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Policy Paper on Village Resource Person-Poultry (VRP-P)

Rationale:

Different reports indicate that the poverty and seasonal unemployment are major causes of migration and unhealthy life in Bihar. The project's experience so far indicates that there is urgent need of income enhancement over the existing and employment generation to access food, nutrition and quality life. Given the importance of the livelihoods of the communities, the project has been implementing different interventions of livelihoods for the last 4.5 years. However, this is the high time to focus in the areas of off-farm activities to generate additional income and employment for some members in SHGs.

The pilot requires intensive and focused effort which has been experienced in different projects in the country. Keeping in view the learnings in AP, this pilot requires exclusive support structure at the community level i.e. Village Resource Person-Poultry (VRP-P).

Criteria for the selection of VRP-P

1. VRP-P may be a male or female member from SHG households.
2. Must not be from the household of an Office bearer of VO/SHG.
3. Minimum education 8th pass. Preferable qualification is 10th pass.
4. Should be below 45 years.
5. Must have some knowledge of poultry.
6. Should have good communication skills to convince community members.
7. The personal conduct of the candidate must be clean.

Position of VRP-P

Initially the number of VRP-Ps will be six per mother unit/250 HH. After completion of one cycle, the numbers will be reduced to three in ratio of one at a mother unit and two per 250 HH. After completion of two cycles, the number of VRP-P will be only two, one at mother unit and the other for the support of 250 HHs. The trained VRP-Ps after withdrawal will be used to create a resource pool for expansion of the model in other areas.

Job profile of VRP-P

1. He/she should be responsible for looking after the individual households that pursue the poultry.
2. VRP-P will be responsible for the delivery of chicks to the individual household, their vaccination and collection of the eggs from the households.
3. VRP-P has to maintain VRP-P register with detailed information of a household from baseline survey.
4. Visit once in a week every household and keep books of record updated.
5. Support the Village Organization in identifying and motivating the SHG members to be a part of Poultry intervention and function as the link between community and the project.
6. One VRP-P will monitor at least 50 households in first cycle, then 125 HHs in second cycle and 250 HHs onward.
7. He has to come to BPIU and DPCU as and when required for poultry related work.
8. He has to attend the VO/SHG meetings and present his work in VO.
9. VRP-Ps will be trained on all the aspects of poultry intervention and would in-turn train the SHG members. The training would include roles and responsibilities of VO, importance of backyard poultry, vaccination, health and good management practices along with market orientation.
10. Participate in the different kinds of training as and when required.
11. Other responsibilities as and when decided by JEEViKA from time to time.

How to identify a Village Resource Person-Poultry (VRP-P):

1. The Village Organization will discuss in VO meeting regarding the requirement of a Village Resource Person-Poultry/s to provide poultry intervention support services to their SHG members
2. Based on the above mentioned criteria (*who can be a Village Resource Person-Poultry*), the VO will identify & nominate 1-3 VRP-Ps in a Village.
3. A screening will be done at the block level by a committee consisting of Manager Livelihoods/BPM, Livelihood Specialist and 3 representatives of community. The assessment will include a written test or interview or both. The VRP-P will be selected in transparent manner.
4. The selected VRP-P will be designated VRP-P intern for a period of 3 months. After completion of 3 months, VO will evaluate VRP-P and on the basis of performance regularize him/her.
5. The intern will go through an orientation programme at the state level. This will include comprehensive topics to create understanding of the project and JEEViKA as an organization.

6. If one Village Resource Person-Poultry is not performing up-to the mark, then the Livelihoods Committee will discuss in the meeting of the Village Organization for replacement and refill the position soon through the process mentioned above, so that the VRP-P led Poultry support services are not affected
7. After selection, the Village Resource Person-Poultry/s will collect information in a specific format and give to the Livelihood Specialist of the concerned Block Project Implementation Unit (BPIU) through the Community Coordinator and Area Coordinator.
8. The Village Resource Person-Poultry has to open a bank account in the same branch, where the VO has the bank account

Honorarium and Incentive of VRP-P:

VRP-P will be provided with honorarium as follows:

- ❖ **Fixed Honorarium:** Village Resource Person-Poultry will receive honorarium of Rs.1750 per month, Rs.200 per month as fixed TA and Rs.50 per month as mobile charge, which will be productivity based. The internship period will be three to six months subject to satisfactory performance.
- ❖ **Incentive:** In addition to the above, the VRP-P will be entitled to receive Rs.500 per month for the counseling, writing of books of record and successful management of the project.

The payment to VRPs will be disbursed initially through BPIU on the recommendation of the nodal VO/ concerned VO and the livelihood Specialist. After formation of the Women Poultry Producer Organization (WPPO), the payment will be disbursed through PG on the recommendation of the Committee and the livelihood Specialist.

