



जीविका

ग्रामीण विकास विभाग, बिहार सरकार

बिहार ग्रामीण जीविकोपार्जन प्रोत्साहन समिति राज्य ग्रामीण आजीविका मिशन, बिहार



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Ref. No.: BRLPS/Proj-OF/464/13/181

Date: 15.04.2025

Guidelines for Implementation of Integrated Poultry Development Scheme (Phase-V)

Vide Rajyadesh Memo No. 6.S.S.(6)40/2014-3591 Dated 31.07.2024, Department of Animal and Fish Resources (GoB) has issued instruction towards implementation of "Integrated Poultry Development Scheme" (IPDS) under State Scheme to provide 28 days reared 45 Low input variety-colored chicks at subsidized rate to interested JEEVIKA SHG members.

Its implementation has to be carried out by JEEVIKA. It has been decided that this intervention would be taken up in all 38 Districts of Bihar. The district-wise targets are as mentioned below:

Sl. No	District	No of Block	No. of Units	No. of Households To be covered			
				General	SC	ST	Total
1	Araria	9	9	364	236	300	900
2	Arwal	5	5	362	138		500
3	Aurangabad	11	11	364	736		1100
4	Banka	11	11	364	286	450	1100
5	Begusarai	18	12	364	836		1200
6	Bhagalpur	16	12	364	536	300	1200
7	Bhojpur	14	11	364	736		1100
8	Buxar	11	11	364	736		1100
9	Darbhanga	18	12	364	836		1200
10	East Champaran	27	13	538	462	300	1300
11	Gaya	24	13	364	936		1300
12	Gopalganj	14	11	364	336	400	1100
13	Jamui	10	10	364	236	400	1000
14	Jehanabad	7	7	364	336		700
15	Kaimur	11	11	364	386	350	1100
16	Katihar	16	12	364	416	420	1200
17	Khagaria	7	7	364	336		700
18	Kishanganj	7	7	190	160	350	700
19	Lakhisarai	7	7	364	336		700
20	Madhepura	13	11	364	736		1100
21	Madhubani	21	13	364	936		1300
22	Munger	9	9	364	186	350	900
23	Muzaffarpur	16	12	364	386	450	1200
24	Nalanda	20	13	364	936		1300
25	Nawada	14	11	364	736		1100
26	Patna	23	13	364	936		1300
27	Purnia	14	11	364	286	450	1100
28	Rohtas	19	12	364	486	350	1200
29	Saharsa	10	10	364	636		1000

30	Samastipur	20	13	364	936		1300
31	Saran	20	13	364	586	350	1300
32	Sheikhpura	6	6	364	236		600
33	Sheohar	5	5	364	136		500
34	Sitamarhi	17	12	364	386	450	1200
35	Siwan	19	13	364	486	450	1300
36	Supaul	11	11	364	736		1100
37	Vaishali	16	12	364	836		1200
38	West Champaran	18	12	364	386	450	1200
Total		534	404	13830	20000	6570	40400

Guideline for implementation of the Scheme:

1. Under this scheme, each selected family from the Jeevika self-help groups will receive 45 (forty-five) 28-day-old low-input variety coloured chicks at subsidized rates.
2. Selection of members should only be carried out by CLFs. During the selection process, it will be ensured that the member should have adequate backyard space for rearing of birds and can facilitate egg production from the provided birds. Priority should be given to SJY beneficiaries. Earlier benefited SHG members under IPDS should not be selected under the above-mentioned target.
3. Each member would get a total of 45 birds in 2 lots, 25 birds in 1st lot and 20 in 2nd lot.
4. Each member has to submit Rs.10 as member contribution for each chick. The CLF would collect the contribution amount for chicks before raising the demand to the supplier. Contribution per member will be as follows:

Total Amount	Remarks
Rs. 450/-	Contribution for 45 birds@ Rs. 10/Bird

This contribution amount will be utilized by CLF for R2B and Fowl Pox vaccination at HH level and payment to Mother Unit owner for chicks rearing. Interested members should be facilitated by the project staff for easy availability of loans from the concerned SHG.

5. The CLF would facilitate and motivate the beneficiaries to prepare the cage on their own. The cage should be of Height: 5 ft, Length: 5Ft., and Width: 3Ft. An amount of Rs. 1000/- will be provided by CLF through Direct Beneficiary Transfer in the account of each beneficiary as a subsidy against the preparation of the cage.
CLFs must ensure that chicks should be distributed only to members having cage.
6. This scheme may be implemented through either of the provisions as mentioned below:
 - A. Procurement of Day-Old Chicks (DOC), and rearing it at the Mother Unit for 28 Days, and distribution to selected beneficiaries through CLF.

OR

- B. Procurement and distribution of 28-day reared Dual Purpose bird to selected beneficiaries through CLF.

7. Procurement of day old low-input variety colored chicks/28 days reared birds will be done by Cluster level federation through the supplier mentioned in the rate bank provided by SPMU. SPMU will prepare the rate bank of reputed institute listed by Government of India (which produces day old low-input variety coloured chicks from listed poultry breed parent stock of low input variety) and provide it to all concerned CLF.

8. CLFs should do an MoU with existing mother units for receiving the day-old Low input variety of colored poultry chicks. The MoU should be engaged for a maximum period of twenty-eight days and the mother unit owner will be paid Rs. 7 per live bird. It includes drinker, feeder, labour, rent, water, electricity and all necessary management required for rearing day-old chicks for 28 days.

Note: Expense made on the rearing of day-old Low input variety of colored poultry chicks for 28 days @ Rs. 7 per live bird should be borne by the beneficiary contribution of Rs. 10/Bird collected by CLF.

Or

CLFs should do an MoU with existing mother units for receiving the 28 days reared Low input variety of colored poultry chicks. The MoU should be engaged for a maximum period of three days and the mother unit owner will be paid Rupees 3 per bird. It includes finisher feed, bedding, brooding, labour, rent, water, electricity and all necessary management required for 28 days reared Low input variety of colored poultry chicks for three days.

Note: Expense made on the rearing of 28 days reared Low input variety of colored poultry chicks for 3 days @ Rs. 3 per bird should be borne by the beneficiary contribution of Rs. 10/Bird collected by CLF.

9. The Concerned CLF would list out the beneficiary list and send a fund requisition to the concerned BPIU along with the beneficiary list. Budgeting for Fund requisition should be as follows:

Head	Unit	Unit Cost (In Rs.)	Total (In Rs.)
Cage Preparation	100	1,000	1,00,000
Birds Rearing	4,500 (100 HH X 45 Birds)	70	3,15,000
PRP Honorarium	1 for 12 Months	3200	38,400
Miscellaneous	Lump sum		15,000
Total			4,68,400

10. BPM will recommend the fund requisition documents to DPM for the fund disbursement to the concerned CLF. The checklist of documents to be submitted along with the fund requisition is as follows:

- List of selected members downloaded from poultry MIS.
- Fund requisition duly signed by OB Members of concerned CLF.
- Cover Letter having the recommendation of BPM for fund disbursement.
- Photocopy of Bank Passbook of concerned CLF.
- MoU copy between CLF & MU owner.

11. Manager Livestock/In-charge will be responsible for initiating the file after appraising the documents and recommend for fund disbursement as per the requirement. Fund to the concerned CLF should be disbursed in **1 tranche only** as mentioned below:

Cage: Rs.1,00,000/- (100% as per Budget)
Birds Rearing: Rs. 3,15,000/- (100HH* 45Chicks @70/Chicks)
PRP Honorarium: Rs. 38,400/- (100% as per budget)
Miscellaneous: Rs. 15,000/- (100% as per budget)
Total: 4,68,400/-
(Rupees Four Lakh Sixty-eight Thousand and four hundred Only)

Booking of Expenditure as mentioned above should be done as follows:

- Expenditure related to Cage and Bird rearing to be booked under Poultry, GoB Head.
- Expenditure related to PRP honorarium and miscellaneous will be booked under NRLM, specifically to **B.2.4.3** for PRP honorarium and **B.3.2.1** for miscellaneous expenses under IPDS.

DPM, Finance Manager, and Manager/Incharge Livestock will be responsible for the disbursement of funds to concern CLFs within 7 days from the receipt of fund requisition from concerned CLF.

12. After distribution of birds, MIS entry with the beneficiary's photograph in the e-poultry mobile application must be insured.

13. Financial Non-Negotiable:

- The average rearing cost of chicks should not exceed the limit prescribed in the Rajyadesh Memo No. 6.S.S.(6)40/2014-3591 Dated 31.07.2024, of Animal and Fish Resources Department, GoB which is **Rs. 70/- (Seventy)** per Poultry Bird. The rate of day-old as well as 28-days reared Low input variety-colored chicks should be as per the rate bank provided by SPMU, according to the provision mentioned in Rajyadesh.
- The average weight of 28 days old chicks should be 300-350 Gm/Chick.
- Both provisions (**Day old chicks/28-day-old chicks**) can be utilized by CLF based on the demand and supply.

14. The concerned BPM would ensure that the Concerned CLF would submit lot-wise Utilization Certificate to DPCU within 7 days after the distribution of chicks along with supportive documents of all expenses as per norms. Livestock Manager/In-charge would match the expenses with Backyard Poultry Policy and recommend it to the Finance section of DPCU for settlement and Tally entry.

15. BPM would ensure the updation of Books of Account and Program formats as mentioned in the page no: 13 of Backyard Poultry Policy Ref. No: BRLPS/Proj-Livestock/1156/17/225 dated: 23.04.2018. Incentive Provisions for MBK/BK for maintaining the books of account at CLF Level will be applicable as per the office order mentioned in Ref. No.: BRLPS/Proj-OF/464/13/Vol II/1622 dated: 12.07.2016.

16. For providing support to Backyard Poultry intervention, CLF should place only 1 (One) Poultry Resource Person (PRP) for one Unit. The honorarium of PRP will be rupees 3200 per month as mentioned in the Policy Ref. No: BRLPS/Admn/01/06/VOL-14/567 dated: 16.05.2022. Payment of PRP should be started, once 28 days reared or day-old Low input variety-colored chicks received.

17. MIS Entry of member profile and distribution details in the e-Poultry Application is mandatory. Concern BPM and Manager Livestock/Incharge would ensure the following:

- a. Fund for poultry intervention should be disbursed to the CLF only after Member tagging in E-Poultry Web.
- b. UC should be adjusted only after entry of distribution details in the E-Poultry App.

