

# Poultry boon for Hosne Ara

SHYKH SERAJ

A few days back I went to Uttar Choukirpar in Natore to meet a successful woman entrepreneur who together with her son has done miracles in poultry. The woman started poultry farming 18 years back to bring back good times for her family with only 10 'Sonali' variety of chicken. With hard work now she has 5,000 parent stock of Sonali breed. Her poultry farm is named after her son, Nesar Ahmed Jeeshan, 'Jeeshan Poultry Hatchery'. Hosne Ara and Jeeshan are now operating all the works of the farm together. They're both producing poultry chicks with modern hatchery system, which has made it quite successful. The most important thing is they have spread the message of success among the ultra-poor women who now have a hope in life.

A significant amount of the country's animal protein is met by poultry. It is undoubtedly true that the sector still survives facing so many obstacles. Although, poultry farmers have many complaints, some are still working well and standing firm in this sector. Mrs Hosne Ara is one of those rare people. But, it is not only hard work that has made this possible. It is also strategies that she and her son took to get the best outcome. While I was roaming around Hosne Ara's farm, it remind me of the 80s, especially of poultry success by another woman, Mrs Zaman. Many of you would probably recall her great deeds in the sector when I featured her on Bangladesh



Entrepreneur Hosne Ara at her poultry farm in Uttar Choukirpar area of Natore.

PHOTO: HRIDOYE MATI O MANUSH

Television's Mati O Manush (Soil & People) back then. What I can tell you about Hosne Ara is, she's a simple homemaker with an extraordinary ambition that eventually helped her entire family.

"How was it when you first started your farm," I asked Hosne Ara.

"The poverty was terrible. My son brought me 10 Sonali chicken and said why don't we start it together?" she replied with a happy smile on her face.

"I didn't know we would work so well and made it even better gradually," she added.

"Did you get any loans from the bank?" I asked.

"Yes, an amount of Tk 50,000 (USD 592) from the Krishi Bank, when they saw the prospect," she replied.

Now, as I said earlier, Hosne Ara has 5,000 parent stock of Sonali chicken under big poultry shades and she's producing 3,600 eggs on an average. She can also produce around 94,000 layer chicks.

"I have a capacity of producing 1,00,000 poultry chicks," she told me.

"In the past, we only had incubators made

of wood and those were very difficult to work with. But now we have ultra-modern Chinese incubators," she added.

Dear readers, Bangladesh's poultry sector is moving onward to export eggs and poultry meat by 2024 and nearly closing the gap between the domestic demand with a growing supply of both eggs and meat. It's also true that the poultry farms are growing at a faster rate of 15 percent a year. These great stories of the growth of Bangladesh's poultry sector were reported and prepared by the United States Department of Agriculture (USDA).

The poultry sector supplies 36 percent of total protein intake through meat and egg consumption. Yearly, 95 eggs are eaten per capita, while consumption of chicken stands at 6.5kg, says USDA. The report also says, the sector having Tk 35,000 crore (Nearly USD 4.15 billion) investments is expected to double in the next decade. The March 20, 2019, report also says its export market is principally the Middle East. It adds, the country will require 17 billion eggs, 2 million tonnes of poultry meat, 85.8 million day-old chicks and 7.9 million tonnes of feed to meet the demand by

2021. Against the current annual demand of 17.13 billion eggs, the country is producing 15.52 billion, according to Department of Livestock (DLS).

Let's go back to Mrs Hosne Ara's farm. She has Chinese and Indian incubators at her farm. The hatchery is in full swing here. It's a great commercial farm that shows the prospect for even further success.

"What is your monthly profit amount," I asked Hosne Ara.

"On an average, excluding all costs, it's nearly Tk 7,00,000 (USD 8,297)," she replied.

'Jeeshan Poultry Hatchery' clearly identified the exact demand and set a strategy to deliver eggs and poultry chicks. This is how they've been working for the last 18 years with the right strategy always top on their checklist. As they have understood the market pretty well, they didn't have to suffer for loss. The man behind all these right plans are dealt by her son Jeeshan. He has worked hand in hand with her mother to make this farm a big one.

