

Terms of Reference for the External Evaluation of the Performance of Rural Backward Poultry Farming in Karnataka under Centrally Sponsored Scheme

1. Title of the study:

The study is titled “*Evaluation of the Performance of Rural Backward Poultry farming in Karnataka under the Centrally Sponsored Rural Backyard Poultry Development Scheme of the Ministry of Agriculture, Department of Animal Husbandry & Dairying of the Government of India*” implemented since 2011.

2. Department implementing scheme:

The department of Animal Husbandry and Veterinary Services of the Government of Karnataka implements the scheme.

3. Background, Context, Aims and Objectives of the Scheme:

- (a) As per the 19th Cattle census, Karnataka has about 534.42 lakh fowls (512.54 lakhs in rural area and 2.19 lakhs in urban areas) and 58.07 lakh fowls in backyard poultry comprising of 48.14 country fowl and 9.93 lakh improved variety fowls. The State stands 7th in egg production and 10th in chicken meat production in the country. The potential of poultry farming in the State is good, in case of backyard poultry more than that in commercial poultry.
- (b) In the country as a whole, poultry development has been quite rapid in the last three decades, but the growth has been confined mostly to commercial poultry, also called as “*factory farming*”. Rural background farming contributes almost 30% to the national egg production, but remains neglected. And the irony is that it is these rural background poultry eggs that fetch a better price in the market than commercial poultry eggs. Also 70% of the poultry products and eggs are consumed in the urban and semi urban areas. In rural India, consumption of these is quite low. This results in rural areas of the country remaining deficient in nutritional status and also financially backward. Backyard poultry farming, which requires capital expenditure but very little running cost, is one method to set this

right, and hence the scheme provides farm chicks, capable of surviving backward conditions and food available, to rural households having Below Poverty Line (BPL) financial status.

- (c) The University of Agricultural Sciences, Bangalore, was pioneer in developing a synthetic colored dual-purpose strain of poultry given the name “*Giriraja*” (in vernacular it means King of Jungle fowl). It is a strain that resembles the local fowl, is sturdy and resistant and acclimatizes itself to any region and weather. It requires no vaccine except “*Ranikhet*” and yields high quality and quantity of meat. The table below makes a comparison between Giriraja and the native fowl.

COMPARISION BETWEEN GIRIRAJA AND NATIVE FOWL

Sl. no	CHARACTER	GIRIRAJA	NATIVE FOWL
1	Body weight at 8 weeks of age in scavenging conditions.	1600-1700 gms	600-700 gms
2	Livability	98%	90%
3	Annual Egg production	140 to 150	70
4	Egg weight	55 to 65 gms	45-50 gms
5	Weight of Adult male	4.5 to 5.5 kg	2 to 2.5 kg
6	Weight of Adult female	3.5 to 4 kg	1.3 to 1.6 kg

The figures in the table above is as per the leaflet published by UAS, Hebbal, Bangalore, and varies a little when compared to details given in the success story on Empowerment of Rural Woman through Backward Poultry by using Giriraja breed of Krishi Vikas Kendra, Sholapur.

- (d) Under the scheme proposed here for evaluation, Giriraja chicks are produced in six poultry farms located at Hesaraghatta, Malavalli (Mandya), Gangavathi (Koppal), Kudige, Gundulpete and Bangarapete. The time taken to produce a chick is 21 days; for 18 days the egg is kept in an incubator followed by 3 days in a Hatcher. These chicks are then reared for 4 to 6 weeks in 23 Poultry Extension Centres (PEC) of the State, until they become hardy the backyards in rural areas would have. These hardy and fit Giriraja chicks are then ready and distributed free of cost to BPL rural households, the beneficiary of each being chosen in Gram Sabha following the procedure that is prescribed for selection of

beneficiaries under any scheme. The total number of chicks given to a family is 45, given in three batches; in the first stage 20 chicks are given, in the second 15 and in the last 10 chicks are given. The number of chicks given is determined by the cost of the chick and the total amount provided for beneficiary under the scheme, which presently is Rs. 4000. The gaps in giving chicks are due to supply of chicks being less than the demand. Along with the chicks, the beneficiary is provided a bio secure night shelter for birds costing Rs.700. The beneficiary is expected to rear these chicks and the eggs and meat can be used by him/her for consumption and sale.

