

CASE STUDY:

LEARNING GROUP IN KAMENICA – CHICKEN FARMING A WAY FORWARD BACKGROUND

| Background

Kamenica is a multi-ethnic municipality in the north east of Kosovo. With a population of 36,000 people and an estimated 5,000 young unemployed men and women, it is an important region for Skills for Rural Employment (S4RE). A series of meetings were held in the area in March resulting in an awareness workshop with local youth. A group of ten young males assessed a number of opportunities and decided to pursue egg production as a group activity.

The competition for eggs in this area is not strong, and no chicken farms are operating close to Kamenica. Their decision was based on this assessment of the local market, as well as the limitation on land area they had access to for cultivation, but at the same time a high level of available labor within the group. An intensive system such as egg production suited their requirements.



Intervention by S4RE

Following several meetings with the youth, having seen their motivation and strong belief in their idea, in April the project decided to provide the training to the group. Trainer Ilir Zenelaj, a poultry expert from outside of the region, provided the youth with technical and professional support. The technical training consisted of seven sessions. Following this, the group was trained to prepare a business plan which they submitted to S4RE for financial support.



S4RE contributed to the business start-up with 960 layers (chickens) and 600 cages. The learning group through loan contributed with the farm and feed for chickens. The group decided to call the business 'Golden Egg'.

Results of the collaboration

Five members of the group are engaged in the project with 960 chickens. As the business aims to increase the number of chickens producing eggs, it is expected that the group of young entrepreneurs shall grow at a pace of 10% annually, employing more youth.

Of the 5 currently engaged, one manages the business, 2 are responsible for production and 2 for marketing and sales. Production capacity is 850-900 eggs per day.

The market currently has little competition in the local area, providing ideal conditions for establishing the business. It is expected that the annual turnover for the first year of operation will be €8,080.