

Guidelines for Utilisation of Livestock and Fisheries Business Promotion Fund in IVCS

1. Objective

The **Livestock and Fisheries Business Promotion Fund** is a livelihood support initiative to enable the IVCSs to start or scale income-generating enterprises in livestock (piggery, poultry, goatery) and aquaculture (fisheries). The fund is aimed at promoting group-managed enterprises with collective accountability, sustainable practices, and market orientation.

This fund is **not for individual or household-level enterprises**, but exclusively for **IVCS level**.

2. Eligibility Criteria

- **IVCS** who have submitted Business Plan and complied to the following:
 - An active bank account.
 - Proper bookkeeping (cash book, savings ledger, etc.).
 - Basic training or willingness to undergo capacity-building in livestock/fisheries.
- Only **one-time fund per business type** is allowed.
- All **previous fund utilizations must be reported** before applying for a new activity.

3. Covered Enterprises and Their Purpose

SL No.	Enterprise Type	Description	Primary Objectives
1	Piggery	Rearing of piglets for meat	Income from pork sales; festival/market demand
2	Poultry	Broiler/layer/backyard poultry	Egg and chicken meat production
3	Goatery	Meat goat rearing or breeding	Medium-term income; festival & butcher sales
4	Fisheries	Fish pond rearing (carps, local species)	Income from harvest sale; nutrition for village

4. Eligible Expenditures

The fund **can be used for**:

- Purchase of animals/fingerlings
- Initial feed & fodder (up to 3 months)
- Vaccination, deworming, and vet care
- Construction/repair of animal sheds or fish pond cleaning.
- Equipment (feeders, waterers, nets, weighing scales)
- Transport cost of animals/fish
- Labour (caretaker or cleaning) for initial cycle
- Insurance of livestock (if applicable)

Not permitted:

- Purchase of land, personal livestock, or vehicles
- Recurring salaries
- Loans to individuals

5. Implementation in Two Phases**Phase 1: Establishment**

- Focus: setup, care cycles, feed conversion, mortality control, disease management.
- Document costs, feeding patterns, income potential.
- Train in:
 - Vaccination
 - Disease response
 - Market preparation

Phase 2: Growth & Market Linkage Cycle

- Scale up: Add more animals or a second batch.
- Explore bulk sales (pork vendors, meat shops, egg traders, fish buyers).
- Maintain proper weight gain and input-output cost analysis.
- Optimize profit margins using learning from Phase 1.

6. Key Cost Elements for Profit Tracking

The following must be recorded:

- Cost of animal/fingerlings
- Feed cost per day/month
- Medicine/vaccine cost
- Shed construction/repair cost
- Labour cost
- Transport
- Mortality loss (if any)
- Sale price per kg or per head

Profit = Total Sale – (All input & operational costs)

Even if there is no profit, it is important to demonstrate learning and record-keeping.

7. Registers and Documentation

Maintain the following records:

- Livestock/Fish Register (No. of animals/fish, mortality, growth)
- Feed Register (type, quantity, dates)
- Health/Vet Record
- Expense & Income Register
- Sales Register
- Group Meeting/Minutes Book
- Cash Book & Passbook Copy

8. Payment and Fund Utilisation Norms

- All major purchases must be made via **cheque/NEFT/online payment**.
- Payments to vendors or members must be supported with bills/receipts.
- An **Undertaking/Promissory Note** must be submitted by the group.

Release of funds for Livestock and Fisheries activities in IVCS

Instalment	Indicative deliverables	Suggested Allocation
1st Instalment	Infrastructure, Procurement of animals & Fingerlings, medicines, part procurement of feed	50%
2nd Instalment	Purchase of feed	25%
3rd Instalment	Purchase of feed	25%

9. Monitoring and Reporting

After each phase, the IVCS must submit a report with:

- Animal/fish count and mortality
- Feed and medicine log
- Sale summary with revenue earned
- Photos of shed/pond, feed area, weighing
- Lessons learned (diseases, price issues, group functioning)

Block-level IGA staff will monitor the activity, verify registers, and support reporting.

10. Non-Compliance and Recovery

Failure to comply will result in:

- Fund recovery with interest
- Disqualification from future fund support
- Possible blacklisting under the MBDA or MegLIFE framework

11. Way Forward for Successful Groups

Based on outcomes, the groups may be:

- Linked to LIFCOM or Veterinary Dept for input supply
- Connected to local meat/fish traders for long-term contracts
- Encouraged to access market sheds or PRIME hubs
- Supported in preparing a business plan for larger working capital