Note: Provisions made under Office Order No: BRLPS/Proj-Livestock/1156/17/225 dated: 23.04.2018 would be applicable for digitization of Poultry Intervention.

18. The DPM would form a team consisting of Manager/ In-charge Livestock, concerned BPM and LHS/AC for physical verification of birds and Cage of at least 10% of the members involved in Poultry Intervention of each concerned CLF after distribution of birds.

19. The concerned BPIU Team should ensure HH-level vaccination of female birds as mentioned below:

Sl. No.	Days	Vaccination
1	After 45 Days	Ranikhet Booster
2	After 90 Days	Fowl Pox

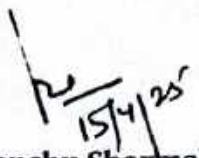
Note: Expense on the above-mentioned vaccination should be borne by the beneficiary contribution of Rs. 10/Bird collected by CLF.

20. Other Technical aspect/protocol (Like Brooding, Feeding, Vaccination, etc) regarding rearing of chicks for 28 days at Mother unit and Household level will remain same as per the office order BRLPS/Proj/231/11/3432 dated 21/09/2013.

21. All district/block mentors should ensure proper support and regular follow up for the timely completion of the above-said scheme.

Annexures:

1. District wise budget provision (Annexure-1)
2. BRLPS/Proj-Livestock/1156/17/225 dated 13.04.2018
3. BRLPS/Proj-OF/464/13/Vol II/1622 dated 12.07.2016
4. BRLPS/Admn/01/06/Vol-14/567 dated 16.05.2022
5. BRLPS/Proj/231/11/3432 dated 21.09.2013


(Himanshu Sharma)
CEO, BRLPS

Copy to:-

1. Director/OSD/AO/CFO/PC/PS
2. All SPMs and PMs
3. All DPMs/In Charge, All Thematic Managers/In charge, All YPs.
4. All BPMs
5. IT Section.
6. Concern File

District Wise Budget for Poultry Intervention

Sl. No	District	No of Block	No. of Units	No. of Households To be covered				No. of Chicks to be distributed @45 Chicks/HH	No. of Cage to be prepared	Budget for chicks distribution @ Rs 70	Budget for Cage Preparation @Rs. 1000/HH	PRP Honorarium @ 1PRP/Unit for 12 Month @Rs.3200	Miscellaneous Fund @Rs.15000/Unit	Total Budget (In Rs.)
				General	SC	ST	Total							
1	Araria	9	9	364	236	300	900	40,500	900	28,35,000	9,00,000	3,45,600	1,35,000	42,15,600
2	Arwal	5	5	362	138		500	22,500	500	15,75,000	5,00,000	1,92,000	75,000	23,42,000
3	Aurangabad	11	11	364	736		1,100	49,500	1,100	34,65,000	11,00,000	4,22,400	1,65,000	51,52,400
4	Banka	11	11	364	286	450	1,100	49,500	1,100	34,65,000	11,00,000	4,22,400	1,65,000	51,52,400
5	Begusarai	18	12	364	836		1,200	54,000	1,200	37,80,000	12,00,000	4,60,800	1,80,000	56,20,800
6	Bhagalpur	16	12	364	536	300	1,200	54,000	1,200	37,80,000	12,00,000	4,60,800	1,80,000	56,20,800
7	Bhojpur	14	11	364	736		1,100	49,500	1,100	34,65,000	11,00,000	4,22,400	1,65,000	51,52,400
8	Buxar	11	11	364	736		1,100	49,500	1,100	34,65,000	11,00,000	4,22,400	1,65,000	51,52,400
9	Darbhanga	18	12	364	836		1,200	54,000	1,200	37,80,000	12,00,000	4,60,800	1,80,000	56,20,800
10	East Champaran	27	13	538	462	300	1,300	58,500	1,300	40,95,000	13,00,000	4,99,200	1,95,000	60,89,200
11	Gaya	24	13	364	936		1,300	58,500	1,300	40,95,000	13,00,000	4,99,200	1,95,000	60,89,200
12	Gopalganj	14	11	364	336	400	1,100	49,500	1,100	34,65,000	11,00,000	4,22,400	1,65,000	51,52,400
13	Jamui	10	10	364	236	400	1,000	45,000	1,000	31,50,000	10,00,000	3,84,000	1,50,000	46,84,000
14	Jehanabad	7	7	364	336		700	31,500	700	22,05,000	7,00,000	2,68,800	1,05,000	32,78,800
15	Kaimur	11	11	364	386	350	1,100	49,500	1,100	34,65,000	11,00,000	4,22,400	1,65,000	51,52,400
16	Katihar	16	12	364	416	420	1,200	54,000	1,200	37,80,000	12,00,000	4,60,800	1,80,000	56,20,800
17	Khagaria	7	7	364	336		700	31,500	700	22,05,000	7,00,000	2,68,800	1,05,000	32,78,800
18	Kishanganj	7	7	190	160	350	700	31,500	700	22,05,000	7,00,000	2,68,800	1,05,000	32,78,800
19	Lakhisarai	7	7	364	336		700	31,500	700	22,05,000	7,00,000	2,68,800	1,05,000	32,78,800
20	Madhepura	13	11	364	736		1,100	49,500	1,100	34,65,000	11,00,000	4,22,400	1,65,000	51,52,400
21	Madhubani	21	13	364	936		1,300	58,500	1,300	40,95,000	13,00,000	4,99,200	1,95,000	60,89,200
22	Munger	9	9	364	186	350	900	40,500	900	28,35,000	9,00,000	3,45,600	1,35,000	42,15,600
23	Muzaffarpur	16	12	364	386	450	1,200	54,000	1,200	37,80,000	12,00,000	4,60,800	1,80,000	56,20,800
24	Nalanda	20	13	364	936		1,300	58,500	1,300	40,95,000	13,00,000	4,99,200	1,95,000	60,89,200
25	Nawada	14	11	364	736		1,100	49,500	1,100	34,65,000	11,00,000	4,22,400	1,65,000	51,52,400
26	Patna	23	13	364	936		1,300	58,500	1,300	40,95,000	13,00,000	4,99,200	1,95,000	60,89,200
27	Purnia	14	11	364	286	450	1,100	49,500	1,100	34,65,000	11,00,000	4,22,400	1,65,000	51,52,400
28	Rohtas	19	12	364	486	350	1,200	54,000	1,200	37,80,000	12,00,000	4,60,800	1,80,000	56,20,800
29	Saharsa	10	10	364	636		1,000	45,000	1,000	31,50,000	10,00,000	3,84,000	1,50,000	46,84,000
30	Samastipur	20	13	364	936		1,300	58,500	1,300	40,95,000	13,00,000	4,99,200	1,95,000	60,89,200
31	Saran	20	13	364	586	350	1,300	58,500	1,300	40,95,000	13,00,000	4,99,200	1,95,000	60,89,200
32	Sheikhpura	6	6	364	236		600	27,000	600	18,90,000	6,00,000	2,30,400	90,000	28,10,400
33	Sheohar	5	5	364	136		500	22,500	500	15,75,000	5,00,000	1,92,000	75,000	23,42,000
34	Sitamarhi	17	12	364	386	450	1,200	54,000	1,200	37,80,000	12,00,000	4,60,800	1,80,000	56,20,800
35	Siwan	19	13	364	486	450	1,300	58,500	1,300	40,95,000	13,00,000	4,99,200	1,95,000	60,89,200
36	Supaul	11	11	364	736		1,100	49,500	1,100	34,65,000	11,00,000	4,22,400	1,65,000	51,52,400
37	Vaishali	16	12	364	836		1,200	54,000	1,200	37,80,000	12,00,000	4,60,800	1,80,000	56,20,800
38	West Champaran	18	12	364	386	450	1,200	54,000	1,200	37,80,000	12,00,000	4,60,800	1,80,000	56,20,800
Total		534	404	13,830	20,000	6,570	40,400	18,18,000	40,400	12,72,60,000	4,04,00,000	1,55,13,600	60,60,000	18,92,33,600



JEEVIKA

An Initiative of Government of Bihar for Poverty Alleviation

Bihar Rural Livelihoods Promotion Society
State Rural Livelihoods Mission, Bihar

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Ref: BRLPS/Proj-Livestock/1156/17/ 225

Date: 23-04-18

OFFICE ORDER

Background

From Last 1.5 Years Livestock theme has emphasized a lot on digitalization of beneficiaries list and transactional data of poultry intervention. Till date 1,24,255 members' linked data is digitalized in CBO-MIS out of 1,81,392. In order to keep the transactional data of poultry intervention, mobile Application has been designed with the help of NIC-Patna. Application has been implemented in all 36 districts where intervention is running. Out of 1,32,412 till date 35,232 Poultry beneficiaries' details are available on NIC dashboard. And rest still remains in the hard copy of Nodal Village organizations (Vo's) and CLF Books of records. To ensure the smooth implementation of transactional data through mobile application 318 project staffs are trained from all districts. But the desired results are not yet achieved. Thus the digitalization lag necessitates in bringing the office order.

Objective

- To streamline the process of data tagging in CBO-MIS and removing the bottlenecks in poultry application to improve the speed of data digitalization of Poultry intervention.
- To place a technological system which enables to monitor the progress of poultry data through MIS and Mobile Application.

Page 1 of 6.

Problems and Solutions:-

Sr. No	Problem	Bottle-neck	Solution
1	Members Not Visible in poultry Application	<ul style="list-style-type: none"> • Beneficiaries'' List not updated in CBO-MIS • Theme Activity Assignment not Done in CBO-MIS 	<ul style="list-style-type: none"> • Prepare List of Actual Benefitted members after tallying with Distribution register in prescribed format (Attached in Annexure) and Submit to Data Centre.
2	Huge Poultry transactional data to be punched through Mobile Application	<ul style="list-style-type: none"> • Since it is imperative to punch all transactional data of each Poultry Mother Unit from Date of formation. 	<ul style="list-style-type: none"> • Only Batch Creation should be done through Mobile Application and all other data can be punched through Mobile Application (poultry) Replica. Replica is web based desktop online portal for poultry application. www.mobapp.bih.nic.in/poultry. • To digitalize Backlog data After Logging In NIC dashboard through SPMU Login, select User Update List and Change Permission type to WEB And Submit. Details can be seen in Poultry application training manual. • Again Login Through Unique USER ID (mother unit CBO_ID) and Password, which has all ready provided. And update the rest Modules.