"So, you're the strategy-guy, what's your investment planning," I asked Jeeshan.

"It's very important to invest in

poultry," he replied.

"And how do you exactly see it," I asked him again.

"The key part is we have 18 years of experience and prediction to go for egg and poultry chick production," he added.

"Explain more," I requested.

"We just can invest any time. We need to know when the market certainly has a demand for eggs and poultry chicks. We always need to keep a check on the market and that's the main area of our concentration," explains Jeeshan.

"And, what about the hatchery," I asked.

"If the market isn't going well, we reduce production. No one should just start a hatchery just because they have money. They need to understand the market first and then invest," wisely adds Jeeshan.

Jeeshan is hugely committed to this farm because his mother has titled this farm after his name. It gives even more responsibility, he says. That's why he goes deep into the analysis and always comes up with a good solution.

In the village, Mrs Hosne Ara has inspired many unemployed youths, especially the ultra-poor women to start their poultry farms. I talked with some of the woman entrepreneurs.

"How many chickens you have in your farm?" I asked.

"I have 50 of them and I was inspired by Hosne Ara," she replied.

"How did you come to poultry farming?" I asked another woman.

"I was motivated by Hosne Ara," she replied.

"I just started my farm and hope to make money in a short time," says a beginner.

Dear readers, worldwide, there will be 35 percent more demand for animal protein in the next 20 years. Poultry will see the largest increase, about two percent, while expansion for eggs will be 1.6 percent. The cost of poultry production varies significantly from region to region. Hosne Ara is the change maker according to every one of the village. She wants to go further and wants to see all the women in her village self-sufficient. Agricultural success depends on labour, strategy and honesty. Indeed, success doesn't come in a day. It takes a long time to reach the peak and to reach the highest level one must have patience. Hosne Ara has all these qualities and that's the story of her success. Additionally, she has great support from her son who's much capable and has great understanding and knowledge on the poultry sector. Hosne Ara's farm is a great example for any poultry entrepreneur in the country and those who are still thinking about how to prosper in this sector can follow Hosne Ara's significant work.

Shykh Seraj is Bangladesh's pioneer development journalist. He received country's two highest civilian honours, Swadhinata Puroshkar and Ekushey Padak, respectively. He is an Ashoka and Bangla Academy Fellow. He also received highest award for agricultural journalism from the United Nations, FAO A.H. Boerma Award, Gusi Peace Prize (Philippines) and many other prestigious accolades at home and abroad. At Channel i, he's the Founder Director and Head of News. He's also Director and Host of Channel i's popular agro-documentary, Hridoye Mati O Manush.



## Drug addict kills mother-in-law

OUR CORRESPONDENT, Mymensingh

A drug addict youth stabbed his mother-in-law to death and injured his minor son allegedly over a family feud in Kishoreganj Sadar upazila yesterday.

The victim, Halima Khatun, 50, was wife of Saudi expatriate Mohammad Sayem Uddin of Danapatuli Panchimpara village.

Quoting the deceased's family members, Officer in Charge of Sadar Police Station Abu Bakar Siddiq said Aruna Begum, daughter of Sayem Uddin, was married to Habibul Islam, 25, son of late Kamal Uddin of Monoharpur village, about seven years ago.

After the marriage, Aruna, mother of a three-year-old boy, came to know that Habibul is a drug addict, which triggered a family feud between them.

As a sequel, Habibul often used to torture Aruna that forced her to return to her parents' house with her baby boy recently.

Since then Habibul often went to his in-laws' house and used to hurl abusive words to Aruna and her family members, the OC added.

Around 12:00noon, Habibul again went to Aruna's house and locked in an altercation with his mother-in-law Halima.

At one stage, Habibul stabbed Halima with a knife indiscriminately, leaving her severely injured, the OC said, adding that Habibul's son Ananda Hossain, who was in Halima's arms, also sustained injuries during the attack.

Hearing screams, neighbours went to the spot, rescued the injured duo and took them to Kishoreganj General Hospital where the doctors declared Halima dead while the kid is now undergoing treatment at the hospital.

After the incident, locals caught Habibul and handed him over to police.

