

o/c

Government of West Bengal
Department of Self Help Group & Self Employment
Kreta Surokkha Bhavan(1st Floor)
11A, Mirza Ghalib Street, Kolkata-87

No.1136 (22) –SH/ SHGSE-13018/115/2020 (C. No.313309)

Dated, Kolkata, the 21st November,2024

From : The Principal Secretary
to the Govt. of West Bengal

To : The District Magistrate _____.

Sub: **"Micro Project," to be implemented by the Self Help Group & Self Employment (SHG&SE) Department, for creating sustainable assets as well as providing livelihood to the Self Help Groups(SHG) in the State, in convergence with the Animal Resources Development (ARD) Department.**


Sir/Madam,

The notification no. 1069-SH dated, 29.10.2024 has been sent to you.

It has been decided that micro project on Poultry farming and Black Bengal Goat rearing will be implemented first. In this context, district-wise target has been prepared and enclosed as ready reference. Details of fund flow of both the micro projects are also enclosed herewith.

The District level officers may kindly be instructed to take necessary steps so that these projects can be implemented at ground level uninterruptedly. Kindly see to it that the selected list of beneficiaries must reach this end by the 1st week of December'24.

- Enco: (1) District-wise target for 2024-2025 for Poultry Birds
(2) District-wise target for 2024-2025 for Black Bengal Goat
(3) Unit Cost and Fund flow for Poultry Birds
(4) Unit Cost and Fund flow for Black Bengal Goat


Yours faithfully,

Principal Secretary 21/11/24
to the Govt. of West Bengal

No.1136 (22)/1(4) –SH/ SHGSE-13018/115/2020 (C. No.313309)

Dated, Kolkata, the 21st November,2024

Copy forwarded for information to the :-

- 1) Additional Chief Secretary, ARD Department, Govt. of West Bengal.
- 2) Private Secretary to the HMoS(IC) of this Department.
- 3) OSD to HMoS of this Department.
- 4) Sr. Personal Secretary to the Principal Secretary of this Department.


Joint Secretary
to the Govt. of West Bengal

Proposed district wise target of chick units with fund involvement

Sl. No.	Name of District	No of blocks	Target No. of SHG for Chick Units	Target number of chicks to be distributed [1 Unit = 250 no. of Chicks]	Fund involvement @ Rs. 77,750 / Unit (In Rs.)			
					SHG & SE Deptt @ Rs.70250/Unit (In Rs.)	ARD Deptt @ Rs.3000 / Unit (In Rs.)	SHG itself @Rs.4500/Unit (In Rs.)	Total (In Rs.)
1	Alipurduar	6	26	6500	1826500	78000	117000	2021500
2	Bankura	22	96	24000	6744000	288000	432000	7464000
3	BardhamanPurba	23	100	25000	7025000	300000	450000	7775000
4	BardhamanPaschim	8	35	8750	2458750	105000	157500	2721250
5	Birbhum	19	83	20750	5830750	249000	373500	6453250
6	Coochbehar	12	52	13000	3653000	156000	234000	4043000
7	D. Dinajpur	8	35	8750	2458750	105000	157500	2721250
8	Darjeeling	5	22	5500	1545500	66000	99000	1710500
9	Hooghly	18	78	19500	5479500	234000	351000	6064500
10	Howrah	14	61	15250	4285250	183000	274500	4742750
11	Jalpaiguri	9	39	9750	2739750	117000	175500	3032250
12	Jhargram	8	35	8750	2458750	105000	157500	2721250
13	Kalimpong	3	13	3250	913250	39000	58500	1010750
14	Malda	15	65	16250	4566250	195000	292500	5053750
15	Murshidabad	26	113	28250	7938250	339000	508500	8785750
16	Nadia	18	78	19500	5479500	234000	351000	6064500
17	North 24-Pgs	22	96	24000	6744000	288000	432000	7464000
18	PaschimMidnapore	21	92	23000	6463000	276000	414000	7153000
19	PurbaMidnapore	25	109	27250	7657250	327000	490500	8474750
20	Purulia	20	87	21750	6111750	261000	391500	6764250
21	Siliguri MP	4	17	4250	1194250	51000	76500	1321750
22	South 24-Pgs	29	126	31500	8851500	378000	567000	9796500
23	U. Dinajpur	9	39	9750	2739750	117000	175500	3032250
Total		344	1500	375000	105375000	4500000	6750000	116625000

**UNIT COST OF A 'MICRO PROJECT' OF RIR/ LIT POULTRY BIRD WITH
250 BIRDS TO BE IMPLEMENTED BY SHG&SE DEPTT., GoWB
INCONVERGENCE WITH ARD DEPTT. GoWB**