Encl.:-Backyard Poultry Farming Project.

CA
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Backyard Poultry Farming

**Department of Animal Husbandry,
Government of Bihar**

Bihar Rural Livelihood Promotion Society(BRLPS)

Project: Backyard Poultry Farming under “Murgi Gram Yojana”

Introduction

Context of Poverty and livelihoods in Bihar:

The incidence of poverty, as reflected in the Planning Commission estimates based on the Tendulkar Committee’s report, continues to be very high in Bihar, compared to the national average. Rural poverty in Bihar has been estimated as 55.7 percent in 2004-05, compared to an all-India average of 41.8 percent. Urban poverty in Bihar has been estimated at 43.7 percent, as compared to 25.7 percent nationally. The poverty ratio for the entire population in Bihar has been at 54.4 percent, compared to the national average of 37.2 percent. Total urban unemployment has been estimated at 10 percent, while the rural unemployment has been at 6.8 percent.

In terms of livelihoods, a rural family depends upon multiple sources. Agriculture, however, remains the backbone of the state’s economy with 81% of workforce engaged in it. The Food security index, based on mortality and malnutrition among children under 5, shows that of the 38 districts in the state, only 8 are categorized as secure, 12 as moderately secure and rest 18 as extremely insecure districts. Furthermore it has been observed that a majority of the districts having large percentage of SC population are categorized as extremely insecure. Thus there is urgent need for the income enhancement to access quality food and nutrition for healthy life.

Bihar Rural Livelihoods Project:

The Government of Bihar is implementing a rural livelihoods project titled “Bihar Rural Livelihoods Project” locally known as Jeevika, through the Bihar Rural Livelihoods Promotion Society (BRLPS), with financial support from the World Bank. BRLPS, an independent society under the Department of Finance, Govt. of Bihar; is implementing the project in 9 districts namely Gaya, Nalanda, Muzaffarpur, Madhubani, Purnea, Khagaria, Saharsa Supaul and Madhepura covering 55 blocks. Mobilization of poor to form their ‘own institutions’ is the core investment for the project. Strong institutions of the poor such as SHGs and their village level and higher level federations are necessary to provide space, voice and resources for the poor, and, for reducing their dependence on external agencies. They also act as instruments of



knowledge and technology dissemination, and hubs of production, collectivization and commerce. These institutional platforms most importantly ensure sustainability of the interventions taken up under the project. The project has therefore focused on setting up these institutions at various levels i.e. Self Help Groups (SHGs), Village Organizations (VOs) - federations of SHGs and Block Level Federations - federations of VOs. Other major investments include skill enhancement; community investment fund (CIF) to access assets, rural finance and income generation; and supporting the poor and their organizations to leverage resources and investments from banks and other commercial organization for making the poor risk worthy, credit worthy and investment worthy.

The project's experience so far indicates that there is need of income enhancement to access food and nutrition. Given the importance of the livelihoods of the communities, the project has been implementing different interventions of livelihoods over the last 4 years. Now BRLPS has been designated as the State Rural Livelihoods Mission (SRLM) for rolling out the Jeevika model all across the state under the National Rural Livelihoods Mission (NRLM).

Livelihoods interventions in the project:

The income enhancement strategy mainly focuses on interventions in farm sector, off farm sector and non farm sector. The interventions in farm sector primarily comprise of productivity enhancement, participatory varietal selection and promotion of seeds, value chain interventions and development of community managed extension system. The off farm sector focuses on interventions in dairy, bee keeping and fisheries subsectors.

The area of intervention in these sub-sectors would primarily be on building partnerships, technical support, developing marketing linkages etc.

Rationale for the Pilot on Backyard Poultry:

Different reports indicate that the poverty and seasonal unemployment are major causes of migration and unhealthy life in Bihar. Thus the project needs to generate employment and additional income in the area of off farm. The Backyard Poultry may be an option. However, poultry meat and egg are also important source of high quality proteins, minerals and vitamins to balance the human diet. Specially developed breeds of dual purpose bird (**Kuroiler-FFG**) are now available with the ability of quick growth, high feed conversion efficiency and high egg laying capacity. Depending on the farm size, Kuroiler farming could be a main source of family income or could provide remunerative income and gainful employment to farmers throughout the

year. Poultry manure has high fertilizer value and can be used for increasing yield of all crops and maintaining soil health. Simultaneously, the earnings from the eggs will be an added advantage.

Kuroiler based enterprise are economically viable and make substantial contribution to poor people's livelihoods in terms of increased income, women's empowerment and enhanced nutritional status of household. Kuroiler based backyard poultry in India was introduced by **Kegg Farms Pvt. Ltd., Gurgaon** in 1993. This is a low cost model also appreciated by the Food and Agricultural organization. Kuroiler- "Kegg + Broiler" is a dual purpose hardy bird with significantly higher productivity and having many features of indigenous birds, such as the feather colour, agility to escape from predators and resistance to diseases.

