

In his recent book on the essence of entrepreneurship, (*Worthless, Impossible and Stupid*, available from the Harvard Business Review Press), Daniel Isenberg talks about Vinod Kapur.

Vinod Kapur was in his 70's when he decided to address the problems of India's poor by giving them a useful product to sell, and one that would provide nutritious and cheap meals as well. He developed the Kuroiler superchicken.

After tens year of experimenting with genetics and business concepts, Kapur's Keggsarms came up with a disease-free, bio-converting, fast-growing chicken for villages to sell. The majestic bird is a vibrantly colored, and has a steady gaze. Its meat and eggs are reported to be the tastiest ever.



Developing the Kuroiler took ten years. But this was not the biggest part of the problem. It was distribution. He had to get a fragile day old chick to villagers all over the countryside. The last mile is always a dirt road. There are no distribution short cuts. Customers are poor. Higher distribution costs cannot be absorbed by higher prices.



In the countryside most people raise their own food and sell surplus in the marketplace. Villagers often sacrificed nutrition to sell meat and eggs.

Kapur has doubled the household income of millions of Indians. His program is so successful that it is spreading to Ethiopia and Uganda. The Bill and Melinda Gates Foundation have given support. And this is a for-profit business. Doing Good by Doing Good for Everyone.

Adversity is not just a set of obstacles for entrepreneurs to overcome. It can actually be an inspiration. It is the source of the solution to many of our greatest social problems.

Kapur saw value where others only saw problems. The adversity that was unacceptable to his value system was the impetus for his business. His expertise as a poultry breeder as the starting point. He says, 'we are a business after all. We need to think about profits as well as doing good for the poor.'

Chicken Farmer in rural India.



Anyone who has a chicken coop and able to feed an affordable number of Kuroiler chickens until the cocks can be sold and hens start laying eggs to sell is free to apply for a Jubilee Loan.

Uganda Sales Distributor:: Am a mixed farmer in Uganda and I sell Kuroiler one day old chicks and one month old chicks. Kuroiler is very good chicken contact me for visiting our demonstration farm 256 772 417 637



Repayment is made after selling the cocks in about four months.
One month old chicks which are already vaccinated and ready to grow are the ones for loan.

Application forms can be downloaded.

Return completed forms to: Our offices, Hoima Road, Plot 865/867 on Back to God Center Building opposite Mengo Senior School.

Sales:

One day old chicks cost 3000 Uganda Shillings, one month old chicks cost 7000 Uganda Shillings

Book in advance with 50% deposit

You can pay by MTN/Mobile Money 0772 417 637 or pay through our office