<p>3</p>	<p>Payment Issues pertaining to Block Nodal Person as Incentive for Mobile Application</p>	<ul style="list-style-type: none">• In previous office order It was mentioned that Block Nodal Persons who are capturing data through mobile Application should be paid Rs 200/- month	<ul style="list-style-type: none">• Payment of Rs200 (two hundred) is rectified as follows:-<ul style="list-style-type: none">• 1. Project staff (block Nodal persons) who are punching the data will be paid as follows:-• A) if Poultry Mother unit capacity is less than 2000 birds (excluding 2% extra), then Rs 50 (per batch), will be paid. Which includes Data of all 3 Modules (batch Creation, Batch monitoring and House Hold batch) should be captured for each Month.• B) if Poultry Mother unit capacity is greater than 2000 (excluding 2% extra), birds, then Rs 80 (per batch), will be paid. Which includes Data of all 3 Modules (batch Creation, Batch monitoring and House Hold batch) should be captured for each Month.• Payment will be done for each mother unit after verifying the data from NIC dashboard.• In order to digitalize backlog data DEO/MIS Executive can be utilized and paid on per entry Basis) as per JEEViKA, Policy through Desktop Replica of Mobile Application. Which must be monitored through District Nodal person (Manager-Livestock/YPs/Manager(I/C)
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- To monitor the progress of data Digitalization through web replica of Poultry application, District Nodal Persons (YPs/Mgr-Livestock/I/C) must open a separate log-book. It will be used in payment of respective Data Entry Operators.
- Data, which will be collected in the attached format, must be captured in CBO-MIS, Manager M&E, and Manager-LS/YP-LS/Mgr (I/C) must ensure that tagging of Poultry members should be completed before 15th May-2018.
- Expenses regarding the incentive to project staffs will be booked under B2.1.2.5 other benefits relating to staff.
Block Project Managers of respective blocks must ensure payment to Block Nodal persons.
- Cost which will incur on Data capturing by DEO/MIS will be booked under B2.1.2.6 Remuneration to outsource staff

Blocks where One Poultry Mother Units is running, Block Project Managers (BPMs') should ensure the entry of transactional data through Mobile Application. Concerned District/SPMU Livestock team will ensure training of those BPMs' on Poultry application.

In order to achieve the expected deliverables within the timeline, it is necessary that DPMs' should review the progress (block wise) of data tagging and data capturing of Poultry MIS through NIC and CBO-MIS (dashboard) on daily basis. Daily report should be send to SPM-Livestock, with copy to following, ceo@brlp.in, nayan_yp@brlp.in.

Annexure

1. Format of benefitted members for tagging in CBO-MIS
2. Daily reporting format


(Balamurgan D.)
CEO-Cum-Mission Director

Copy to:

- 1) OSD, Director, AO
- 2) All PCs, All SPMs, All PMs
- 3) DPMs, All Mgr-Livestock, All Mgr-farm, All M& E & All FMs
- 4) All BPMs, YPs,-Livestock
- 5) IT, Concerned File

Addition of New SHG Member in Previously formed SHG for poultry MIS Entries

Sr.no	Block	PG Name	Member's Name	Member Husband's Name	Age	Adhaar No	Date of Formation	SHG Name	SHG ID	Village

Annexure - II Format of Daily reporting for MIS Poultry

Date	Districts	Block	Mother Unit Name/ User ID	Total no. of Transaction through mobile application	Total no. of transaction through Web Replica	Total no. of Entry in CBO MIS in Rolta (Data Tagging)



JEEVIKA

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**Bihar Rural Livelihoods Promotion Society
State Rural Livelihoods Mission, Bihar**



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Ref. No. - BRLPS/Proj-OF/464/13/Vol II/ 1622

Date: 12.07.2016

Office Order

Incentive to MBK/BK for Backyard Poultry Intervention

Jeevika is implementing backyard poultry intervention in 28 district of Bihar and going for expansion in all 38 districts of Bihar in FY 2016-17. Major objective of this intervention is to generate supplementary income and employment at the doorstep of rural poor. Number of mother units are increasing day by day. As per the the policyfund of backyard poultry intervention was routed through CLF/Nodal VO. To maintain the diiferent transactions relted to Backyard Poultry intervention at CLF/Nodal VO Level, it is require to incentivise the Master Book Keeper/Book keeper.

Looking at the abve mentioned need it is decided to provide incentive to MBK/BK of Rs. 100 per lot/Mother Unit for maintaining the Backyard Poultry transactions at CLF/Nodal VO level.

MBK/BK will insure the following:

- Updation of all and transactions and poultry BOR at CLF/Nodal VO of every lot.
- Submission of UC after compilation of every lot.

As per the policy members contribution for backyard poultry intervention is Rs.3150 (*Chicks Cost:Rs.10X150 Chicks= Rs.1500, Cage Cost: Rs.1000, VRP Service Charge: Rs.4X150 Chicks= Rs.600, Registration Charge: Rs.50*)for 150 Chicks. So the totalcontribution by one Poultry Business Group under VRP Service Charge will be Rs. 600X 300 Memembrs = Rs. 1,80,000.

So,the incentive of Rs. 100/lot/Mother Unit to MBK/BK for Backyard Poultry Book Keeping shall be booked under the contribution amount comes under VRP Service Charge.

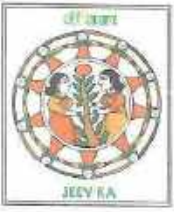
Note: If 2 Mother Unit is running under any CLF, then MBK/BK shall get the incentive for both Mother Unit @ Rs.100/Lot/Mohter Unit.


(Balamurugan D.)

CEO cum State Mission Director

Copy to:

1. Director/OSD/CFO/AO/PS
2. All SPMs and PMs.
3. All DPMs/All FMs/ All Thematic Managers/BPMs/Inchagre BPMs/All YPs
4. IT Section.



JEEVIKA

An Initiative of Government of Bihar for Poverty Alleviation

Bihar Rural Livelihoods Promotion Society State Rural Livelihoods Mission, Bihar



1st Floor, Vidyut Bhawan-II, Bailey Road, Patna - 800 021; Ph. : +91-612-250 4980; Fax : +91-612-250-4960; e-mail : info@brlp.in; Website : www.brlp.in

Ref: BRLPS/Admn/OL/06/VOL-14/567

Date: 16.05.2022

OFFICE ORDER

By the approval of the Executive Committee in its 62nd meeting, honorarium structure of Community Professionals working with Community Based Organisation (SHGs, Vos & CLFs) stands revised as following: -

1. Honorarium has been revised as per Annexure – A.
2. Above mentioned revision as per Annexure - A will be effective from 1st June 2022.
3. Detailed guideline with respect to revision in honorarium will be circulated separately. SPM-IBCB to ensure issue of the guideline within 10 days of the issue of this office order.
4. DPMs and BPMs to ensure sharing of the information with all staffs working with them at DPCU and BPIU respectively.
5. BPMs to serve the information to related Community Professionals and associated CBOs.
6. The element of sustainability needs to be emphasized to all stakeholders.


(Balamurugan D.)

Chief Executive Officer

Copy to:

1. Director/OSD/AO/CFO/Procurement Specialist
2. All PCs/SPMs/SFM/PMs/AFMs
3. All DPMs/BPMs/ All Thematic Managers
4. IT section
5. Concerned file

Revised Honorarium for Community Cadre (Including Local Conveyance & Communication where applicable)							
Type of Cadre	Existing/Revised	Probation	Year 1	Year 2	Year 3	Year 4	Year 5
Community Mobiliser	Existing	750	1500	1750	2000	2500	2500
	Revised	1200	2400	2800	3200	4000	4000
Book Keeper	Existing	1000	2000	2500	3000	3500	3500
	Revised	1600	3200	4000	4800	5600	5600
CLF MBK	Existing	2000	3500	4000	4500	4500	4500
	Revised	3000	5250	6000	6750	6750	6750
Bank Mitra	Existing	1250	2250	2250	2250	2250	2250
	Revised	2000	3600	3600	3600	3600	3600
Cluster Facilitator	Existing	2000	4500	5000	5500	5500	5500
	Revised	2600	5850	6500	7150	7150	7150
Misc. RPs	Existing	2000	2000	2000	2000	2000	2000
	Revised	3200	3200	3200	3200	3200	3200
* The existing provision of Honorarium based on the number of Community Insititutions being looked after will remain same.							


16/05/22



JEEViKA

An Initiative of Government of Bihar for Poverty Alleviation

**Bihar Rural Livelihoods Promotion Society
State Rural Livelihoods Mission, Bihar**



1st Floor, Vidyut Bhawan - II, Bailey Road, Patna- 800 021; Ph.:+91-612-250 4980; Fax:+91-612-250 4960, Website:www.brpl.in

Ref. No. : BRLPS/ P80J/231/11/3A32

Date : 21/9/2013

Backyard Poultry Farming

PART I: INTRODUCTION, OBJECTIVE AND STRATEGY

1. Introduction:

Bihar Rural Livelihoods Promotion Society (BRLPS) an autonomous body under the Department of Finance, Govt. of Bihar has been designated as the State Rural Livelihoods Mission to scale up JEEViKA model of poverty alleviation in a phased manner throughout the state of Bihar under the National Rural Livelihoods Mission. BRLPS has a target to mobilize, empower and promote livelihoods for 1.5 crore rural poor families through 10 Lakh sustainable SHGs under 65000 Village Organizations (VO) and 1600 Cluster Level Federations (CLF).

There is evidence that over 50 percent of landless and marginal farmers depend on poultry and small ruminant rearing for livelihoods. Poultry sector provides direct employment to over two million people. The potential contribution of poultry to livelihoods of the rural poor, however, remains largely unexploited because of poor animal husbandry practices, limited access to critical inputs, unorganized rural institutions and absence of effective market linkages. Apart from being a viable source of income, poultry also has the potential to correct household level nutritional imbalances, particularly related to low protein intake by the poor households. The untapped potential of rural poultry production in India and its significant scope in contribution to nutritional requirements and supplementary income is well articulated in the National Livestock Policy (2008). The Eleventh Five Year Plan targeted an annual growth of 10 percent in the poultry sector, stressing that the benefit of this growth should be equitable, primarily benefiting small and marginal farmers, and the landless.

Bihar is largely dependent on supplies from other states to meet its egg and poultry meat consumption needs, indicating the huge local demand to be met. Under JEEViKA's targeting strategy of PoP (Poorest of the Poor) inclusion, a large proportion of JEEViKA SHG members are landless

and marginal farmers. Therefore, this project has been formulated keeping in view the potential of backyard poultry farming to generate supplementary income and employment at their door steps and also improve nutrition quality at the household level.

