

Poultry Health Awareness and Input Distribution Program in Canning-I and Sonarpur Blocks of West Bengal under Development Action Plan for Scheduled Caste Scheme

The ICAR-Indian Veterinary Research Institute (IVRI), Eastern Regional Station (ERS), Kolkata and Pranabananda Vidya Mandir (PVM, Bharat Sewashram Sangha, BSS), Daria, Canning-I (South 24-Paraganas) jointly organized Animal Health Awareness and Kaveri Chick Distribution Program at Daria village under Canning-I and Mathurapur village in Sonarpur Blocks (South 24



Paraganas, West Bengal) on 16th April, 2024. Dr. G. K. Das Principal Scientist from ICAR-IVRI-ERS, Kolkata and Sri Sujit Mondal,



Secretary, Daria-PVM, BSS were present in the programme. All the beneficiaries (n=100) were selected based on the blocks they belong, having scheduled caste population more than 40% as per the Ministry of Social Justice and



Empowerment, Govt of India. The purpose of the program was to promote and popularize backyard poultry farming (BYPF) with improved variety of chicken (Gramapriya, Kaveri, Vanaraja, Rhode Island Red etc) among the rural women belonging to the weaker section of the society for nutritional support to their family members and cash earning for better livelihood.

Poultry Health Awareness and Input Distribution Program: Fifty (n=50) rural women belonging to the scheduled caste community from Mathurapur village under Sonarpur block were selected for the program-1. Majority of them belongs to Poundra sub-type except a few like Namasudra (n=2), HARI (N=2), Suri (n=1) and POD (n=1) sub-types. In second program, another

fifty (n=50) rural women joined from seven villages namely, Daria, Gobramari, Maukhali,



Narayangarh, Sundi Pukuria, Ronia and Thakura Baria. Majority of the women belongs to Poundra subtype except a few who belongs to Kaora (n=2) and Namasudra (n=1) sub-types.

At first, all the beneficiaries were registered their names and received the awareness kits, comprising scientific extension literature like leaflets and handbills on backyard poultry farming, schedule of vaccination as well as de-worming, various poultry and duck diseases, quail, duck and turkey farming etc. Dr G. K. Das briefly described about the history of ICAR-IVRI and ERS, ICAR-IVRI and their contribution for societal development in general and weaker section in particular.



He also narrated various poultry and duck vaccines those were produced by the premier Institute, ICAR-IVRI and saved the life of birds in past and continuing.



The importance of BYPF with LIT

breeds of chicken, it's potential for poverty alleviation as well as nutritional support and the process of brooding of newly born chicks was also highlighted. He also emphasized the health

care management during hotter months of the year and special care to be undertaken to avoid chick mortality and for better survivability of younger chicks.

Input Distribution Program:

Kaveri chicks (N=2000) were distributed to both the Canning-I (n=1000) and Sonarpur (n=1000) beneficiaries. They also received chick feeders (n=100) and drinkers (n=100) along with medicine kits (n=100) consisting feed supplement preparation with vitamin A, B₁, B₂, B₆, B₁₂, C, D₃, E, H and folic acid, also minerals like calcium, zinc, cobalt and selenium; anti-stress formulations; liver and digestive tonic etc.

