piggery. With IVRI's interventions in from of elite Landlly crossbred pigs, entrepreneurship training, package of practices and regular guidance from scientists, he has emerged as one of the successful entrepreneurs among the youth in pig enterprise and earning a net annual income (profit) of approx. Rs. 24,00,000/-. His farm is a very reputed in the Western UP and several farmers come to visit his farm every month for exposure/training and many of them have adopted pig farming.



Timeline of entrepreneurship story of Sh. Atul Kumar Singh

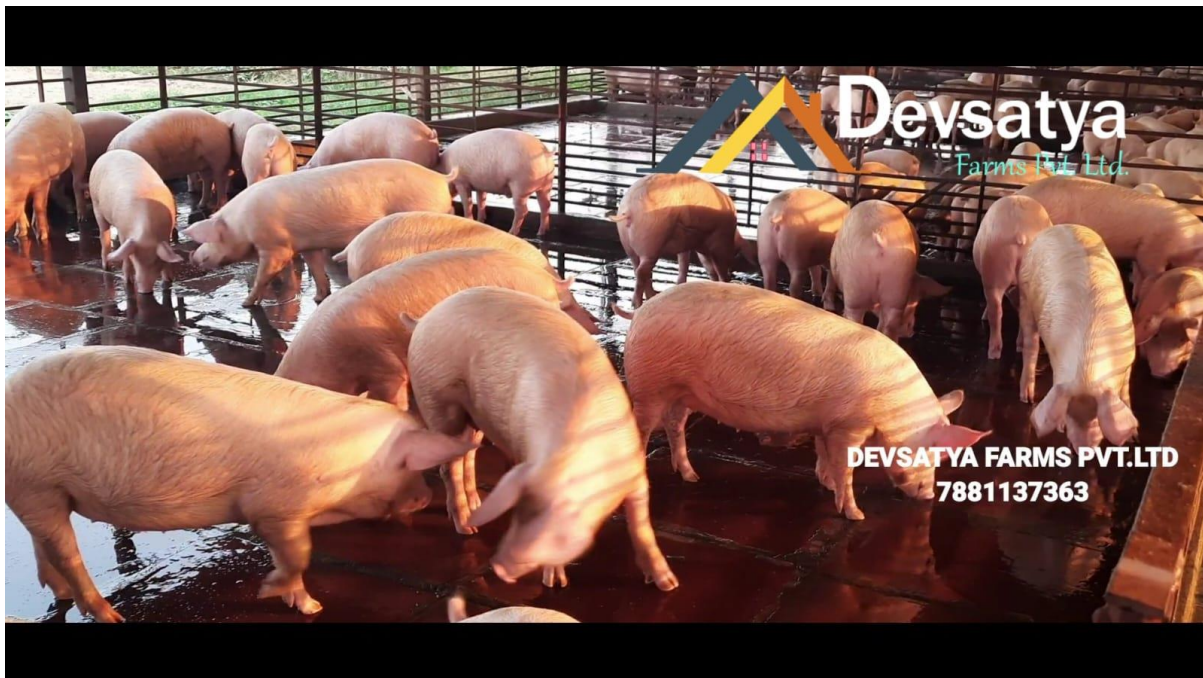
Year	No of pigs raised in yr	Total income/ yr (Rs)	Net income/ yr (Rs)
2013	50 adults/growers + 50 piglets	2,00,000	Nil
2014	80 adults/growers + 150 piglets	1,00,000 from piglets+ 3,00,000 from fatteners	1,20,000
2015	120 adults/growers + 300 piglets	2,50,000 from piglets + 5,00,000 from fatteners	2,50,000
2016	150 adults/growers + 400 piglets	3,50,000 from piglets + 6,00,000 from fatteners	2,85,000
2017	250 adults/growers + 600 piglets	5,00,000 from piglets + 8,00,000 from fatteners	3,80,000
2018	360 adults/growers + 800 piglets	7,00,000 from piglets + 12,00,000 from fatteners	5,70,000
2019	400 adults/growers + 1000 piglets	8,00,000 from piglets + 18,00,000 from fatteners	7,80,000
2020	500 adults/growers + 1000 piglets	10,00,000 from piglets + 30,00,000 from fatteners	12,00,000
2021	600 adults/growers + 1100 piglets	15,00,000 from piglets + 45,00,000 from fatteners	18,00,000
2022	700 adults/growers + 1200 piglets	20,00,000 from piglets + 60,00,000 from fatteners	24,00,000

The farm of Sh. Atul Singh is spread across 2.5 acres. He has constructed pig houses using both iron and brick/concrete structures whilst also having 60 farrowing crates in his farm. Presently, his farm has a capacity to rear around 2000 pigs/piglets. Atul rears Landlly crossbred (procured from IVRI), purebred Landrace and Large White pigs in his farm. He maintains a sex ratio of one breeding boar for ten sows and takes four farrowings per sow over a period of three years. Presently, he takes around 100 farrowings in his farm spread over the year. As per IVRI's recommendation, he also frequently rotates the boars, keeping a boar for active service in farm for around two years.

The feed formulation at his farm has been prepared in close consultation with IVRI experts. He has taken care to include the feed ingredients available in nearby markets. The feed formulation comprises of 50-60% Maize, 10-15% Wheat, 15-22% Soya, 15-20% Broken Rice, 1.5 % mineral mixture, 0.5% Salt along with amino acids such as L-Lysine, L-threonine etc. The cost of this formulated feed mixture ranges from Rs 25-35/kg depending upon the

category of pigs i.e. starter/finisher/maintenance preparations. He is getting a feed conversion efficiency of around 3 at his farm. Because of adoption of elite germplasm and good package of practices, as advised by IVRI experts, he is now getting good performance at his farm. The average litter size at birth is 11-12 and litter size at weaning is 9-10 at his farm. Average birth weight of each piglet is around 1 kg. The average litter weight at weaning is 60-80 kg. Average body weight at 6 and 8 months are 80 and 100 kg respectively.

He sells piglets, fatteners, breeding boars and pregnant sows to the farms in nearby districts, north-eastern states, Bihar and Uttarakhand. Presently, he is selling weaner piglets at rate of Rs 3500-4500, fatteners and breeding boars at rate of Rs 130-150/kg live weight, and pregnant sows at rate of Rs 180-200/kg live weight. He also conducts training to pig farmers at his farm. Sh Atul's success has motivated many youths of the area to take up pig breeding farming. He has been delivering lecture and sharing his experiences on pig farming with the youth and at IVRI as a resource person.



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