2. Strategy:

The strategy is to promote backyard poultry through a model of mother unit which will function as a hub for the backward and forward linkages serving individual household level units. BRLPS will undertake convergence with the Dept. of Animal and Fishery Resource for the proposed project on backyard poultry under Integrated Poultry Development Programme leveraging significant benefits pertaining to initial investments to be made by the participating households.

There is a need for dedicated business oriented community institutions to be working under a larger federation in coordination with other institutions and markets. Farmer households having common interest will be organized into informal producer groups at VO level which would be supported through CLFs/Nodal VOs. A poultry based producer group may include members from more than one VO as per guidelines on PGs. Presently, the policy proposes development of Women Poultry Business Groups at CLF/Nodal VOs level comprising of representatives from different poultry producer groups at VO level. The business group will function as a subsidiary unit of CLF. *There may be more than one Mother Unit operational under a single CLF.* While day to day management of the Mother Unit will be facilitated by the poultry business group, overall monitoring will be directly under the corresponding CLF. The registration and capacity building support for management of the poultry activity will be undertaken jointly by the IB-CB and Livelihoods team.

The minimum number of members needed to form the proposed Poultry Business Group and to establish a mother unit for business has been pegged at 300 members, consisting of sub-groups (Poultry Producer Groups) of 40- 50 members or more at the VO level. Each business group will be linked to a poultry mother unit, run by an individual entrepreneur however, controlled and supported by CLF. The individual entrepreneur will be responsible for management of mother unit and rearing of chicks up to 28 days. In lieu of that, he/she will receive incentive at the rate of Rs. 5/chick on delivery of live chicks to individual house hold. The project would implement appropriate strategy for handhold support to the producer groups to manage supply chain and marketing with facilitation support from staff and cadre i.e. VRP-Poultry. Only member of any JEEViKA SHG will be eligible to become member of the business group. One member cannot be a part of more than one poultry based producer group.



3. Objectives:

The prime objective is to promote sustainable livelihoods for SHG members through generation of supplementary income and employment.

1. To ensure faster and better return on investment for the members
2. To provide backward and forward linkages essential for long term profitability.
3. To generate gainful employment for women at their door step.
4. To improve nutrition quality esp. per capita protein intake at the household's level.
5. To build high capacity business oriented producer groups with long term focus on scaling up.

PART II: POLICY DETAILS

4. Definition and Objectives:

Backyard Poultry farming refers to village-level production systems with households raising few birds for their own consumption or for local markets with minimal levels of inputs supply and bio-security.

Poultry Business group means a loose federation of Producer Groups (PGs) interested for the poultry business activity. It will be functional at the CLF/Nodal VO level and will have a management group consisting of office bearers of the member PGs

Mother Unit refers to the supply chain management unit involved in rearing of day-old chicks up to about four weeks of age, completing the necessary vaccination schedule and feeding and then selling them to members. A mother unit will be the Main functional unit for "Backyard Poultry Farming" and will operate as a **Profit Centre** with the objective of providing better returns to the community.

Dual Purpose Birds possess many qualities being as disease resistant as the local birds, produce 150-180 eggs and grow significantly faster. In addition, their feather colors help in camouflage and they are sufficiently agile to run away from predators.

Individual Entrepreneur will be the person responsible for managing the mother unit for rearing of chicks, completing the vaccination schedule and providing other services entrusted with the unit and will receive incentive in lieu of the services.

5. Institutional Structure:

CLF as a secondary level co-operative at a cluster will be responsible for nurturing and providing handhold support to the poultry business group. CLF will also extend support in system development for managing supply chain and marketing in poultry business.

The Representative General Body (RGB) of CLF, which comprises 2 representatives (President and Secretary) from each VO, will be directly responsible for monitoring and facilitating the poultry business groups. The management group of poultry business group will be responsible for establishing mother unit, maintenance of books of record, payment of honorarium to cadres after appraisal and day to day business providing handholding support of community cadres and para-professionals. It will function under the monitoring of CLF/Nodal VO and will furnish monthly progress report. A poultry sub-committee will be constituted by CLF to assist and monitor the functioning of the poultry business group as per the requirement. A separate accounting system with a dedicated book-keeper will be placed at the mother unit. Members of a VO having common interest for poultry will form Producer Group at the VO level to be federated into a Poultry Business Group at CLF/Nodal VO level, which will be managed by a representative Poultry Management Committee. The institutional arrangement is further illustrated in the figure below:

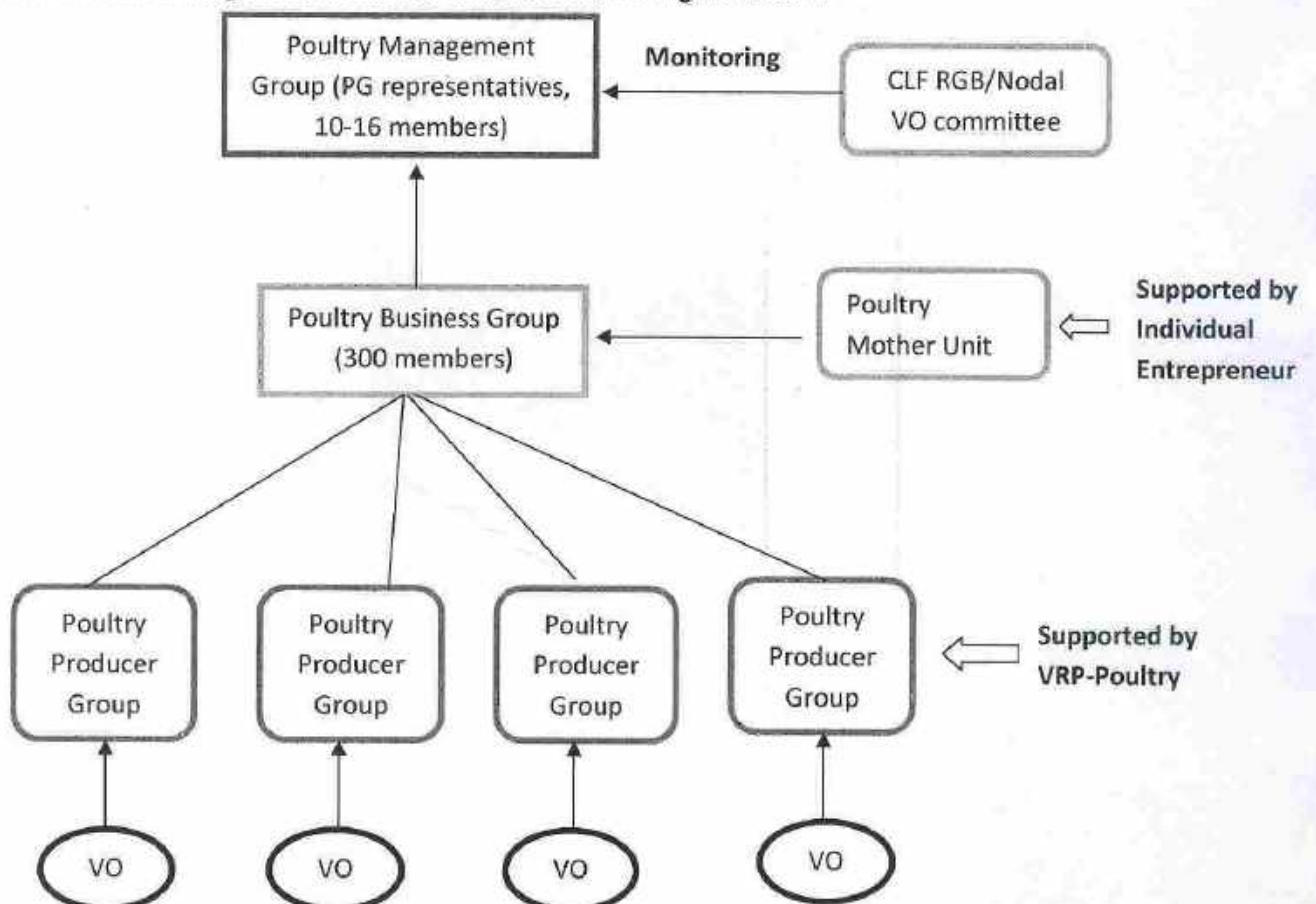


Figure 1: Institutional Arrangement for Backyard Poultry

6. Activities of the Poultry Management Group/CLF:

The important functions of the poultry management group/CLF will be as follows:

1. Mobilizing poultry farmers into producer groups at VO level and building their association in the form of a Poultry Business Group at CLF/Nodal VO level.
2. Management & review of cadres or Para-professionals for handholding support to the intervention.
3. Form requisite committees and structure for functional activity and management of the poultry activity.
4. Establishment and management of mother unit to ensure smooth functioning of supply-chain and market linkages, undertake agreement with Individual Entrepreneur for running of mother unit and his/her appraisal on a periodic basis.
5. Ensure registration of the members, maintenance of books of records, operation of bank account, training and regular meeting for management of the group.
6. Facilitate capacity building of members through training and exposure on best practices for enhanced productivity.
7. Ensuring access to and usage of quality inputs and services by Producer Group members for intensive and integrated poultry production.
8. Facilitate access to fair and remunerative markets including linking producer groups to marketing opportunities by market aggregators.

Business Process

Step-I: Orientation workshop on backyard poultry for staffs at District level

In order to bring conceptual understanding of backyard poultry farming an orientation workshop for project staffs will be organized at DPCUs. Manager (Livelihoods)/Manager Off-farm will be responsible to take lead role in organizing the workshop with support of District Training Cell. The DPM will ensure the participation of community coordinators, Area coordinators, Livelihoods Specialist, BPMs, thematic managers and other concerned persons.

The participants will be oriented on the following;

1. Identification of VOs for producer group based on specific parameters.
2. Identification of VRP-Poultry.
3. Financing mechanism.

4. Details of poultry intervention.
5. Cost benefits analysis of the interventions
6. Anticipated risks and its mitigation strategy
7. Marketing plan
8. Action Plan
9. MIS format and books of records.

Step-2: Demand generation through integrated Micro planning

In order to finalize the annual livelihoods intervention plan of SHG members, Integrated Livelihoods Planning (ILP) exercise will be rolled out at SHG level. During micro planning, the VRP-Poultry will present the opportunity of backyard poultry farming before SHG member along with other opportunities. The VRP will be oriented by Livelihoods Specialist on the cost benefit analysis of poultry farming, anticipated risk and its mitigation strategy, market, financial arrangements, life cycle, break even before micro planning. The VRP will explain the same to SHG members during micro planning and enlist the interested members in MP (Micro-plan) sheet.

