

SECTION 1- VISION, MISSION, OBJECTIVES AND FUNCTIONS

VISION

To provide supplementary income and subsidiary employment.

MISSION

Revitalization of rural poultry through supply of Low input technology birds to under privileged section of the society to improve their economic status.

OBJECTIVES

1. Making availability of quality chicks. (Low input technology).
2. Diversification programme- emu, turkey, geese guinea fowl.
3. Strengthening of feed quality monitoring wing.
4. Training programme.
5. Monitoring of centrally sponsored scheme "Assistance to State Poultry farms of Northern States". (Punjab/ Haryana/ Himachal Pradesh/ Uttrakhand/ Jammu & Kashmir/ Bihar & Jharkhand)
6. Quail selection and breeding programme on meat type.

FUNCTIONS

1. The Responsibility Centers (RC's) is responsible for the matter relating to supply of Parent commercial Pure line Hatching Eggs and Parent Commercial Hatching eggs to the Northern states/ UT's, Himachal Pradesh, Uttaranchal, Jammu & Kashmir, Bihar, Jharkhand, Punjab, Haryana, Delhi and Chandigarh(U.T.) and organizing testing of various feed ingredients to the CPDO(NR) as well as Poultry Organization of North India and also analysis of Poultry feed, Cattle feed of the rural farmers of North India. Six days Practical poultry Training to the rural poor women, unemployed youth and NGO's.
2. Monitoring of Centrally Sponsored Schemes to various northern states and technical management committees and effective implementation of rural poultry development in respective states.
3. Selection of meat variety of Japanese quails in order to achieve annual target fixed by the ministry from time to time.

SECTION 2- INTER SE PRIORITIES AMONG KEY OBJECTIVES, SUCCESS INDICATORS AND TARGETS

Objective	Weight	Actions	Success indicator	Unit	Weight	Target/ criteria value				
						excellent	Very good	good	fair	poor
						100%	90%	80%	70%	60%
1) Making availability of quality chicks (Low input technology)	44.00	(1.1) Egg Production	(1.1.1) Number of egg produced	No.	10.00	897733	807960	718186	628413	538640
		(1.2) Hatching eggs sold	(1.2.1) Commercial Hatching eggs sold	No.	10.00	205107	184596	164085	143575	123064
			(1.2.2) Parent Hatching eggs sold	No.	4.00	12373	11135	9898	8661	7425
		(1.3) Day old chicks sold	(1.3.1) Parent chicks sold	No.	10.00	51309	46178	41047	35916	30785
			(1.3.2) Commercial chicks sold	No.	10.00	145708	131137	116566	101995	87424
2) Diversification Programme Development of Japanese quail (meat type)	12.00	(2.1) Egg Production	(2.1.1) Number of egg produced	No.	6.00	592949	533654	474359	415064	355769
		(2.2) Hatching eggs sold	(2.2.1) Commercial Hatching eggs sold	No.	2.00	31919	28727	25535	22343	19151
		(2.3) Day old chicks sold	(2.3.1) Commercial chicks sold	No.	4.00	186522	167870	149218	130565	111913
3) Strengthening of feed quality monitoring wing	10.00	(3.1) Analysis of feed sample	(3.1.1) Number of feed Samples analyzed	No.	10.00	1049	944	839	734	629
4) Training programme	08.00	(4.1) Training on Poultry Farming	(4.1.1) Number of farmers Trained	No.	08.00	700	630	560	490	420
5) Sale of Poultry Products	8.00	(5.1) Revenue generated	(5.1.1) Amount of revenue generated	In Lakh	08.00	158.04	142.24	126.43	110.63	94.82
6) Monitoring of Centrally sponsored scheme – ASPF/RBYD	6.00	(6.1) Timely submission of RBYD – RFD data	(6.1.1) On –time submission	Date	06.00	1 st week of every completed Quarter	2 nd week of every completed Quarter	3 rd week of every completed Quarter	4 th week of every completed Quarter	5 th week of every completed Quarter
7) Efficient Functioning of the RFD system	3.00	(7.1) Timely submission of RFD for 2012-13	(7.1.1) On –time submission	Date	2.00	5/3/12	6/3/12	7/3/12	8/3/12	9/3/12
		(7.2) Timely submission of Results for 2012-13	(7.2.1) On –time submission	Date	1.00	1/5/13	3/5/13	4/5/13	5/5/13	6/5/13
8) Administrative reforms	5.00	(8.1) Implement ISO 9001	(8.1.1) Prepare ISO 9001 action Plan	Date	1.00	1/5/12	3/5/12	4/5/12	5/5/12	6/5/12
			(8.1.2) Implement ISO 9001 action plan	%	2.00	25/3/13	26/3/13	27/3/13	28/3/13	29/3/13

