

## **Group – II**

# ***Strategy and Approach for Large Scale Pilots on BYP***



# Objective(s)

*Nutritional security and ensuring  
surplus for sale – RURAL POOR*



# Strategy (Focus)

## *DESI BIRD*

*Strengthening the existing BYP*

*farming system through – Health*

*coverage, better management*

*practices*

# Preventive health care services

Dept of AH should partner with CBOs to increase the reach

Creating an endowment / allocating year budgets per village based on poultry population



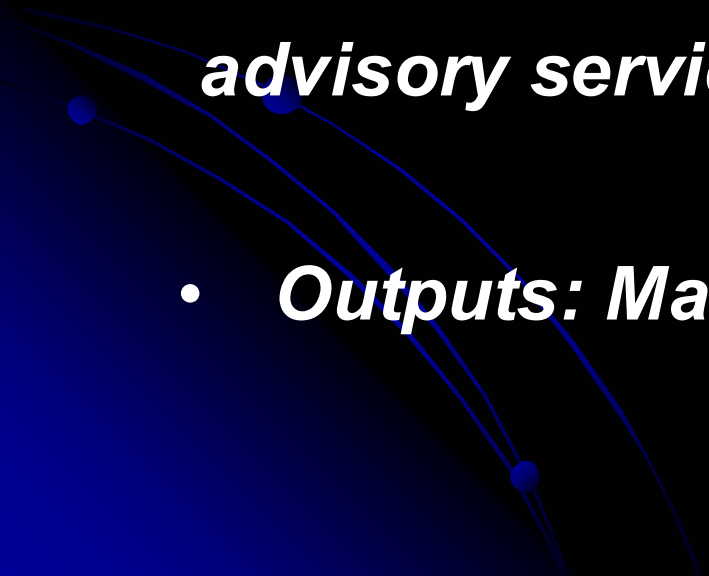
# **Strategy (Focus) – contd.**

## ***IMPROVED BIRD***

- *Where no BYP system exists, semi scavenging BYP could be promoted*
  - *Decentralized parental stalk*
  - *Decentralized hatchery*
  - *Establishment of CRPs*
- *Regular chick supply*
- *Give focus to women*

# **Strategy (Focus) – contd.**


## **CONSTITUENT ELEMENTS**

- ***Inputs: Service delivery,***  
***advisory services, communities,***
  - ***Outputs: Marketing***
- 

# Partners and Roles

- **Govt. / Gol** – *Formulating policy advisory & coordination role*
- **GOs** – *Appropriate policy, vaccine supply, required infrastructure policy, coordination and implementation with partners below*

# Partners and Roles (*contd.*)

- **NGOs** – *Community facilitation / capacity building & extension services*
  - **PRI** -
  - **SHGs / CBOs / Cooperatives (peoples organizations)**– *Facilitating role with*
- 

# **Institutional at Community level**

*SHGs / CBOs / Cooperative of women*

**Support organizations  
(State Govt. AH Dept., NGO)**

*Input supply – vaccine and diagnostic facility*

*Service delivery – vaccine / chick rearing centre*

*Extension & Skill development – Training*

*Output - Marketing*

# **Source of funds**

*RKVY, Banks, Govt. programme poultry,*

*Govt. should explore*

*Marketing – Organic markets*

