

SUCCESS STORY OF MR. SHAHNAWAZ BHATTI

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Mr. Shahnawaz Bhatti is a progressive farmer of wheat and rice, resident of AwanBhattian, which falls under the territorial jurisdiction of tehsil and district Sheikhpura, having land holding of 6 Acres. He uses tubewell as a source of irrigation. The latest allied agriculture activity he adopted and started is Ostrich Farming. He started ostrich farming with 50 birds of one month age. His purpose of Ostrich Farming is for meat and hatching in future. He devotes proper time on his major crops and it gives sufficient monetary gains which he utilizes on Ostrich farming. He takes the animals from the hatchery of national ostrich company RWP. He is very



dedicated person with an urge to learn and promote sustainable agriculture practices. He got the motivation from a program aired on GEO news. This program was specifically for the ostrich farming. He

took loan from ZTBL and started his own ostrich farming business. Initially he had to face certain problems like its management, marketing and supply which he catered with the passage of time to some extent. Now as his business is giving steady profits so he is planning to take further such initiatives which may lead to exporting ostrich in future. He proposes other farmers to diversify their farming activities for sustainable development. Ostrich farming is more profitable than fish, dairy or wildlife farming, he believes. He suggests farmers to keep in view following critical factors for starting successful Ostrich business;

Technical know-how, relevant expertise and experience of entrepreneur.

Selection of high quality ostrich breeding birds.

Selection of appropriate farm tools and equipment.

The farm supervisor should ensure timely feeding, watering, lighting, vaccination, medication, temperature / humidity control and culling of ostrich birds as per best husbandry practices.

Time management is also important in Ostrich Farming business.

Delay in eggs hatching can result in high cost and delay in meat delivery can cost in thousands, as the product is perishable.

Sanitation and disinfection program should be strictly followed and regularly monitored.

Birds should be given enough space according to their age as less space could lead to give rise to different complexities.

Feed should not be stored for a long time as it would lose its nutrition and there is a chance that feed may develop fungus and can prove to be poisonous.

The entrepreneur should be well aware of the supply and demand of ostrich meat and other byproducts in the market.

Higher return on investment and a steady growth of business is closely associated with regular training and capacity building of the entrepreneur and employees