Results Framework Document (RFD) for Deptt. Of AH. Dairying & Fisheries, CPDO (NR) Chandigarh (2012-2013)

		(8.2) Implement mitigating strategies for reducing potential risk of corruption	(8.2.1) % of implementation	%	2.00	100	95	90	85	80
9) Improving internal efficiency / responsiveness/service delivery of ministry Department	4.00	(9.1)Implementation of Sevottam	(9.1.1)Independent audit of Implementation of Citizen's Charter	Date	2.00	100	95	90	85	80
			(9.2.1)Independent Audit of implementation of public grievance redressal system	%	2.00	100	95	90	85	80

SECTION 3- TREND VALUE FOR SUCCESS INDICATORS

Objective	Weight	Actions	Success indicator	Unit	Actual value for FY 10/11	Actual value for FY 11/12	Target value for FY 12/13	Projected value for FY 13/15	Projected value for FY 14/15
1) Making availability of quality chicks (Low input technology)	44.00	(1.1) Egg Production	(1.1.2) Number of egg produced	No.	1046799	931577	897733	987506	1086256
		(1.2) Hatching eggs sold	(1.2.1) Commercial Hatching eggs sold	No.	475847	205107	205107	225617	248179
			(1.2.2) Parent Hatching eggs sold	No.	4025	12373	12373	13555	14910
		(1.3) Day old chicks sold	(1.3.1) Parent chicks sold	No.	55823	51309	51309	56439	62083
			(1.3.2) Commercial chicks sold	No.	137106	122723	145708	160278	176306
2) Diversification Programme Development of Japanese quail (meat type)	12.00	(2.1) Egg Production	(2.1.1) Number of egg produced	No.	624265	592949	592949	652243	717468
		(2.2) Hatching eggs sold	(2.2.1) Commercial Hatching eggs sold	No.	-	31919	31919	35110	38621
		(2.3) Day old chicks sold	(2.3.1) Commercial chicks sold	No.	122723	186522	186522	205174	205174
3) Strengthening of feed quality monitoring wing	10.00	(3.1) Analysis of feed sample	(3.1.1) Number of feed Samples analyzed	No.	1121	1049	1049	1153	1269
4) Training programme	08.00	(4.1) Training on Poultry Farming	(4.1.1) Number of farmers Trained	No.	650	700	700	770	850
5) Sale of Poultry Products	8.00	(5.1) Revenue generated	(5.1.1) Amount of revenue generated	In Lakh	143.45	158.04	158.04	173.84	191.22

SECTION 4 - DESCRIPTION AND DEFINITION OF SUCCESS INDICATORS AND PROPOSED MEASUREMENT METHODOLOGY

1. By making availability of quality low input parent chicks to the State Govt's. so that the local farmer is benefited and overall rural poultry development in the country.
2. Training of poultry farmers enhances productivity in grass root level.
3. Diversification of poultry other than chicken to help poor farmer's monetary gains.
4. The feed sample analysis in this organization certainly helps to keep the livestock healthy and nutritionally sustainable in the Rural areas.

SECTION 5-SPECIFIC PERFORMANCE REQUIREMENTS FROM OTHER DEPARTMENTS

1. Effective utilization of funds for Rural Poultry development in respective states.
2. Rural color birds have triple advantage in color and hardiness and high laying capacity enhances purchasing capacity farmer for better life.
3. Food security and Nutritional security assured to rural farmers.