Sl. No.	Techno-Economic Parameters	Tentative cost (inRs.)	To be done by
1	Cost of equipment (feeder & drinker etc.)	2000*	SHG itself
2	No. of bird (straight run) per batch 250 Rate of 28 day sold RIR/LIT chick with transportation Rs.65/- per bird (Birds will be procured from Mother Brooding Units under ARD Deptt.)	16250	SHG&SE Deptt.
3	One day training of SHG members including conveyance charges. Training to be provided by ARD Department & Organized by SHG & SE Deptt.	2000	ARD Deptt.
4	Feed cost of birds from 28 days to point of laying considering 50:50 male: female. The males to be sold at the age of 3 months	51000	SHG & SE Deptt.
5	Cost of medicine and feed supplements (medicine and feed supplements should be purchased in consultation with VO/ BLDO of the concerned block)	2500*	SHG itself
6	Cost of vaccine and inoculation wice. Vaccination to be done by (PM/PS/PB/Maitri/OtherAIWorker of ARD Deptt.)	1000	ARD Deptt.
7	Cost of monitoring-4phases 4 phases monitoring are done by PM/PS/PB/Maitri/OtherAI Worker of ARD Deptt. 1 st phaseat 2 month post distribution 2 nd phaseat 3 month post distribution 3 rd phaseat4 month post distribution 4 th phaseat5month post distribution (Rs.250/- for each phase of monitoring) Evaluation, supervision and overall monitoring to be done by Block Level Supervisor & District Level Officer of SHG & SE Deptt. during the entire scheme implementation period (Rs.2000/- for hiring of vehicle etc.)	3000	SHG & SE Deptt.
Total		77,750	

Fund flow for scheme on Poultry birds

Total Project cost: Rs 77,750/-

Contribution of SHG & SE Department: Rs. 70,250/-

Contribution of ARD Department: Rs. 3,000/-

Contribution of SHGs itself: Rs. 4,500/-

Role of SHG & SE Department:-

Rs. 70,250/- per micro project will be given to District Magistrates in SAO Code by the SHG & SE Department.

Role of District Magistrates:-

District Magistrate will sub allot the fund amounting to **Rs. 68,250/-** to the concerned BDOs. Balance **Rs. 2,000/-** per Micro Project is to be utilized for evaluation, supervision and overall monitoring (for hiring of vehicle, etc.) to be done by Block Level Supervisor & District Level Officer of SHG & SE Deptt. during the entire scheme implementation period.

Activities to be undertaken by the BDOs:-

28 days old chicks will be procured by the BDOs from Mother Brooding Units(MBU) run in different districts under Animal Resources Development Department (ARD Department) at the cost as fixed by ARD Department from time to time. BDO will pay **Rs. 16,250/-** to the MBUs for this.

The SHG will procure the required quantity of poultry feed (Epic chicks feed/ grower feed/ layer feed & good quality feed from any reputed company). The cost of feed (**Rs. 51,000/-**) upto the point of laying (date of distribution to 24 week age of bird considering disposal of male birds at the age of 3 months) will be given by BDO in two phases directly to the SHGs bank A/C on submission of the copy of Challan/Bill/Voucher/Invoice etc.

Rs. 1,000/- will be given by the BDO directly to the concerned PM/PB/PS/Other AI Workers of ARD Department through DBT Mode after receiving necessary certificates from VO/BLDO of the concerned Block.

Responsibility of SHGs:-

Poultry equipment like feeder, drinker etc. (**Rs. 2,000/-**) will be procured by the SHGs on their own in consultation with the respective BLDO of the concerned block.

Cost of medicine and feed supplements (**Rs. 2,500/-**) will be purchased by the SHGs on their own in consultation with VO/BLDO of the concerned Block.

Role of ARD Department:-

The ARD Department will arrange one day orientation training at block level for all members of each selected SHG before distribution of chicks. The estimated cost (**Rs. 2,000/-**) expended for training will be borne by ARD Deptt. Vaccination will be done by PM/PB/PS/Other AI Workers of ARD Department. The estimated cost (**Rs. 1,000/-**) expended for this will be borne by ARD Deptt.