Step-3: Aggregation of MP at VO-CLF level

While aggregating the demand of different activities for livelihoods in the ILP in VO meeting, the VO Livelihoods committee will aggregate the demand of poultry activity with assistance from VRP. Further the VO will appraise the demand of interested members and give the consent to initiate the activities and send the proposal to CLF/Nodal VO and finally BPIU for approval.

Step 4: Formation of Women Poultry Producer Groups

In order to establish a mother unit, around 300 Households will be clubbed in to a business group. These households may be taken from 4-6 VOs (proximity to each other) as per the MP and will form poultry producer groups at VO level, federated into a poultry business group at the CLF/Nodal VO level. In light of formation of the groups, a meeting at CLF will be organized to discuss the following processes;

- Need of Business Group & Mother Unit.
- Role of mother unit in backyard poultry.
- Entrepreneur's role in operating mother unit.
- Formation of Management Group and selection of Office bearers.
- Financial management.
- Role of Village resource Person- Poultry.

- Registration of members.
- Business plan.
- Reporting arrangements with the CLF/Nodal VO

Step 5: Collection of member contribution

Once the business group is formed and mother unit established, each member will receive anywhere from 45-150 chicks (28 days old) in 3-6 lots. The number of chicks per lot and total lots to a member will depend on the capacity of the member as well as her technical knowhow. *JEEViKA has already piloted the mother unit based poultry intervention in a number of blocks with a total of around 10000 members as beneficiaries. The experience so far suggests that a household generally starts small initially with lower number of chicks per lot, esp. in case of the poorest households. With experience and demonstrated benefits, the households grow in confidence and subsequently demand higher number of chicks.*

JEEViKA will leverage benefits for its members under the Integrated Poultry Development Program. Under the program, a member is eligible to receive up to a maximum of 150 chicks in 3-6 lots. (For e.g. a member may receive initially 45 chicks in 3 lots of 15 chicks each, followed by the delivery of remaining 105 chicks in 3 lots of 35 chicks each). Further, the rearing and vaccination cost of the DoCs for up to 4 weeks will be covered under the scheme. This rearing and vaccination cost will be calculated based on the lot size at the mother unit and will be parked directly at the mother unit through CLF/Nodal VO.

In order to participate in this activity, an SHG member has to first be a part of the poultry producer group at the VO level. Subsequently, the producer group will register for the business group by depositing Rs. 50 per member. The registration fee deposited by the members will be maintained at the business group in CLF/Nodal VO. Further contributory amount of Rs.10/chick from members will be deposited at the CLF/Nodal VO level, which will be utilized by the CLF/Nodal VO to partially cover costs of training, monitoring and vaccination at the household level. The tentative cost for a total of 150 chicks to be delivered to the members and the detail of total member contribution will be as follows. All these costs are subject to revision from time to time.

- Cost of 150 day old chicks- $150 \times 19 = \text{Rs.}2850/-$
- Rearing cost- $150 \times 31 = \text{Rs.}4650/-$ (includes feed, vaccine, Entrepreneur cost etc.)
- Service charge of VRP- $150 \times 4 = \text{Rs.}600/-$
- Total cost of 150 chicks of 28 days old at members door step= $2850+4650+600 = \text{Rs.}8100/-$

- Cost of cage=Rs.2000, out of which Rs.1000 will be provided under the scheme as grant.
- Total member contribution- Member contribution for 150 chicks- $10*150=Rs.1500/-$

VRP service charge- $150*4=Rs.600/-$

Contribution for cage- Rs.1000/-

Registration fee- Rs.50/-

Total member contribution= $1500+600+1000+50=Rs.3150/-$ (Details given in Annexure-I)

Balance amount will be given as grant to the members in the first cycle.

At the time of registration of a member for backyard poultry intervention, the VRP-Poultry will collect the first installment (including registration fee). The subsequent installments will be collected by the respective VRP-Poultry before one month of the delivery of the respective lot of chicks to a member. The installment amount will depend on the number of chicks taken by the member. The VRP-Poultry after collection of the installments, will deposit the amount at CLF/Nodal VO. The member will deposit their installments on their own or they may take loan from their respective SHGs to start this intervention.

It is to be noted that during the first cycle (up to a maximum of 150 chicks), in addition to the member contribution, the rest of the rearing cost will be covered under the Integrated Poultry Development Program, Govt. of Bihar and initial capacity building costs will be covered through project contribution. With mother units supplying 150 chicks per member, the govt. scheme will be leveraged to partially cover (20%) the estimated establishment cost of the mother unit (Rs. 1.2 lakhs). After the completion of the first cycle, the members with their capacity and experience will be responsible for managing all costs on their own. The project may provide a revolving fund at the PG to ensure working capital for running the business. The costs will be calculated through systematic planning and payment to mother unit will be made by the PGs through the poultry business group at CLF. This will ensure minimum financial risk to members during the first cycle.

Step 6: Training and exposure

The district training cell/Livelihood Team will organize exposure visits of the members to successful models in consultation with Manager (Livelihoods) and PM (Livelihoods). The members will be accompanied by the VRP/project staffs.

Livelihoods team will organize trainings for VRP-Poultry and project staffs on the technical know-how of poultry intervention. The thematic team at SPMU will help in identifying resource persons, finalizing training module, and establishing coordination with the Dept. of Animal Husbandry.

Further the trained VRP-Poultry will impart training to the members of group with the help of the resource persons from district Animal Husbandry Dept./KVK/Corporate agencies.

Step 7: Business cycle

Backyard poultry will be fully managed by the community members at the household level as a business enterprise. Necessary facilitation support will be provided by the BRLPS staff and cadre. The proposed business cycle of a mother unit is described below:

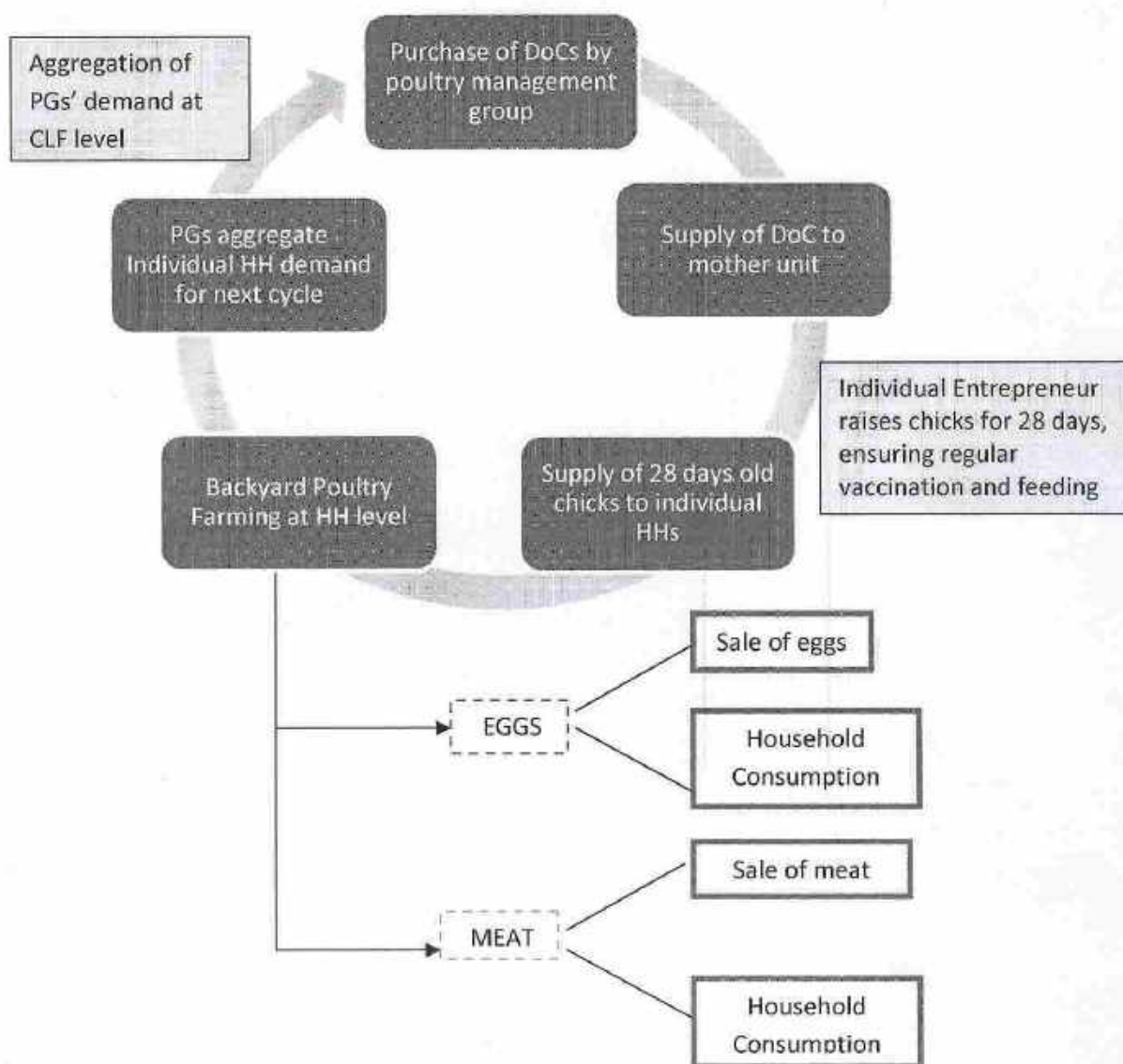
1. The Poultry Business Group will purchase Day old chicks (DoC), vaccines, feed, medicines etc. for the mother unit from open market as per the community procurement guidelines, under the supervision of CLF/Nodal VO. *The business group and CLF shall ensure that the DoCs procured are pre-vaccinated against Marek's disease.* The mother unit will be managed on incentive basis by an individual entrepreneur under the control of CLF/Poultry Business Group. The mother unit will rear and vaccinate day old chicks up to 28 days. The vaccination schedule to be followed at mother unit and the household level is attached in Annexure-III. After acclimatization, the 28 days old chicks will be delivered to the households linked to that mother unit, in 3-6 lots over a period.