SECTION 6-OPERATIONAL DEPARTMENT

1. SUPPLY OF LOW INPUT TECHNOLOGY CHICKS

One of the major impact of intensive system of poultry production has been increase in production has been increase in production of eggs and meat through establishment of a network of hatcheries and large number of commercial poultry farms throughout the length and breadth of the country. Poultry today is one of the most dynamic and fastest growing sectors of Indian agriculture and is growing. At rate of 8-10 per cent per annum. Between the two sectors of poultry, growth has been faster for broiler production compared to egg production. India today is the third major producer of eggs and fifth major producer of poultry meat in the world. Compared to other livestock sector of the country, poultry is scientific, better organized and continuously progressing through updating and innovation of new production technologies and transferring the same to industry for their use. However, the organized hatcheries in India have not supplying few numbers of chicks to the rural farmers. They can supply only minimum of 500-600 chicks to organized poultry farmers. Only public sector Govt. of India organization are really helping the rural farmers even 5-10 chicks by that the rural poultry farmers benefited by low input technology birds as they have limited resource. Rural people needs Low input technology birds as they cannot afford costly input, they do prefer color birds. This can be supplied by only Govt. of India organization through respective stock agencies.

2. DIVERSIFICATION OF POULTRY OTHER THAN CHICKEN

Diversification of poultry such as Turkey, Duck, Quail, Emu, Guinea Fowl and Pigeon, are the precious genetic resources for diversified poultry production system in India. Diversification has many advantages especially it can cater varied demands of the consumers. We can utilize locally available natural resource efficiently. It had a good future provided quality and regularity of supply is maintained and will certainly help in creating Job opportunities to the rural youth and will also help in economic status of farmers. French model can easily be replicated in India. The focus should be 5-10% increase in alternative poultry farming system. The attempt must be made making alternative meat affordable as we already achieved the broiler meat increasingly affordable and now cost much less than goat and sheep meat. The micro and agro-climatic condition of the country is most suitable for diversification. Duck, emu, geese, guinea fowl, ostrich, pigeon (squab), partridge, pheasant, quail and turkey meat has tremendous commercial variability, profitably and sustainably. Mono-species farming cannot meet the requirement of small/ rural family/ poultry farmers. The sustainable mixed farm model is economically viable. Mixed farming involving demand driven animals' enterprises should be promoted to increase farm income and household nutritional security. Farmers should be ensured better return regular income and Active participation of such a micro venture has potential to key role in poverty alleviation and compressive rural development and incentive to diversify into high value poultry product via price reforms offer an opportunity to diversify farming system. It has greater potential and also has a greater role of combating Malnutrition in children and rural masses.

3. RURAL POULTRY

Rural poultry rearing can be good initiative to help rural and tribal farmers which are pro poor, pro women and pro livelihood in both design and implementation. Although there are miles to go to reap the benefits from Rural Poultry production, it does provide the promise to emerge as one of the dynamic sectors in promoting productivity and production of organic Poultry egg and meat in the country in future years. The traditional system of poultry production, which was completely neglected in our country under the impact of industrial poultry production, has recently attracted the attention of planners and researchers to carry the benefit of poultry revolution to rural areas. Awareness of the rural people about the benefit of poultry production in rural areas.

4. FARMERS TRAINING

Poultry need high level skill in management. Poultry farmers training will be remodeled as women vaccinator for women. Compound feed manufacturing techniques for men. Selection mode through newspaper advertisement from northern states/NGO's/Govt. Agencies. Through poultry farming we are creating entrepreneurs for poultry development in turn to economic sustainability in rural environment.

5. WOMEN EMPOWERMENT

Women, now consisting over 70 percent of the farm work force, in India. Women constitute about half of the world's population, female population comprising 48 percent in India. 75 percent female population lives in rural area, 38 percent are agricultural laborers, 20 percent are cultivators, and 29 percent are live stock and forestry workers. Women's have played critical role in families agriculture and livestock activities. Their key role in poultry has been traditionally acknowledged. Since the beginning of civilization women have been playing great role in agricultural labor. Women act as conduct for incoming ideas and a catalyst for influencing other. In ancient time's woman were already regarded as being more valuable than men. The survival of a tribe depended not on number of women it had but on strength of its women.

Majority of the worlds farmers are women. Women are true heroines of rural development of the one billion populations. 320 million are officially poor; out of them two-thirds constitute the feminized poor. The main purpose or vision, determination, feminization of poultry will help to evolve the women generally and they will emerge to become a formidable feminine power in the world (Sreedhan). Poultry could be a precious tool in the empowerment of poor rural women and also helped to provide a sense of well being and self respect in the family.