District wise target of Goat Units with Fund involvement

Sl. No.	Name of District	No of blocks	Target No. of SHG for Goat Units for the district	Target number of goats to be distributed [1 Unit = 20 no. of Does]	Fund involvement @ Rs. 83,750 / Unit (In Rs.)			
					SHG & SE Deptt @ Rs.79250 / Unit (In Rs.)	ARD Deptt @ Rs.2500 /Unit (In Rs.)	SHG itself @Rs.2000/ Unit (In Rs.)	Total (In Rs.)
1	Bankura	22	24	480	1902000	60000	48000	2010000
2	Bardhaman Purba	23	26	520	2060500	65000	52000	2177500
3	Bardhaman Paschim	8	9	180	713250	22500	18000	753750
4	Coochbehar	12	13	260	1030250	32500	26000	1088750
5	Howrah	14	16	320	1268000	40000	32000	1340000
6	Kalimpong	3	3	60	237750	7500	6000	251250
7	Murshidabad	26	29	580	2298250	72500	58000	2428750
8	Nadia	18	20	400	1585000	50000	40000	1675000
9	Purba Midnapore	25	28	560	2219000	70000	56000	2345000
10	South 24-Pgs	29	32	640	2536000	80000	64000	2680000
Total		180	200	4000	15850000	500000	400000	16750000

Unit Cost of the Scheme [Unit of 20 Black Bengal Female Goats (Does)].

Sl. No.	Techno-Economic Parameters	Tentative cost (in Rs.)	To be done by
1	Cost of 20 nos. Black Bengal Does (Age not less than 9 months & Body weight 9 kg. and above) including transportation- Rs. 3600/- per Doe.	72000	SHG & SE Deptt.
2	Insurance and tagging charges [5% of cost of animal + 18% GST]	4250	SHG & SE Deptt.
3	One day training of SHG members including conveyance charges. Training to be provided by ARD Department & organized by SHG & SE Deptt.	2000	ARD Deptt.
4	Cost of medicine and feed supplements (medicine and feed supplements should be purchased in consultation with VO/ BLDO of the concerned block)	2000*	SHG itself
5	Cost of vaccine and inoculation charges. Vaccination with 1st time monitoring after 15 days of post distribution to be done by Pranimitra/ Pranisebi of ARD Deptt.	500	ARD Deptt.
6	Cost of monitoring - 4 phases 4 phases monitoring are done by PM/PS/PB/Maitri/Other AI Worker of ARD Deptt. 1st phase at 2 month post distribution 2nd phase at 5 month post distribution 3rd phase at 8 month post distribution 4th phase at 11 month post distribution (Rs.250/- for each monitoring) Evaluation, supervision and overall monitoring to be done by Block Level Supervisor & District Level Officer of SHG & SE Deptt. during the entire scheme implementation period (Rs.2000/- for hiring of vehicle etc.)	3000	SHG & SE Deptt.
Total		83,750	

Fund flow for scheme on Black Bengal Goat

Total Project cost: Rs 83,750/-

Contribution of SHG & SE Department: Rs. 79,250/-

Contribution of ARD Department: Rs. 2,500/-

Contribution of SHGs itself: Rs.2,000/-

Role of SHG & SE Department:

Rs. 79,250/- per Micro Project will be given to District Magistrates in SAO Code by the SHG & SE Department.

Role of District Magistrates:-

District Magistrate will sub allot the fund amounting to **Rs. 77,250/-** to the concerned BDOs. Balance **Rs. 2,000/-** per Micro Project is to be utilized for evaluation, supervision and overall monitoring (for hiring of vehicle, etc.) to be done by Block Level Supervisor & District Level Officer of SHG & SE Deptt. during the entire scheme implementation period.

Activities to be undertaken by the BDOs:-

20 nos Black Bengal Does will be procured by the BDOs from SHG/Sangha/FPC (Working under ARD Dept. supervision) or from Govt. organization such as CADC etc. (Rs. 3,600/- per Doe X 20 including transportation) **Rs. 72,000** will be paid by the BDO for this. Insurance & tagging charges (**Rs.4,250/-**) will be paid by the BDO. Tagging and Insurance of the purchased goats before distribution must be ensured. Copies of the insurance documents should be shared with beneficiaries (SHGs).

Rs. 1,000/- will be paid by the BDO directly to the concerned PM/PB/other AI Workers of ARD Department through DBT Mode after receiving necessary certificate from VO/BLDO of the concerned Block.

Responsibility of SHGs:-

Cost of medicine and feed supplements (**Rs. 2,000/-**) to be purchased by the SHGs in consultation with VO/BLDO of the concerned block.

Role of ARD Department:-

The ARD Department will arrange for one day orientation training at block level for all members of each selected SHGs before distribution of goats. The estimated cost (**Rs. 2,000/-**) expended for training will be borne by ARD Deptt.

The required vaccine and inoculation charges will be borne by the ARD Department. The estimated cost (**Rs. 500/-**) expended for this will be borne by ARD Dept. Vaccination with 1st time monitoring after 15 days post distribution to be done by Pranimitra/Pranisebi of ARD Department.