The number of chicks per lot and total lots to a member will depend on the capacity of the member as well as her technical knowhow. The procurement volume of DoCs will depend on the capacity of the business group and is expected to grow as the households grow more adept at the activity. Initially, smaller procurement volume and capacity at the mother unit will mean that households will get the chicks in a staggered manner. Also, the CLF/Nodal VO will assist the households in designing and building appropriate cages with support from JEEViKA field staff. *(The procurement of DOCs by the CLF/Nodal VO shall be on the lines of technical parameters outlined in the Rural Backyard Poultry Development Scheme implemented by the Govt. of India in recent years)*

2. Mother unit will ensure the on schedule vaccination, delivery of chicks to the members, updating of records, training and exposure. The entrepreneur will ensure all these activities and will be aided by the VRP-Poultry as and when needed. Capacity building of the entrepreneur and the VRP will be done on all major aspects.
3. Individual members will rear female chicks for one and half year for eggs production and male chicks may be sold out after two months or after reaching a body wt. of 1.5-2 kg. The households will adopt standard rearing practices including 4 vaccinations to be done at the household level, regular administration of de-worming medicine, building nesting units etc.

VRP-Poultry will extend necessary assistance for rearing of chicks and will be supported by the visiting veterinarian of the block.

4. Hen starts laying eggs after five to six months of rearing and provides on an average 150-180 eggs in a year. After household level consumption, individual member will sell out eggs either to the mother unit or to individual buyers in the nearby markets. VRP-Poultry shall be responsible for aggregation of eggs from different households and will either supply eggs to the mother unit in case of institutional orders.
5. Individual entrepreneur will receive incentive at the rate of Rs.5/chick on delivery to a member and after appraisal by sub-committee of CLF/PG.
6. Based on member demand and the capacity of mother unit, next cycle of procurement of DoCs shall be initiated by the CLF/Nodal VO.



(Handwritten signature)

Step 8: Selection process and eligibility criteria of the VRP-Poultry- As mentioned in VRP-Poultry policy

Step 9: Marketing strategy:

The YP/VRP-Poultry will support the CLF/Nodal VO as well as the poultry business group for market linkage. After household level consumption, Individual member may sell out eggs either to the Mother unit for institutional orders or to individual buyers in the nearby markets. CLF/Poultry Business Group will facilitate arrangements with institutional buyers for sale of eggs and poultry meat. The mother unit will serve as the marketing channel for institutional buyers. In such cases, the eggs/birds will be collected from individual household and supplied to the mother unit by the VRP and collectively sold to the institutional buyers.

Apart from institutional sales, producer group members may undertake selling of eggs and poultry meat to individual buyers. In such cases, the households will undertake marketing activities on their own. The poultry producer groups may appoint point person among themselves to operate a sales counter within the village. Cost of selling will be recovered from the revenues and remaining profit will flow back to the member households through the producer group.

Step 10: Services to be offered by Mother Unit:

- Supply of 28 days old chicks to a member.
- Vaccination and medication to poultry birds at regular interval.
- Supply of poultry feed to individual households on cost basis.
- Technical support, training, marketing and handholding support to members through VRP.

7. Funding Envelop and Fund Flow:

After interested members are mobilized into Poultry Producer Groups, the producer groups will submit proposals along with detailed activity plan to the CLF/BPIU. The CLF along with the poultry management group after initial appraisal will consolidate the demand and forward the proposals to the DPCU. The proposals will be thoroughly examined and appraised by the appraisal team at DPCU, consisting of the District Project Manager, Finance Manager and Manager Livelihoods/Manager Off-farm. Based on the proposals received from poultry producer groups belonging to the same cluster, the DPCU will integrate the demand and release funds for establishment of Mother Unit in the concerned cluster (*For e.g. If 7 producer groups with a total of 325 members from the same cluster submit proposal for financial assistance, the demand will be consolidated by the CLF/Nodal VO and*

the DPCU will release funds for establishment of a Mother Unit at CLF level that will cater to the concerned 7 Producer Groups).

Also, the DPCU will release funds to individual Producer Groups for establishment of cages at households and for other PG activities. The funds will be channeled through CLFs to the poultry producer groups and will consist of funds leveraged from the govt. scheme and project contribution. Fund release to the CLF and PGs will be in a staggered manner based on the utilization of the earlier tranche and achievement of milestones illustrated in later sections. The actual fund amount will depend upon the number of members a Mother unit is catering to *(Details of the same are given in Annexure-I, with an illustration of funding envelope for 300 members)*. The producer groups will be accountable for managing the fund and its investments and would need to report to the VO / CLF / DPCU as per agreed terms. CLF/Nodal VO would be accountable for monitoring of the producer groups and fund utilization. A Memorandum of Understanding (MoU) would be signed between CLF/Nodal VO and Producer Group describing responsibilities of each party, outcomes and milestones (Draft MoU as per Producer Group Guidelines).

After the first cycle (up to a maximum of 150 chicks) is complete, JEEViKA may provide additional financial support to the Producer Groups in form of a CIF intended to capitalize the business and ensure sufficient working capital, based on the Producer Group guidelines. The CIF amount will be rotated at the PG level and members shall adhere to regular repayment and other group norms to continue availing the services of the mother unit *(Please refer to Annexure-IV for details of accounting heads and fund sources for booking of expenses)*

With increased experience and capacity building, the business groups may undertake higher level production activities like establishment of hatchery or breeding farms at back end or marketing activities of higher order. As part of backward integration, establishment of feed mills by the business groups is also envisaged in the long run. Such activities will require higher fund flows and the business groups may also leverage institutional credit from banks and other sources, based on financially sound business plans.



Books of account and allied documents: The following books of account & registers will be required at the Poultry Business Cooperative/PG to track the poultry project.

A. Books of Account (Fund flow formats):

- i. **Cash Book:** To record all the receipts & payments made at mother unit on day to day basis. In case the mother unit is having separate Bank A/c then double column book is preferred.
- ii. **Ledger:** To classify the transaction under each account head on the basis of cash book.
- iii. **Receipt Voucher:** To be used for the purpose of Receipt of cash by mother unit from its member or otherwise.
- iv. **Payment Voucher:** To be used as a supporting document for payment of cash by mother unit and voucher must be supported by bills etc.
- v. **Inward Challan:** For the purpose of collection of eggs & birds from the HHs and DoCs from the market.
- vi. **Outward Challan:** Carrying eggs, birds, etc. outside the mother unit for sale in open market.
- vii. **Purchase & Payment Register:** To record the detail of egg and poultry bird collected from the HHs by the mother unit for the purpose of sale in open market.

B. Programme formats :

- i. **MP (Micro-planning) format:** to record the interest of members.
- ii. **Mother Unit Daily Register:** to record mortality, feed consumption, medication and vaccination during rearing of DoC.
- iii. **DoC Stock Register:** to maintain the quantitative detail of Receipt & Issue of DOC, bird etc.
- iv. **DoC Distribution Register:** to record the number of DOC distributed among HHs.
- v. **General Stock Register:** to record the purchase and consumption of items.
- vi. **Household register:** to record detail of rearing and sale of birds, eggs etc.
- vii. **VRP Register:** to record function of poultry community cadre.

Milestones and Triggers for Funding:

Plans of the producer groups would be appraised by the respective Nodal VO / CLF before being submitted to the project for appraisal and approval from the DPCU. The proposal along with a



relevant feasibility report and annual plan will be appraised and recommended for the release of fund to Nodal VO / CLF for transferring to Producers Group / Business Group. DPCUs will ensure that the milestones and the triggers are fulfilled by the Poultry Producer groups / Poultry Business Group / Producers Company before releasing the respective tranches (See Table-1). CLF/Nodal VOs will have to submit fund utilization certificates to be eligible for release of next tranche. DPCUs will submit fund disbursement reports and fund requisition statement for the next quarter to the SPMU. At SPMU, an appraisal team consisting of the Chief Executive Officer, State Project Manager (Off-farm) and Project Manager (Off-farm) will appraise the performance of the intervention in the district and will recommend release of funds to the concerned DPCU.

Table 1 : Key Milestones and maximum fund limits

Installment	Maximum Amount	Milestones	Triggers
First tranche	40%	Group formation, selection of entrepreneur, selection of VRP-Poultry, Market Survey for inputs, initial training and exposure costs Technical trainings, Cost of community resource persons, Equipments and machinery and Working capital	a. MP and proposal from VO/CLF. b. Agreement with entrepreneur. c. VRP-Poultry list and their training. d. Basic trainings completed. e. Activity plan drawn by the PG for the first year f. Recommendation of Nodal VO/CLF. g. Appraised by the appraisal team
Second tranche	30%	Equipment and machinery and other inputs. Advanced technical trainings	a. Earlier tranche utilized as per agreed norms b. Trained community resource persons in place c. Recommendation of VO/Nodal VO d. Up to date record keeping.

Third tranche	30%	Working capital for collective actions/activities Marketing Innovations	e. Earlier tranches utilized as per agreed norms a. Equipment and machinery commissioned. f. Advanced technical trainings completed g. Up to date record keeping. h. Case study developed.
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PART III: KEY RULES, COMPLIANCE AND APPRAISAL CHECK AND MONITORING

8. Key Rules:

1. Micro planning is an essential pre-requisite for poultry business.
2. Registration of members in the poultry business group at CLF/PG is compulsory.
3. Formation of Sub-Committee for poultry business at CLF/PG.
4. Availability of infrastructure with the entrepreneur for mother unit and their selection.
5. Agreement between CLF/Nodal VO and the entrepreneur for running of mother unit.
6. Establishment of mother unit.
7. Books of record and registers to be placed.
8. Decision on procurement of DoC, feed, Vaccines and other inputs by CLF/PG.
9. Training of VRP-Poultry and members.

Guiding principles to sustain Poultry Business are mentioned below:

1. Focus on shared member needs and common objectives (use more participatory approaches).
The final decision on all major matters should be based on group member consensus.
2. A range of different organizational approaches and forms should be used- the type of group approach used will vary according to the stage of development of group members, i.e. their level of organizational skills, technical knowledge, education and asset base.
3. Give top priority to promoting sustainability- ensure that groups formed become financially self-reliant enough to sustain their operations without the continued need for outside support.
4. Ensure that the group savings and capital contributions to the enterprise continue to grow.

Appraisal and Compliance Check:

Functions, Deliverables and Measures of Verification at Poultry Business Group are as follows:

Function	Timeline	Deliverable	Verification
*Organize members into PG. *Capacity building of members. *Establishment of mother unit. *Selection and training of VRP-Poultry for handholding support. *Develop supply chain for inputs and services. *Marketing of Products. *Business planning exercise. *Documentation of case study. *System development for PG.	1-12 months	*Formation of PG. *VRP-Poultry placed. *Member's training & Exposure completed. * Mother unit Functional. *Case study prepared. *AAP prepared.	*MP of members. * Registration & Contribution. *VRP-Poultry register. *Training report and Participant list. *Minutes of PG. * Audit report. *Books of A/C. *Case study report and photographs.

