

The year '2019' is rendered in a large, white, outlined font. The '2' has a horizontal line extending to the left towards a starburst. The '0' contains a small white triangle. The '1' has a vertical line extending downwards towards a cluster of stars. The '9' has a vertical line extending downwards towards another cluster of stars. In the top right corner, a white rocket is shown launching upwards and to the right, surrounded by a trail of stars. The background features a faint, light blue world map on a dark blue field.

2019

TEAM ANIMAL HUSBANDRY

2019

Roll Out Plan

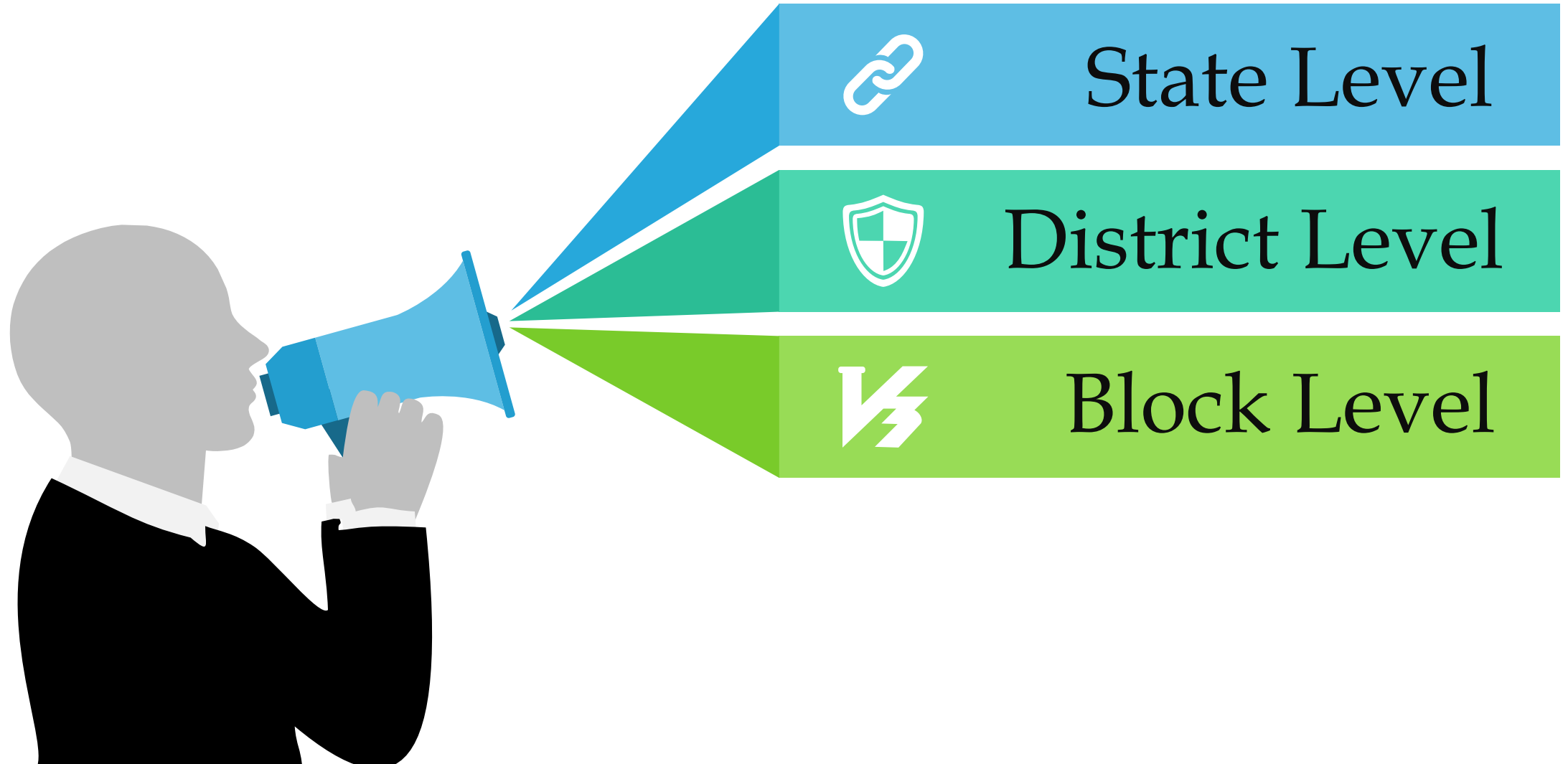
01 Kerala Chicken

02 Branding & Marketing

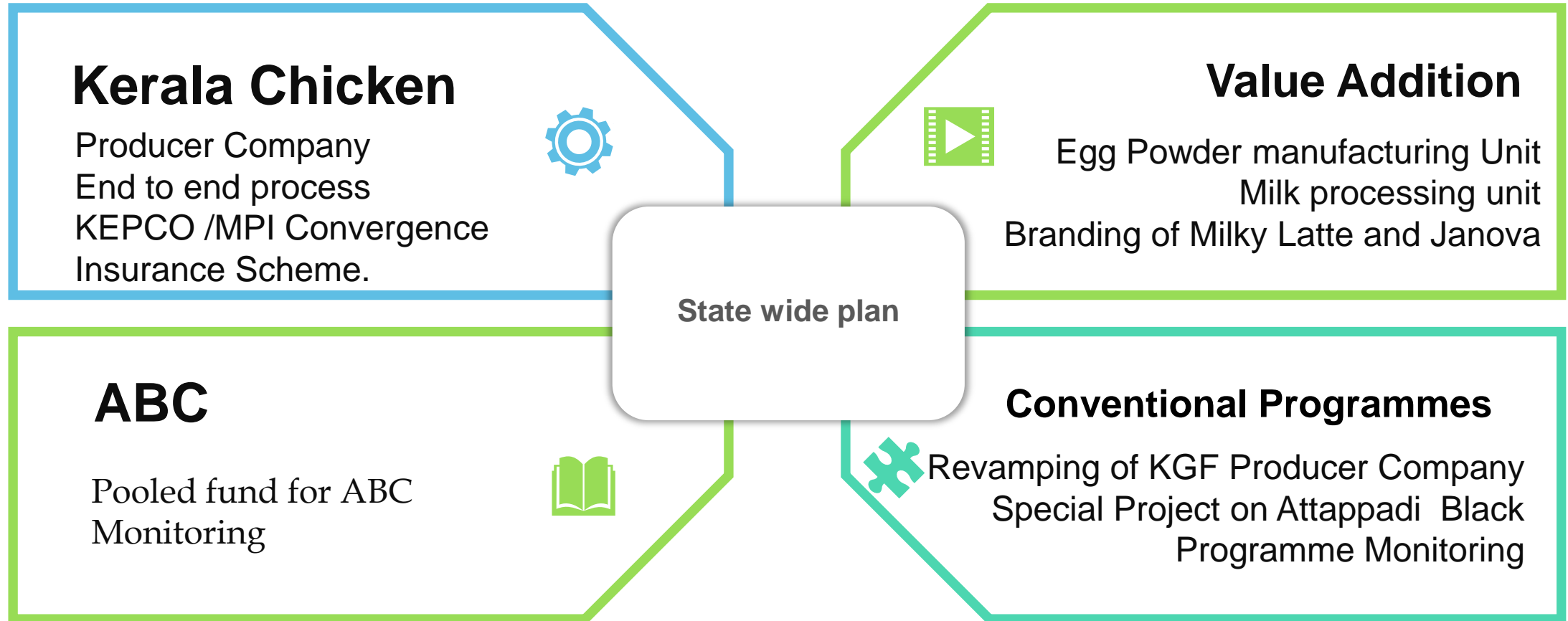
03 Conventional Programmes

04 Animal Birth Control

3 Tier Implementation



State Level Implementing Plan



District Level Implementing Plan

01

02

03

04

Kerala Chicken	Branding and Value Addition	Conventional Programmes	ABC