- (e) A Giriraja hen is expected to commence laying eggs from the 16th week of age and continue to do so up to 73 weeks of age. In this period, it expected to lay 140 to 150 eggs. Thereafter, the bird becomes old and egg laying falls considerably. By consuming some of the eggs laid by the birds given to the household and also the meat of few birds (after they become old i.e. after 73 weeks of age) the nutritional status of the household improves, and by selling part of the eggs and meat, the household benefits financially to an extent. These are the two objectives of the scheme. Some earning can be had from selling of poultry manure too.
- (f) The distribution of Giriraja chicks to BPL beneficiaries is limited to the six districts of the State namely, Bangalore Urban, Bangalore Rural, Ramanagaram, Shimoga, Tumkur and Mandya. It is proposed to extend this to all districts of the State. It is also proposed to charge the beneficiary a token amount for each bird provided to them.
- (g) Though no formal codified monitoring system is prescribed, it is expected that Assistant Directors of Animal Husbandry and Veterinary Officers may keep a record of the condition, use, mortality, disease etc. of the birds supplied under this scheme.

4. Evaluation Scope and Purpose:

- (A) Since the chicks are given to beneficiaries in only six districts of the state, the evaluation study will confine to only six districts namely (a) Bangalore Urban. (b) Bangalore Rural. (c) Ramanagaram. (d) Shimoga. (e) Tumkur and (f) Mandya.

- (B) The objective and purpose of the study will be to find/evaluate -
- (a) Whether the scheme is reaching out to only to the BPL families in the six districts?
 - (b) Whether the families given the chicks rear them with the interest and care expected in case of a bird/animal belonging to them?
 - (c) What is the performance of Giriraja bird? Does it conform to the figures claimed in the table detailed before? If not, why are the deviations and how much away from the claimed figures they are?
 - (d) Whether the nutritional and financial status of the beneficiary and his/her family improved because of the scheme?
 - (e) Whether it will be prudent and better to require the beneficiary to contribute a part of the cost of the bird?
 - (f) What changes are to be suggested for better implementation of the scheme?

5. Achievements made in implementation of the scheme:

The year wise number of beneficiaries covered in each district under this scheme and the number of chicks given to them is appended as **ANNEXURE-1**.

6. Evaluation Questions (inclusive not exhaustive):

- A) Has the selection of beneficiaries under the scheme been perfect and in accordance with the procedure prescribed? Have there been cases wherein a beneficiary selected was not living Below Poverty Line (BPL)?
- B) What has been the average time lapse from the date of Gram Sabha in which the beneficiary is selected and –
- a) The date on which the first batch of 20 Giriraja chicks (if the first batch was less than 20 then date on which 20th chick are received may be taken into account) was received,
 - b) The second and third batches of 15 and 10 chicks was received, and,
 - c) The date on which the bio secure night shelter for chicks was given.

- C) What is the system of follow up by the department on the health and life of the birds given? If there is no system in place, what should be the system of follow up?
- D) Have the Giriraja chicks and fully mature birds lived up to the standards claimed and detailed in a table before? If not, what have been the deviations and to what extent?
- E) In case the chick or bird perished before the most productive span of 73 weeks of age (i.e. 69 weeks after being given to the beneficiary), what have been the causes of it? What methods can be recommended to prevent these (particularly if they fall in the category of unnatural death)?
- F) Have the nutritional and financial status of the beneficiary and his/her family improved because of this scheme?
- G) Whether the scheme has motivated other people in the neighborhood to take up backyard poultry farming? (Please elucidate the reasons for it too)
- H) Whether the scheme has resulted in other backyard poultry farmers in going in for Giriraja bird and giving up country fowl farming? (Please mention the reasons for the outcome too).
- I) Have beneficiaries used at least a part of the progeny of the birds given to them to continue the poultry farming activity that commenced with the giving of Giriraja chicks to them? In how many cases (percentage wise) has this happened? What have been the reasons for the beneficiaries not doing so or attempting and failing in doing so?
- J) What qualities, good and bad both, are expressed about the Giriraja fowl by the beneficiaries, other than those already known or evaluated as above?
- K) The performance of the scheme has been less than the target since its inception in 2011. Are there any other reasons for this besides shortage of Giriraja chicks?
- L) What are the changes that may be recommended for the scheme so as to make it better?
- M) Whether the Government should be investing in schemes like these in which very little is done in a very spread out way making no or minimal impact?

N) The Consultant Evaluation Organization insight may be taken on whether such support can be taken up on entrepreneur mode with marketing linkages?

