

Animal and Poultry Health Awareness and Input Distribution Program in Canning-I Block 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 two Animal and Poultry Health Awareness Programs at Daria village under Canning-I of South 24 Paraganas, West Bengal on 24th October, 2025. Dr. B. Mondal, Principal Scientist and Dr. G. K. Das

Principal Scientist from ICAR-IVRI-ERS, Kolkata, Dr. Parimal Kumar Mandal, Retired Veterinary Officer, ARD Department, Govt. of West Bengal and Sri Sujit Mondal, Secretary, Daria-PVM, BSS were present in the program. All the beneficiaries (n=111) 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 (Grama Priya, Kaveri, Rhode Island Red,



Vanaraja etc) among the rural women belonging to the weaker section of the society for nutritional support to their family members and income generation for better livelihood. Both the programs were organized at

Pranabananda Vidya Mandir, one in the forenoon and another in the afternoon. In the former

program, sixty seven (n=67) beneficiaries came from Moukhali village of Canning-I block and the scheduled caste population percent were 89.31 and 50.66 percent for the village and block, respectively (Source: <https://www.census2011.co.in>; <https://socialjustice.gov.in>). A total of forty four (n=44) beneficiaries from five villages namely Daria (n=3), Gopalpur (n=6), Ronia (n=4), Sundi Pukuria (n=20) and Thakurani Beria (n=11) of Canning-I joined in the second program held in the afternoon. The scheduled caste population percent of those villages were 86.9%, 37.68%, 23.23%, 61.84% and 90.94%, respectively (<https://www.census2011.co.in>). Out of 111 beneficiaries, 107 belong to Poundra sub-type, 3 belong to Rajbanshi and 1 belongs to Tiyar sub-type.

Animal and Poultry Health Awareness Program:

In the beginning of the program, all the beneficiaries registered their names and received the



awareness kits, each kit comprising one customized plastic folder and one writing pad, pen and scientific extension literature like leaflets (two) and handbills (sixteen) on backyard poultry farming, schedule of poultry vaccination as well as de-

worming, various poultry and duck diseases, quail, duck and turkey farming etc. inside the folders.



Besides, they also received masks (10 each), sanitizer (100 ml), customized cap (one each) inside one customized large non-woven bag. At first, Dr G. K. Das welcomed all the beneficiaries to the program. He then narrated briefly about the DAPSC scheme,

objectives of the scheme, purpose of selecting Canning-I block and women members from the scheduled caste families. He further emphasized on the scopes of backyard poultry farming (BYPF) for income generation, livelihood improvement and empowering rural women in general

and weaker section in particular. He shared his past working experiences with the beneficiaries.



Dr. Bimalendu Mondal described briefly 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.



He also elaborated the importance of poultry vaccination to save the chicken and the path of transformation from prevention mortality of birds to income generation through sale of mature birds, eggs and house hold

nutrition production. Dr Parimal Mondal explained about the ways of earning better from animal husbandry sector and the various schemes of ARD department for income generation and better



livelihood. He emphasized the selection of poultry breeds for higher egg and meat production and also elaborated the roles of scientific management and good health practices by adopting deworming and vaccination for higher income

generation. Shri Sujit Mondal told the purpose 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. He also further emphasized on the scopes of BYPF for women empowerment.