<p>Sales Outlets</p> <p>Breeder Farm, Slaughter unit & Rendering plant in selected Districts</p> <p>1 Cold storage/District</p> <p>Insurance Scheme.</p> <p>1 Hatchery / District</p>	<p>Kudumbashree Shoppe @ 1/ District</p> <p>Egg marketing (Kiosk), Market network</p> <p>Milk value addition unit 1/ district</p> <p>Branded cover</p>	<p>CIG Monitoring</p> <p>Ksheera Saagaram Monitoring</p> <p>Aadugraamam society 1/ District & 1 goat market/ month</p>	<p>District level Monitoring .</p> <p>Find out fund for ABC Programme .</p> <p>ABC Hotspot identification</p>

Block Level Implementing Plan

01

02

03

04

Kerala Chicken	Branding and Value Addition	Conventional Programmes	ABC
<p>Broiler farm 4/Block</p> <p>Insurance Scheme.</p>	<p>1 Egg collection unit at Block level</p> <p>1 egg collectors /CDS</p>	<p>2 CIG / Block</p> <p>2 Ksheera Saagaram/block</p> <p>1 GRQ /Block</p> <p>Aadugraamam-Beneficiary enrolment Insurance Camp.</p>	<p>Block level monitoring</p> <p>ABC surgical unit 1/block</p>



Thank You