7. Sampling and Evaluation Methodology:

Since the most productive life of the bird is 73 weeks, it is logical to expect that the bird would be disposed after this period by the beneficiary. Thus, birds given in the financial year 2011-12 and 2012-13 may not be found (but their progeny could); few birds given in 2013-14 can be seen in January 2015, but birds given in 2014-15 are expected to be seen in January 2015. Thus sampling should be such that the more recent the year in which the chicks have been given, the more should be the sampling intensity for the population of that year. Since the population is more or less homogenous (BPL families, same breed and number of birds given) sampling intensity can be kept less and limited to say 2% of the population of 10492 beneficiaries of the entire period. Samples are drawn from only the taluk of a district that had the maximum population size in 2014-15 and least in 2013-14 and 2012-13. However, generally no sample is drawn from a taluk having less than 200 beneficiaries in a year. The samples so drawn, in consultation with the department of Animal Husbandry and Veterinary Sciences is as follows –

Sl.No	Name of District	Name of Taluk	Sample of Beneficiaries for the year							
			2011-2012		2012-2013		2013-14		2014-2015	
			Population	Sample	Population	Sample	Population	Sample	Population	Sample
1	Bangalore U	Anekal	0	0	50	10*	0	0	243	0
		Bangalore N	0	0	436	0	0	0	840	84
		Bangalore S	0	0	880	0	138	10	560	0
		Bangalore E	0	0	257	0	0	0	0	0
SUB TOTAL			0	0	1623	10	138	10	3404	84
2	Bangalore R	Devanahalli	0	0	0	0	279	0	340	34
		Doddabalapura	0	0	0	0	348	0	0	0
		Nelamangala	0	0	0	0	245	0	195	0
		Hoskote	0	0	0		202	10	200	0
SUB TOTAL			0	0	0	0	1074	10	735	34
3	Ramanagaram	Ramanagaram	0	0	50	0	130	7	100	10
		Channapatna	0	0	30	0	130	0	0	0
		Magadi	0	0	30	0	170	0	0	0
		Kanakapura	0	0	10	0	170	0	0	0
SUB TOTAL			0	0	120	0	600	7	100	10

4	Mandya	Mandya	0	0	0	0	11	0	149	0
		Maddur	0	0	0	0	11	11	239	24
		Malavalli	0	0	0	0	11	0	29	0
		Srirangapatna	0	0	0	0	45	0	211	0
		K R Pet	0	0	0	0	58	0	88	0
		Pandavpura	0	0	0	0	11	0	53	0
		Nagamangala	0	0	0	0	64	0	193	0
SUB TOTAL			0	0	0	0	211	11	962	24
5	Shimoga	Shimoga	0	0	0	0	132	13	DATA IS FAULTY	
		Shikaripur	0	0	0	0	128	0		
		Soraba	0	0	0	0	128	0		
		Hosanagara	0	0	0	0	128	0		
		Sagar	0	0	0	0	128	0		
		Bhadravati	0	0	0	0	128	0		
		Tirthahalli	0	0	0	0	128	0		
SUB TOTAL			0	0	0	0	900	13		
6	Tumkur	Sira	0	0	0	0	216	0	0	0
		Tiptur	0	0	0	0	100	10	0	0
		Tumkur	0	0	0	0	132	0	0	0
		Kortagere	0	0	0	0	0	0	57	0
		Madhugiri	0	0	0	0	0	0	120	20
SUB TOTAL			0	0	0	0	448	10	177	20
TOTAL			0	0	1743	10	3371	61	5378	172

*** All in just one village.**

For Shimoga, the sample for 2014-15 may be decided after receipt of correct data.

Evaluation methodology will involve personal interviews of the beneficiaries in case of answering questions D to L (but in K and L department officials too may be interviewed, and the response of F will result in perceptive outcome since no base line figures of nutrition and financial status are available) and in case of answering questions A to D and I, inspection and computation will be the method used.

8. Qualifications of the consultants and method of selection:

Consultant Evaluation Organizations should have and provide details of evaluation team members having minimum technical qualifications/capability as below-

- i. B.V.Sc with 5 years experience in related field,
- ii. Sociologist, and,
- iii. Research assistant/Statistician,

Consultant Evaluation Organizations not having these personnel will not be considered as competent for evaluation.

9. Deliverables and time schedule:

The Commissioner Animal Husbandry Department will provide the guidelines of the scheme and details on process of sanctions etc. which are available at the head office level and issue necessary instructions to the concerned district officers to provide the details required to the consultant organisation and co-operate in completion of the study in the stipulated time. It is expected to complete the study in 4 months time, excluding the time taken for approval. The evaluating agency is expected to adhere to the following timelines and deliverables.