In the Poultry Business Group (PBG), the appraisal will be done on training, financial, administrative and statutory systems.

a). PBG activity appraisal: There will be an internal as well as external appraisal of training and exposure activities conducted through the Mother Unit, Rearing and Vaccination of chicks, delivery of chicks to the households, household level vaccination and other activities of the producer group and the Poultry Business Group.

Internal Appraisal: In this, CLF will form a committee of 5 members including 3 RGB members and 2 OB members. The committee will appraise the training and other activities monthly/ quarterly as per the approved annual action plan. The committee will also meet with sample beneficiaries and submit its appraisal report to the CLF and DPCU.

External Appraisal: A committee of 5 members including DPM, Finance Manager, Livelihoods Manager/Manager Off-farm and 2 Thematic Managers will appraise the business group activities on a quarterly basis. The Committee will also meet with sample beneficiaries and discuss about the training activities. The committee will submit appraisal report to DPCU and SPMU. *In areas where CLFs are yet to be formed, the internal appraisal will be carried out by Poultry sub-committee of the Nodal VO.*

Checklist: The checklist for this component will be the annual training plan, report of training programs, trainees list, training register, training Photographs, VRP- Poultry register, Mother unit daily register, etc.

b). Financial, Administrative and Statutory System: There would be Internal as well as External appraisal of Financial and Administrative System of the poultry business group.

Internal Appraisal: A separate committee consisting of 5 members including 3 RGB members and 2 OB members would do internal appraisal of financial and administrative system at mother unit on a monthly basis. The committee would appraise the staffing, performance of staffs, payment to staffs; leave system for staffs, financial and administrative process, procurement process, fulfillment of statutory and audit requirements, action on compliance of statutory and Audit etc. *In areas where CLFs are yet to be formed, the internal appraisal will be carried out by Poultry sub-committee of the Nodal VO.* The committee will prepare a report and submit to DPCU.

External Appraisal: A Committee of 5 members including DPM/BPM, Accountant and Thematic Managers would appraise the financial, administrative and statutory system at the Mother unit on a quarterly basis. The committee would appraise the staffing, performance of staffs, payment to staffs, leave system for staffs, financial and administrative process, procurement process, fulfillment of statutory and Audit requirements, action on compliance of statutory and Audit etc. . The committee will prepare a report and submit to DPCU/SPMU. A copy of the report will also be shared with the CLF/Nodal VO.

Checklist: Books of Accounts and records, Monthly Receipt and Payment /Income and expenditure/profit and Loss reports, Procurement committee Meeting register, VRP-Poultry register and payment register, Personnel file , Monthly MIS and Progress Report, Minutes of Sub-Committee (Poultry), RGB meeting, Stock & Vaccination Register, Movement Register, Annual report, Case study report, Annual audit report, etc

9. Disbursement:

Installment One: Approval of plan by DPCU: 40% of the Sanctioned budget.

Installment Two: 30% of the Sanctioned Budget after utilization of at least 60% of first installment (as per UC submitted).

Installment Three: 30% of the Sanctioned Budget after utilization of at least 80% of the earlier released funds (as per UC submitted)

10: Monitoring and Reporting:

Monitoring: DPCU and BPIU will monitor the overall functioning of the Poultry Business Group and mother unit in a block. However, the Livelihoods Manager/Manager Off-farm, Livelihood Specialist and Sub-Committee (Poultry) will be mainly responsible for monitoring and reporting of the activities on time. Monitoring and Evaluation will be based on:

- Business processes at mother unit.
- Books of records at mother unit.
- VRP-Poultry register to assess handhold support.
- Individual household level record to assess productivity.
- Minutes of meeting.
- Monthly progress as per the monthly action plan.
- Sample monitoring of training and Individual HH activities.
- Statuary requirements and compliances (Annual Audit, Annual Return Filing, RGB meeting, Sub- Committee meetings etc.)

For **MIS**, details of the following will be considered in MPR:

- I. Stock of DoC at mother unit.
- II. Mortality % at mother unit.
- III. Delivery of chicks to member.
- IV. Sale of Eggs and poultry birds by HHS.

Reporting: CLF/Nodal VO will be responsible for submitting Monthly/Quarterly /Annual physical and financial report to BPIU/ DPCU. CLF will submit following reports regarding poultry business group to BPIU/ DPCU:

Physical

- Annual/Quarterly Action Plan.
- Quarterly report on training, rearing and other business activities.
- Case studies

Financial

- Quarterly UC/SOE, duly approved by BOD/Committee.



PART IV IMPLEMENTATION

Roles and Responsibilities

The intervention's success will depend on concerted efforts by the project staff and more importantly, the community members. Effective convergence with the Dept. of Animal and Fishery resources will also be critical towards the success of the intervention. The same has been discussed in later sections. Responsibilities of project staffs and community members would be as follows:

Project Staffs: Livelihood Team (Manager LH, Livelihood Specialists, YPs), BPM and DPM.

- Assist GB/RGB/BoD in facilitating their meetings.
- Facilitate CLF/Nodal VO in appraisal of Micro Planning submitted by Mother Unit.
- Facilitate procurement of DoCs as per technical norms and guidelines
- Monitor the operations of Mother Unit by entrepreneur and household level poultry rearing.
- Support CLF and poultry business group in creation of market linkages
- Facilitate in-time completion of Annual Audit and Return filing.
- Placement of Administrative and Financial Systems.
- Support in MIS development, Maintenance and utilization.

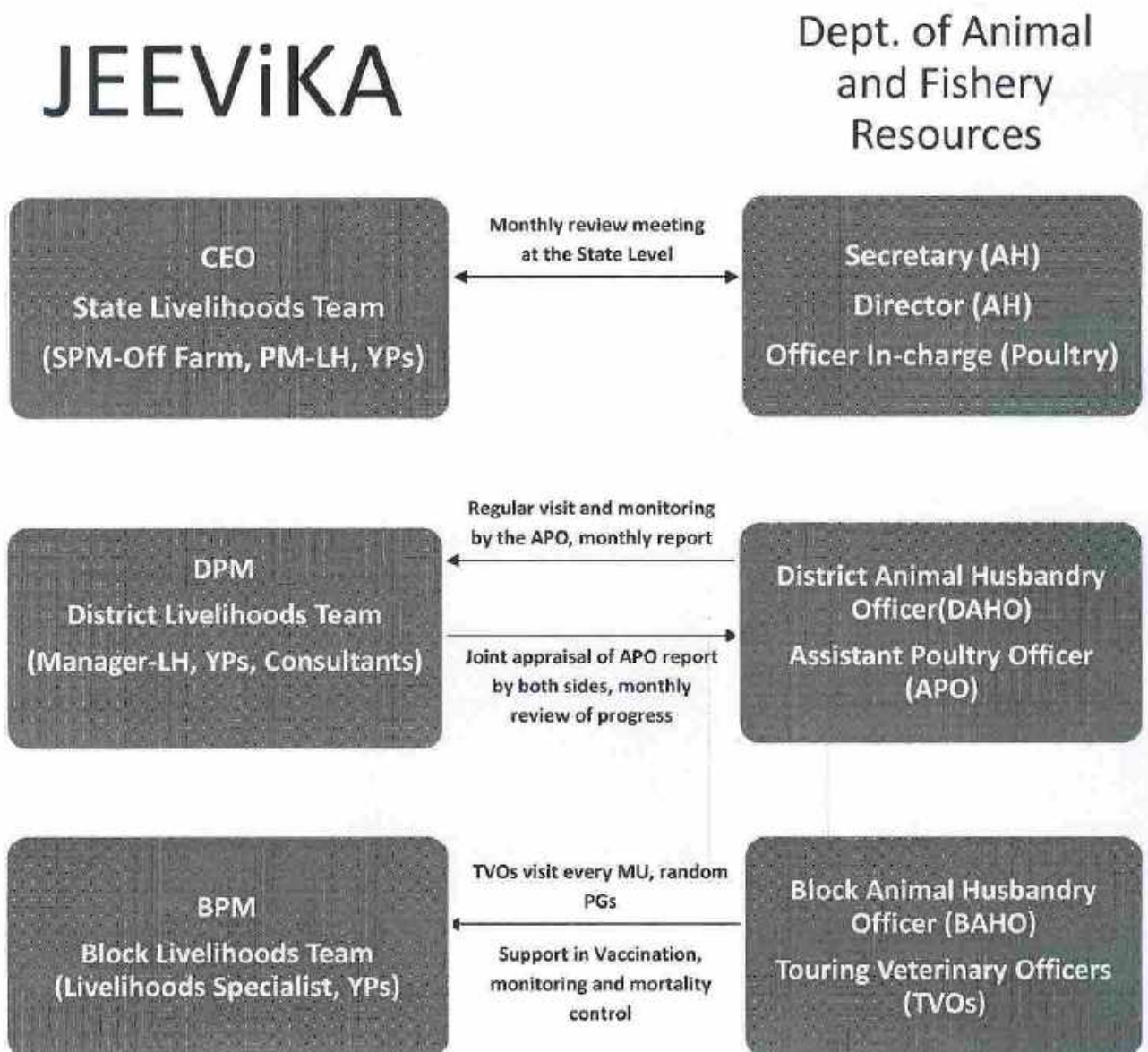
Community (CLF/Nodal VO):

- Mobilization of members into poultry business group.
- Establishment of Mother Unit.
- Formation of Sub-Committee (poultry).
- Formation of representative management group at CLF level to manage the Poultry Business group.
- Procurement of DoC and other inputs through community procurement guidelines.
- Regular monitoring of operations of Mother Unit and fund usage.



PART V: CONVERGENCE FRAMEWORK

The success of the backyard poultry intervention hinges to a large extent on successful convergence between the Department of Animal and Fishery Resources and JEEViKA. The following framework gives a brief overview of the implementation structure at various levels for both sides and possible convergence points to be acted upon.



