

Project Name: INTEGRATION PROJECT OF AYAM KAMPONG  
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Overall, this integration project is one of the medium to solve problems raised amongst Kulim's villagers. This is referring to the management of the chickens. Without a very systematic process of chicken's preservation, many problems will be occurred such as faeces and unbecoming smell which comes from poor management. This will lead to a very negative surrounding and the environment will be severely damaged. Other than that chicken's bodies are not being managed very well due to flood which comes every year. Lastly, this type of chicken has higher chances to be commercialized. However, the villagers are not being exposed to various chances they may have, thus this project is brought to expose them with chances to develop in marketing and indirectly the villagers learn to manage their chickens very well as to generate as a side income. This project is collaborated with Farmers Organization Authority and veterinary office of the region to ensure the contestants gain an adequate input and produces this project as a success.

Major objective of this project is to expose the residents on methods to manage chickens systematically with guidance from officers of Farmers Organization Authority and Veterinar office. This is also to ensure the problems could be solved effectively.

Various parties are involved in making this project a success. Firstly, from mystart sdn.bhd which help me to get funds by advertising under their organisation to pledging and raise fund. Throughout the advertising, my project manages to have RM 1000 as our fund and achieve 10% which is stated in Khind starfish foundation. Next, Farmers Organization Authority has agreed to have a loan of the machine to process the chicken's fur for the use in marketing. They also have agreed to send their officers to observe and give some guidance to the contestants according to prepared schedule for free. In addition, this party has given the list for dealers to deal with the chickens. At this stage, this is so helpful and lastly the party from Veterinary officer also observing and provide medicines to the contestants throughout the project to ensure the chickens are in the good condition.

This project begins with the first stage by collecting data. I have prepared assessment form which later is distributed amongst the villagers in six villages to get statistics information of the chickens of each family. After getting the statistics, I have listed 10 residents to have briefing session with me and other officers from Farmers Organization Authority and Veterinar office of the region. The funds gained from Khind starfish foundation, infrastructure project is started on its progress. However, the initial budget is inadequate with the actual budget due to the expensive price of the equipment needed. Thus, the structure of the plan has to be changed to ensure the funds gained are totally adequate. Basically, each of the five contestants will be having their own coop of the chickens, but after the structure is re-structuring again only two coops are managed to have. In order to ensure the chickens are not changed with each other, I have acknowledged the tagging system. Each contestants will tag at their chickens' legs with different colours. Other than

that the officers from Farmers Organization Authority and Veterinar office could not attend the program. From 2 times of the programs in each month, they only attend once in a month. However, this has never been the obstacle for me as I often make a report if I encounter with any problems in each month. This project is having a good responds from the contestants and the villagers. The problems raised is started to solve one by one. The villagers who do not involve indirectly also take actions to mind their chickens properly. The contestants which involve in this project still started their business slowly even the project has ended. This is due to the experience in involving themselves in this project by realizing that they actually have bigger chances to develop their marketing in this area. These also upgrade their skills of living towards the betterment. This project will continue for the second series with new contestants by next year. For the first session, this project is a benchmark to others businessman in chickens marketing and hopefully this project will produce a good village businessman in the future.

## Section II

- **How does or will your project contribute to happiness? Short-term? Long-term?**

Most of the Kulim's villagers have less income due the geography factors as the village is located out of the city, thus this project can help them to have some additional income to help their families. For a long term factor, the villagers can take their own initiative to begin the business commercially, and then it will produce more businessmen in the village.

- **Has your project changed the way you think about the world? How has it changed you?**

Generally, most of us are having this thought that the villagers are not well-developed society and likely to have less chances to success. The transformation has to be made to change this kind of mentality. Thus I act as the agent of the transformation and throughout this project; the Kulim's village will have a higher determination to success. Their eagerness can be seen through their commitment given. After that, I realize that we should help anyone according to our capabilities.