The Consultant Evaluation Organization should complete the study in 4 months time, excluding the time taken for approval. They are expected to adhere to the following timelines and deliverables or be quicker than the follows.

- | | |
|----------------------------|---|
| a. Work plan submission | : One month after signing the agreement. |
| b. Field Data Collection | : One months from date of Work Plan Approval. |
| c. Draft report Submission | : One month after field data collection. |
| d. Final Report Submission | : One month from draft report approval. |
| e. Total duration | : 4 months. |

10. Qualities Expected from the Evaluation Report:

The following are the points, only inclusive and not exhaustive, which need to be mandatorily followed in the preparation of evaluation report:-

1. By the very look of the evaluation report it should be evident that the study is that of the Karnataka Evaluation Authority (KEA) which has been done by the Consultant. It should not intend to convey that the study was the initiative and work of the Consultant, merely financed by the Karnataka Evaluation Authority (KEA).
2. Evaluation is a serious professional task and its presentation should exhibit it accordingly.
3. The Terms of Reference (ToR) of the study should form the first Appendix or Addenda of the report.

4. The results should first correspond to the ToR. In the results chapter, each question of the ToR should be answered. It is only after all questions framed in the ToR are answered, that results over and above these can be detailed.
5. In the matter of recommendations, the number of recommendations is no measure of the quality of evaluation. Evaluation has to be done with a purpose to be practicable to implement the recommendations. The practicable recommendations should not be lost in the population maze of general recommendations. It is desirable to make recommendations in the report as follows:-

(A) **Short Term practicable recommendations**

These may not be more than five in number. These should be such that they can be acted upon without major policy changes and expenditure, and within (say) a year or so.

(B) **Long Term practicable recommendations**

These may not be more than ten in number. These should be such that they can be implemented in the next four to five financial years, or with sizeable expenditure, or both but does not involve policy changes.

(C) **Recommendations requiring change in policy**

These are those which will need a lot of time, resources and procedure to implement.

9. Cost and schedule of budget releases:

Output based budget release will be as follows-

- a. The **first instalment** of Consultation fee amounting to 30% of the total fee shall be payable as advance to the Consultant after the approval of the inception report, but only on execution of a bank guarantee of a scheduled nationalized bank, valid for a period of at least 12 months from the date of issuance of advance.
- b. The **second instalment** of Consultation fee amounting to 50% of the total fee shall be payable to the Consultant after the approval of the Draft report.

- c. The **third and final instalment** of Consultation fee amounting to 20% of the total fee shall be payable to the Consultant after the receipt of the hard and soft copies of the final report in such format and number as prescribed in the agreement, along with all original documents containing primary and secondary data, processed data outputs, study report and soft copies of all literature used in the final report.

Taxes will be deducted from each payment, as per rates in force. In addition, the evaluating agency/consultant is expected to pay service tax at their end.

11. Selection of Consultant Agency for Evaluation:

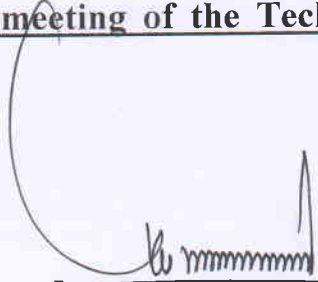
The selection of evaluation agency should be finalized as per provisions of KTPP Act and rules without compromising on the quality.

12. Contact person for further details:

Sri. Pandurang.B.Naik, Commissioner, Department of Animal Husbandry and Veterinary Sciences, 2nd Floor, Mini Tower, Sir.M.Visveswaraya Centre, Dr. B.R.Ambedkar Veedhi, Bangalore-01. Land Line Ph.: 22864989, Dr. Shivashankar Murthy, Deputy Director, Mobile: 9845580803, ddpoultry@gmail.com, will be the contact persons for giving information and details for this study.

The entire process of evaluation shall be subject to and conform to the letter and spirit of the contents of the Government of Karnataka Order no. PD/8/EVN(2)/2011 dated 11 th July 2011 and orders made there under.

This ToR is sanctioned in the 16th meeting of the Technical Committee of KEA held on 24th January 2015.


Chief Evaluation Officer 03/04/15
Karnataka Evaluation Authority
(B.K. Dikshit)
Chief Evaluation Officer
KARNATAKA EVALUATION AUTHORITY