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Convergence Arrangements at Different Levels

At Block Level: JEEViKA block teams will work closely with the animal husbandry dept. at the block level. The touring veterinary officers (TVOs) will visit every Mother Unit once in a month. Also, the TVOs may randomly choose one member PG from each mother unit for household level visit. TVOs in their visit will ensure on time and proper vaccination of chicks at the mother unit as well as at the household level. Also, in case of unusually high mortality cases, they will extend immediate assistance to rectify the causes, generate alerts to higher levels if needed and perform on-site post mortems to ascertain the cause of mortality. The Poultry Business Groups along with the block livelihoods team of JEEViKA and the TVOs, will prepare a monthly action plan and route chart for visiting mother units and vaccination schedule of different units.

At District Level: At district level, the Assistant Poultry Officers will be conducting regular field visits to the mother units, provide necessary support to the district livelihoods team and will also supervise the work of TVOs wherever needed. Also, the APOs will generate a monthly report based on their field visits. This report will be jointly appraised by the District Animal Husbandry Officer and District Project Manager (JEEViKA). The district teams will also hold monthly meetings to review the progress of the intervention and will submit the progress report to the state units. *During initial stages of the intervention, the reviews may also be held twice a month to intensively monitor the roll out of the scheme.*

At State Level: State level teams of JEEViKA and Dept. of Animal and Fishery Resources will meet once a month to review the performance of the intervention and to take any policy level decisions if needed. Major trends emerging from the implementation will be closely monitored and necessary policy level changes will be decided upon.

Encl.: As above.


(Arvind Kumar Chaudhary)
Chief Executive Officer
— cum —
State Mission Director

For Distribution

1. CFO/OSD/AO/FO/PS.
2. All SPMs & PMs.
3. All DPMs/In Charge, All Thematic Managers, All BPMs/In Charge & All YPs.
4. Concerned File.
5. IT Section.

PART V ANNEXURES

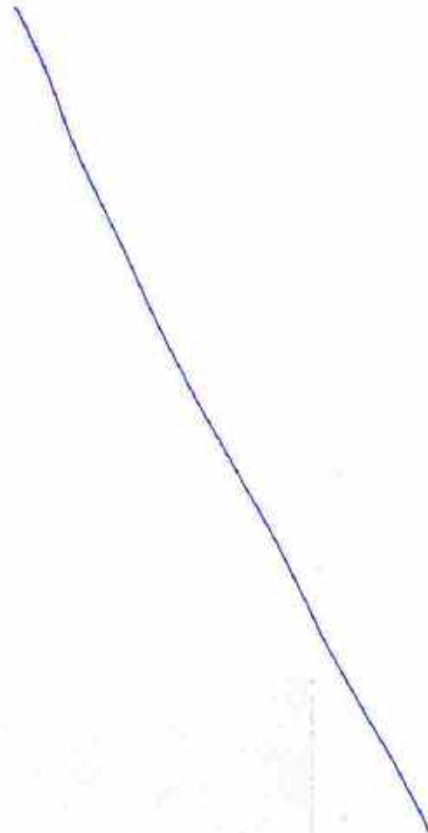
Annexure-I: Economics of Backyard Farming & Funding Arrangements

1. Unit size – 300 HH (Mother Unit) @ 150 Low Input birds (Dual Purpose)/HH.

Investment cost

S. No.	Particulars	Physical Units	Unit Cost Rs. /Unit	Total Cost (Rs.)	Source
Fixed Cost:-					
1.	Rearing Cage (3-tier sheds) 1sq.ft. / bird	5x5=25 sq.ft.(3-tier) No.-300	2000	600000.00	Dept. of Animal and Fishery Resources (50%) + Community contribution (50%).
2.	Mother Unit	1 (size - 3000 sq.ft.)	Upto a maximum of Rs. 600000	Upto a maximum of Rs. 600000	Dept. of Animal and Fishery Resources (20%) + Entrepreneur's contribution
Subtotal = Rs 1200000.00					
Recurring Cost:-					
3.	Chicks Cost(4-weeks)	45000 DOCs	50	2250000.00	Dept. of Animal and Fishery Resources
4.	Advertisement & Publication			20000	Dept. of Animal and Fishery Resources
5.	Professional Services and Consultancy			20000	Dept. of Animal and Fishery Resources
4.	Capacity building & Exposure of community and VRP-Poultry	300 (farmers)	500	150000.00	BRLPS
5.	Poultry Resource Persons payment (For first 18 months)	6	2500.00 (2000+500)	270000.00	BRLPS
6.	Poultry Book Keeper (For first 2 years)	1	5000.00	120000.00	CLF (Poultry Business Group), to be recovered from VRP service charge and member contribution
7.	Miscellaneous Exp.		LS	110000.00	BRLPS

Total Project Outlay	Rs.4140000.00
Community Contribution (CLF+ Houshold contribution)	Rs. 420000.00
Entrepreneur's Contribution	Rs.480000.00
BRLPS Contribution	Rs.530000.00
Dept. of Animal Hus.	Rs.2710000.00



CA 

Annexure- II: Proposal Format for Financial Assistance

1. Name of the Producer Group :
2. Name of the economic activity involved :
3. Name of the Village Organization :
4. Date of formation :
5. Key objectives of the Producer Group :
(Measure of success) :
6. Total no. of SHG members :
7. Total no. of PoP members (SC/ST) :
8. Details of sub-committees formed, if any :
9. Scale of activity :
10. Estimated marketable surplus :
11. Convergence, service linkages, if any :
12. Details of Bank Account :

Name of the Bank	Account number	Date of Account Opening	Name and Designations of the authorized persons to operate the account
			1
			2
			3

13. Details of available technical persons/institutions assisting the activity:

S. No.	Name & address of the technical person	Qualification	Experience	Nature of the occupation	Telephone No. and E. mail id.

14. Business Plan and Funding Sources

Details	Year 1	Year 2	Year 3	Total
No. of producer members				
Estimated volume of production				
Estimated value of production				
Estimated income for members				
Investments				
Start-up Costs (indicate if already funded)				
Technical Assistance Costs				
Cost of Community Resource Persons				
Village level productive infrastructure				
Working capital for collective purchase				
Working capital for collective marketing				
<i>A. Total investment required</i>				
Funding Sources				
Members' contribution				
Bank loans				
<i>B. Total funds mobilized</i>				
Resource Gap				
<i>Resource Gap (A-B)</i>				

15. Implementation Schedule

Particulars	Start Date	End Date	Who will do?	Support from DPCU
Mobilizing of producer group				
Activity plan for the producer group				
Training and exposure visits				
Positioning of trained community resource person				
Technical assistance and other service linkages				
Commissioning of village level productive infrastructure				
Advanced technical trainings and exposure visits				
Working capital for collective purchase				
Working capital for collective marketing				

16. Further details if any:

Signature of the Treasurer

Signature of the Secretary



Appraisal and Compliance Check format

1.1 Technical Appraisal

_____ Business activity plan of _____ received on _____ from _____ has been appraised. Based on the appraisal, the business activity is recommended / recommended subject to the following conditions:

- 1.
- 2.
- 3.

1.2 Financial Appraisal

_____ Business activity plan of _____ received on _____ from _____ has been appraised. Based on the appraisal done, the business activity is recommended for the following reasons. The Business Plan is viable and amount of expenditure projected at each stage is realistic

Expansion of unit is planned in phases

Minimum capitalization and sufficient use of working capital have been planned

Analyzed inflow and outflow of cash has been done

1.3 Appraisal of Governance and Social Accountability Aspects

Certification by Appraisal team that all requirements have been met.

.....
Approval by the project management

Annexure-III: Vaccination Schedule and Rearing Practices

a) Vaccination Schedule

S. No.	Name of Disease	Vaccine	Vaccine Schedule	Mode of Vaccination
1	Marek's	M.D.	Day old chick	Subcutaneous
2	Ranikhet	R.D.F-1	5-7 day age	One drop through eye/ear
3	Gumboro	Gumboro (killed)	14-18 th day	By drinking water/Subcutaneous
4	Ranikhet	R.D.F-2/ R2B	After F-1, at 6-7 weeks age	Intramuscular
5	Fowl Pox	Fowl Pox Vaccine	At 40 day age	Prick method under the wing
6	Gumboro	Gumboro (killed)	At 90 day age	By drinking water/Subcutaneous
7	Ranikhet	R.D. (killed)	At 140 day age	Subcutaneous

b) Standard Rearing Practices

The households participating under the poultry intervention should adopt standard rearing practices to ensure ideal growth of chicks and get better returns. Some of the vital standard practices that should be followed as norm are as follows:

- Regular de-worming of poultry birds should be done at the household level by administering the de-worming medicine. De-beaking of poultry birds when they get 3 months old is important to protect them from injuries. VRP-Poultry should facilitate the process.
- Households should build nesting units for the egg-layers to facilitate proper hatching. VRP-Poultry after receiving the requisite training should help the members in building nesting units.
- Proper feeding practices should be adopted at the household level, ensuring timely and sufficient food availability to the poultry birds. Also, the feed should be supplemented with prescribed amount of calcium carbonate for the egg layers to ensure that the egg shells are sufficiently strong.

Annexure-IV: Budget Heads for Various Funds

Under BRLP District			
Budget Head	Sub- Head	Accounts Head	Booking of expenditure under Project
Component : Community Institution Development			
Sub-component 1.1- Formation & Development/Capacity Building of CBOs	1.1.1.2 - Honorarium to Community Cadre	Honorarium to Community Cadre	BRLP
	1.1.6.1- Information, Education & Communication	Advertisement & Publication	Fund from Animal & Fishery Resource Department
	1.1.3.2 -Other office expenses	Professional and special Services	
	1.1.4.4 - Training of Community Cadre	Training & Exposure of Community Cadre	BRLP
	1.1.5.2 - Training/Exposure to Project Staff	Training & Exposure of Project Staff	
Component : Community Investment Fund			
2.3 CIF- 3rd Tranche	2.3.1 - Grants to CBOs through VO/CLFs to Finance Third Phase CIF	Poultry	Fund from Animal & Fishery Resource Department
Under NRLP District			
Component 2 : Institutional Building and capacity Building			
2.1 Institution Building/Capacity building	2.1.1 Community Resource Persons	Honorarium to Community Cadre	NRLP
	2.1.5.1 Capacity building of other Institution/Cadre	Training & Exposure of Community Cadre Training & Exposure of Project Staff	
	2.1.3.4 Information, Education & Communication	Advertisement & Publication	Fund from Animal & Fishery Resource Department
	2.2.5.1 Other office expenses	Professional Services	
Component 3 : Community Investment Support			
3.1.4 Non farming Interventions	3.1.4.1 Grant to PGs/CBOs	Poultry	Fund from Animal & Fishery Resource Department