This opens up new possibilities to establish market oriented back-yard poultry enterprises having the backward and forward linkages with the common objective of enhancing poor people's livelihoods at low cost investment.

Objectives of the Pilot:

1. To improve nutrition with availability of poultry meat and egg.
2. To ensure faster return from the investment.
3. To generate employment for the rural women at the door step.

Proposed Plan:

Project area – Gaya, Nalanda, Muzaffarpur, Khagaria, Purnea, Madhubani, Shaharsa, Madhepura and Supaul.

Gaya district:-

Block-Bodh Gaya and Dobhi.

Bodh Gaya-Cluster: Shekhwara

Phase-I (250HH), May-2012:

VO Name

Village

Raushan(Nodal)

Shahdeokhap

Jyoti

Matihani

Ambedkar

Sarvodaypuri

Phase-II (250HH), June-2012:

VO Name

Village

Jai Hind

Paner

Jal

Maulanagar

Sarvoday

Jindapur

Chand

Turikhurd

Dobhi – Cluster: Kauababar(I) and Anuradhi(II)

Phase-I (250HH), May-2012:

<u>VO Name</u>	<u>Village</u>
Parwati(Nodal)	Savichak
Sita	Mahkar
Gaurav	Sonbarsha

Phase-II (250HH), June-2012:

<u>VO Name</u>	<u>Village</u>
Dharti(Nodal)	Ghorwadih
Vikash	Nawahdih
Shakti	Nawahdih

The project is planning to establish a back-yard kuroiler farming unit with 1000 households by providing 45 birds in three batches of 15 one month old chicks to each HH at the start with a motive to ensure income of one thousand five hundred rupee per month in the initial phase.

Details of the Pilot:

The pilot will include the following activities

- I. Setting-up of Mother Unit: A community based Mother Unit per 250 households will be established to supply acclimatized and vaccinated chicks to the beneficiaries. The village organization will supervise and maintain the mother unit operation with support of the poultry Resource Persons. The record will be maintained by the poultry Resource Persons.
- II. Identification of the Poultry Resource Persons and their capacity building.
- III. Facility for hands on training: There is provision for training and capacity building of the beneficiaries at the mother unit along with poultry related services.
- IV. Provision of separate book of records for economic analysis.
- V. Establishment of sale counter.
- VI. Establishment of feed formulation center.
- VII. Convergence with the dept. of Animal Husbandry.

Selection of the Village Organizations:

The beneficiaries and the village organizations would be selected based on the following criteria

- I. Prior exposure of the poultry bird: Greater preference would be given to the beneficiaries and the village organization having prior experience of rearing of any poultry bird.

- II. Quality and readiness of the Village Organizations: The village organizations would play the most important role in the management of the mother units. Therefore the quality of the VOs (based on performance indicators as determined by BRLPS) and the readiness of the VO in implementing the pilot would be another important criterion in selecting a village for the pilot.

BRLPS would like to ensure that the quality of processes in setting up of the centre should not be compromised at any cost and hence a phased approach would be followed for the implementation of the pilot.

Institutional Arrangements:

As mentioned before the pilot would be fully managed by the communities at the village level but with facilitation support and technical assistance from BRLPS staff and the Dept. of Animal Husbandry staff at block, district and state levels. Given below is a brief description of the institutional arrangements at all levels:

(a) **Community and Village level:** At the village level, the Village Organizations would manage the centre through a subcommittee of 3 to 4 members. It would be closely monitoring the quality of services provided at the mother unit and household level in addition to review the work done by the Poultry Resource Persons.

(b) **Block Project Implementation Unit (BPIU):** At the block level the BPIU of BRLPS will play a critical role in the roll out of the pilot. The BPIU is headed by a Block Project Manager and supported by Area Coordinators and Community Coordinators and other administrative staff. Along with a cadre of Community Resource Persons, the BPIU will be responsible for direct support and facilitation to the entire pilot. The pilot would be monitored by the Livelihood Specialist on regular basis. He will be responsible for the quality in the pilot. The Asstt.Poultry Officer will also assist the pilot in a block.

(c) **District Project Coordination Unit (DPCU):** In the districts, a District Project Manger (DPM) heads the DPCU which will be responsible for coordinating, implementing and managing all the activities in the district. The DPCU has a Manager (Livelihoods), who will anchor the program at the district level and ensure the convergence with the Dept. of Animal Husbandry.