## Two kids drown in pond

OUR CORRESPONDENT, Benapole

Two minor boys from the same family drowned in a pond at Narikelbaria village in Bagherpara upazila of Jashore yesterday noon.

The deceased were identified as Saad, 3, son of Jamal Uddin, and his cousin Al Amin, 4, son of Syed Ali of the village.

Quoting the victims' family members and neighbours, police said the incident took place when the two kids were playing on the bank of a pond nearby their house and slipped into the water around 1:30pm.

Later, some villages found their bodies floating in a pond, rescued the duo and took them to Bagherpara Upazila Health Complex, where the doctors declared them dead, Officer in Charge of Bagherpara Police Station Jasim Uddin said.



The priests of Kantajew temple at Kantanagar in Dinajpur's Kaharol upazila carry idols from the altar to take it on boat to the temple of Dinajpur Rajbari, some 22 kilometres away, to keep there for around three months on the occasion of Janmashtami, the birthday of Hindu Lord Sri Krishna. The yearly arrangement, a three-century-old tradition, attracts a large number of devotees.

PHOTO: KONGKONKARMAKER



A NOVEL PROTEST: Villagers have planted paddy saplings on this mud road in Razibpur union of Ishwarganj upazila of Mymensingh, apparently in a bid to draw the attention of the authorities concerned as the three-kilometre way from Kashiganj to Momrempur remains a nuisance for people of five villages in the area.

PHOTO: COLLECTED

## Man held for stabbing wife dead

OUR CORRESPONDENT, Bogura

Police yesterday detained a man in Bogura Sadar upazila for stabbing his wife to death in early hours the same day.

Rakibul Hasan, 20, son of Abu Zafar, from Baropur Modhyapara village in the upazila, was apprehended in Matidali Bimanmor area of Bogura town around 11:30am.

Police said they seized the knife used in the crime from outside Rakibul's house with information gleaned from him.

Around 12:30am, Rakibul fled the house after stabbing his wife Maya, 18, daughter of Tofazzal Hossain from Shibganj upazila, said police quoting locals.

Before the stabbing, the two were engaged in a terrible quarrel, they said, adding that the couple had a turbulent marriage since they married one and half years ago.

Maya was taken to TMSS Medical College Hospital in Thengamara, where she died around 9:00am.

Her body was sent to Bogura Shaheed Ziaur Rahman Medical College Hospital for autopsy, said Rezaul Karim, inspector (investigation) of Bogura Sadar Police Station, adding, "Process is underway to file a case."

## Two Bandarban abductees escape

OUR CORRESPONDENT, Bandarban

Two of the three people abducted on Monday evening by armed criminals from Bandarban's Ruma upazila escaped last night, said police.

The escapees are Nayan Das, 28, and Mohammad Mizan, 30, said Ruma police Station Officer-in-Charge Nazrul Islam.

He also said whereabouts of the third abductee, Basu Karmakar, still remains unknown.

"A group of 'Mogh Bahini' kidnapped them at gunpoint from Minjiri Mukh area on Monday evening when they were returning to Ruma Sadar upazila from remote Munnam Para of the upazila," the OC said.

Later, the criminals demanded Tk 10 lakh ransom from their family members over phone, the OC added.

The three abductees are drivers of locally modified passenger vehicles, locally known as "Chander Gari".

On August 5, some criminals sent a letter to Jeep Owners' Association of Ruma, demanding Tk 30 lakh, said Khalilur Rahman, secretary of the association.

Meanwhile, on yesterday morning, a rally was held in Bandarban town, demanding immediate arrest of those responsible for disturbing peace and harmony in Bandarban by killing and abducting hill people.

Alleging police obstruction in organising the rally at the directive of ruling party men, the speakers also demanded arrest of the ruling party politicians who have been aiding and abetting the criminals.

Among others, Kazi Mujibur Rahman, former secretary of Awami League's Bandarban unit; freedom fighter MA Wahhab and col (ret'd) Mohammad Ayub spoke at the rally.

Six people were killed and another was kidnapped in Bandarban in the last three months. Most family members of the victims claimed involvement of "Mogh Bahini" in the crimes.