

Commercialization of indigenous poultry in Kiambu, Laikipia and Murang'a

Team members

- 1. Okong'o Erick Otenyo**
- 2. Muigai Moses Gitau**
- 3. Githuthwa Edward Njoroge**
- 4. Mbaka Charity Kangai**

INTRODUCTION

- Commercialization of indigenous poultry project is being done to increase chicken production in 5 counties: Kiambu, Laikipia, Murang'a, Nyeri, Kajiado
- This leads to an alternative source of income, improved nutrition and increased household resilience to impacts of climate change
- The project aimed at promoting the production of:
 - Quality day old chicks
 - Improved chicken breeding stock and feed by private entrepreneurs

Our solution

KIENYEJI

A communication and management system between poultry farmers and KALRO.

- We have developed a **mobile and web app.**
(demo)

The app **enables new farmers** to

- join a group of other farmers near them
- find brooding sites
- To be notified of upcoming trainings by KALRO
- To buy and sell with other farmers and KALRO

Cont.

The app **empowers KALRO** to manage the farmers affiliated to them effectively as they can:

- Advertise the trainings directly to farmers
- To visualize the locations of all brooding sites
- View and manage available groups of farmers
- Manage the buying and selling of chicks

How chicken farmers benefit

- They get into an ecosystem of farmers where they are able to buy and sell from each other, as well as support each other in other aspects
- The farmers are able to access firsthand support and information from KALRO
- Farmers are assured of a market for their produce

How KALRO benefits

- KALRO is able to monitor the progress of farmers using their indigenous technology
- KALRO is able to advertise directly to their target audience
- It is able to have a continuous source of produce to distribute

conclusion

THANK YOU FOR LISTENING