(d) **State Project Management Unit (SPMU):** At the state level the project implementation will be supported by the State Project Management Unit (SPMU) headed by the Chief Executive Officer and supported by a team of professionals with expertise in institution building, capacity building, social development, livelihoods, microfinance, communication, monitoring and evaluation, human resources development, procurement and finance. The State Project Manager (Livelihoods) along with the Project Manager (Livelihoods) would be anchoring the pilot at the state level. The Officer-In-charge (Poultry), the Dept. of Animal Husbandry will also assist in coordinating the pilot.

Expected Outputs and Outcomes:

The outputs and outcomes to be expected in the pilot are as follows

Outputs:

- i. 4 Poultry Mother Units will be established.
- ii. Atleast 50% of SHG members would be enrolled for the additional income generation through the backyard poultry.
- iii. At least 50 Poultry Resource Persons would be indentified and trained. However, one person would be specially trained for the marketing.
- iv. 4 feed formulation centers and sale counters would be established.

Outcomes:

- i. Additional income of Rs.1500-2000 per HH per month.
- ii. 15-20 Man days employment generation per month per HH at their doorstep.
- iii. 50% reduction in seasonal unemployment esp. for women.
- iv. 25-30% reduction in Health related expenditure per HH.
- v. 15% reduction in the consumption of fertilizer per HH over the period of 3 Yrs.



Economics of Backyard Farming:

1. Unit size – 1000 HH @ 45 Kuroiler birds (Dual Purpose)/HH.
2. System of rearing: Free Range System

Investment cost

S. No.	Particulars	Physical Units	Unit Cost Rs. /Unit	Total Cost (Rs.)	Source
Fixed Cost:-					
1.	Rearing sheds (2-Tier sheds) 1sq.ft. / bird	5x5=25 sq. ft.(2-tier) No.-1000	900	900000.00	BRLPS(50%) + Community contribution(50 %).
2.	Mother Unit	4 (size - 2000 sq. ft. each)	20000	80000.00	Dept. of A.H.
				Subtotal = Rs 980000.00	
Recurring Cost:-					
3.	Chicks Cost + Rearing cost	45000 DOCs (in 3 batches) + 1800 (4% extra birds)	17+25=42	1965600.00	Dept. of A.H.
4.	Capacity building & Exposure of community and VRP-Poultry	(1000 (farmers) + 50 (VRP-Poultry)	500 + 10000	1000000.00	BRLPS/BA METI
5.	Poultry Resource Persons payment	25	2500.00 (2000+500)	750000.00	BRLPS
6.	Technical Supervisor	1	5000.00	60000.00	Dept. of A.H.
7.	Miscellaneous(10% of Recurring Exp.)		LS	270000.00	BRLPS
Total Project Outlay			Rs.5025600.00		
BRLPS Contribution			Rs.2920000.00		
Dept. of Animal Hus.			Rs.2105600.00		

Back-yard Poultry

Target=1000 House Hold: Phase wise introduction

Phase-I = 500 HH:May-2012

Phase-II = 500 HH:June-2012

Steps to be taken

S.No.	Step	Phase	Month
1	Site selection and VO identification	I&II	April-12
2	Identification of beneficiary and VRP and their exposure	I&II	April-12
3	Initial training,cage building and input management	I & II	April-12
4	Delivery of Day-old-chicks and handholding support by VRPs	I	May-12
5	Delivery of Day-old-chicks and handholding support by VRPs	II	June-12
6	Second cycle of phase-I HH & support by VRPs	I	August-12
7	Second cycle of phase-II HH & support by VRPs	II	September-12
8	3rd cycle of phase-I	I	November-12
9	3rd cycle of phase-II	II	December-12
10	Management and record maintenance for cost-benefit analysis		Onward

Income Analysis:

Supply of chicks per HH = 45(mortality 10 percent).

No. of chicks= 40 (male and female ratio = 40:60)

Cost shared by beneficiaries =450@Rs.10/Chick+450+90@Rs.2/Chick as service charge=Rs.990

Total contribution by beneficiaries =Rs.990.00 + Rs. 10 (Registration in VO) = Rs.1000.00

Total eggs produced by hen = 25x150 = 3750 eggs/ year

Sale of eggs = 3750 X Rs.4 = Rs.15000.00

Sale of chicken = 15 (Wt.1.5 Kg. each) X Rs.200 =Rs.3000.00

Sale of hen after egg laying period = 25 X 3Kg. X Rs.100 = Rs.7500.00

Total Income =Rs.15000 + Rs.3000 + Rs.7500 = Rs.25500.00/ 1.5 years

Net Income = Rs.25500 – Rs.1000 = Rs.24500.00/1.5 years

Income/month/HH = Rs.1361.00

If two or three cycles of 45 birds would be operated in the year, then income per month per household will be: Rs.1361x2=Rs.2722.00.

Rs.1361x3=Rs.4083.00.