

PROJECT REPORT
ON
Financial Assistance to Rural Entrepreneurs/SHGs
for Broiler Poultry Farming with Hand Holding Program
Under Mising Autonomous Council

INTRODUCTION:

Poultry farming is an important and common livestock of rural Assam. As majority people of Assam are non-vegetarian, there is ever growing demand for poultry meat which the production of local chicken has long failed to meet. Striving on this demand – supply gap for poultry meat, the business of Broiler Farming is booming of late. MAC has been receiving a good number of applications, mostly from unemployed youths of suburbs and small townships, for financial assistance and guidance for Broiler farming.

Broilers are Chickens bred and raised specially for meat purpose. They are specially developed for quick growth and high feed conversion efficiency. Depending on the Farm size, broiler farming can be a good source of income and provide subsidiary income and gainful employment to farmers throughout the year. Broiler farming has been given considerable importance in the national policy of India and there is ample scope of its development in MAC area as an alternative means of livelihood.

Therefore, the MAC earmarks Rs. 46.20 Lakhs (Rupees Forty Six Lakhs and Twenty Thousand) to financially assist 220 (Two Hundred and Twenty) small entrepreneurs with Rs. 21000.00 (Rupees twenty One Thousand) each during the financial year 2013-14 under its Animal Husbandry and Veterinary Department.

ESTIMATE FOR A SMALL SIZE BROILER FARM UNIT (100 CHICKS):**A. Non- Recurring Expenditure on a Poultry Farming unit:**

Sl. No	Item	Unit	Quantity	Rate	Total Amount (Rs.)
1	Construction of Poultry shed for 300 Nos. of Birds (1 sq ft /Bird) with locally available material in Deep Litter System				10,000.00
2	Cost of Water supply, Electricity provision:				4,000.00
	Total				14,000.00

B. Recurring Expenditure on a Poultry Farming unit:

Sl.No.	Head	Particular	Qty.	Rate	Amount
1	Chick	Nature	100	35	3,500.00
2	Feed	Pre-starter(Godrej)	50 kg.	1,790.00	1,790.00
		Starter Crumb(Godrej)	150 kg.	1,610.00	4,830.00
		Finisher Crumb(Godrej)	50 kg.	1,570.00	1,570.00
		Finisher Pellet(Godrej)	200 kg.	1,570.00	4,710.00
3	Feeder	3 kg	2	160	320
		5 kg	2	190	380

		8 kg	2	270	540
4	Drinker	3 ltr.	2	110	220
		5 ltr.	2	115	230
		8 ltr.	2	155	310
5	Medicine	Recovit	30 ml	60	60
		Ambiplex	120 ml	67	67
		Tetracyclin	100 grm	44	44
		Geniliv	120 ml	45	45
		Genical DS	120 ml	50	50
		Sharkoferol	450 ml	121	121
		Sukrena(Sanitiser)	500 ml	325	325
		Kohrsolin	500 ml	490	490
		Restri-L	200 grm	335	335
		Cyromax powder	1 kg	217	217
		ORS	20 grm	30	30
		Total:			20184.00

Grand Total (Rs. 14,000.00 + 20,184.00) = Rs. 34,184.00

Beneficiary's Contribution: Rs. 13,184.00

Financial Assistance by MAC: Rs. 21,000.00

Project Implementation Strategy:

Implementation Committee: The Project will be implemented with a hand holding approach rather than giving away the assistance and leaving the beneficiary on his/her own. A Central Implementation Committee with the following Members will guide and monitor the entire implementation;

1. Executive Councillor i/c AH&V, MAC, Chairman
2. Principal Secretary
3. District Veterinary Officer, Dhemaji
4. Representative from a reputed NGO
5. General Member of MAC: 2
6. Junior Engineer, MAC

Selection of Beneficiary: Beneficiaries will be selected and recommended by the General Members of the MAC by holding Gram Sabha or equivalent meeting. Beneficiary must belong to BPL category with preference being given to educated unemployed youths.

Sharing of Project Cost: The MAC is opposed to giving 100% assistance or subsidy to any beneficiary and holds a view that that such an act is detrimental to the very object of developing a self-reliant rural entrepreneur and economic growth in true sense. Therefore, the beneficiary, out of his own effort, must bear a part of the project cost.

Training & Motivation: Although Poultry rearing is an integral part of composite farming production with crop and livestock in rural Assam, training is compulsory for Broiler Farming as it is quite different in terms of its organised and scientific nature calling for skill and good understanding of broiler farming. Right from construction of shed, brooding, feeding, medication, outbreak and crisis management, handling of carcasses, bio-security and disinfection – everything shall have to be taught to the beneficiary with hands-on, rather than simply lecturing to make them know. A training team shall be

constituted with Vets and progressive Broiler Farmers to impart hands-on training to beneficiaries in batches prior to setting off the project.

Monitoring & Evaluation: The Implementation Committee shall be responsible for visiting the locations, interact with the beneficiaries, evaluate their performance, identify the problems and critical gap area and intervene as and where necessary. The Committee will submit a Report to the Council on the basis of which future similar schemes will be formulated incorporating important recommendations of the Committee.

CONCLUSION:

The Poultry Farming as Broiler unit can be taken up as an income generating livestock activity for Below Poverty Line families in MAC area. It will provide income within short duration to the financially weak entrepreneur and once the returns begin to come, the entrepreneur can gradually expand the size of his/her farm and MAC may draw up scheme to further assist such successful entrepreneurs.