

# Report On **Micro-enterprise Promotion**

Exposure Visit organised for

**Partners of Meghalaya**

(Sponsored by Meghalaya Institute of Entrepreneurship,  
Government of Meghalaya)

**February 02-07, 2015**

Ranchi, Jharkhand



**Submitted to**

**Meghalaya Institute of Entrepreneurship (MIE)**

Integrated Basin Development and Livelihoods Promotion Program (IBDLP)  
Shillong, Meghalaya, India

**Submitted by**

**BASIX Academy for Livelihoods and Micro-enterprise Promotion**

(Division of ILRT - Institute of Livelihood Research and Training)

Hyderabad, India





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**B-A-LAMP**

Basix Academy for Livelihoods  
and Micro-enterprise Promotion  
(Division of Institute of Livelihood Research and Training)

*A Knowledge Exchange Hub*

# Micro-enterprise Promotion: An Exposure Visit

*Report prepared by: Avinash Kumar, Sainath and Tabrez Nasar*

Under Integrated Basin Development and Livelihoods Promotion Program (IBDLP), the Meghalaya Institute of Entrepreneurship (MIE) has been set up to facilitate rapid economic transformation, by imparting entrepreneurship education and promoting micro and small enterprises involving the youth, women and other critical target groups in the State. The Institute aims to be among the very best in the world in the area of entrepreneurship development and model entrepreneurial services, through creativity and innovation, application of skills and technological inputs for harnessing rich potential of sub sectors, with focus on agriculture, horticulture, floriculture, pisciculture, aromatic and medicinal plantations, animal husbandry and other locally viable, remunerative, and income generation activities.

## Background

Approximately about half of Meghalaya's population lives below the poverty line according to the Meghalaya State Planning Board (MSPB), 2009. If the Millennium Development Goal of reducing the poverty level by half by 2015 are to be achieved and improving the basic services and welfare of the people residing in rural villages, it is imperative to adopt a forward looking approach for making optimum and productive utilization of the State's natural resources, viz., 'Water', 'Land' and 'Biotic Resources'. The MBDA was set up in March, 2013 and is headed by the Chief Secretary, Government of Meghalaya. It has identified that natural resources and river basins provide ideal opportunities for providing multi-livelihoods to people in the rural areas. MBDA is not only concerned with poverty alleviation but in order to achieve this it must make sure that it done without degradation to the environment.

Available opportunities must be taken to promote enterprise along the value chain. This not only enhances the economics of the village community as a whole but it also protects the minor farmers from grave exploitation. This two pronged effects is clearly what MBDA is trying to implement through the various programmes that fall under it, specifically the IBDLP (Integrated Basin Development and Livelihood Programme). It is of the notion that each member of the village community must be a stakeholder irrespective of his wealth or position in the hierarchy. The MBDA is thus responsible for the strategies taken and directing the overall implementation of the IBDLP programme.

In line with the perspective of promoting inclusive growth with a focus on poverty alleviation, employment generation and livelihood promotion as highlighted by the Planning Commission in its Approach Paper to 12th Five-Year Plan, the Government of Meghalaya has decided to launch a programme titled "Integrated Basin Development & Livelihood Promotion Programme (IBDLP)". The Programme will result in local economic development and improving the quality of public services with focus on the poor and the marginalised. Improving local capacity in understanding the challenges relating to development and identifying strategies and programmes to meet those challenges will be addressed. Achieving convergence across sectors and resources will be the key approach of the IBDLP.

As an approach to engage agencies to support MIE in the pursuit of promoting Entrepreneurship among the rural population, Institute of Livelihood Research and Training (ILRT) was approached to organize the said exposure visit. ILRT, formerly The Livelihood School, is a research and training institution promoted by BASIX Social Enterprise Group. The Mandate of ILRT is to build up scientific

knowledge on livelihood promotion and disseminate the same to various Livelihood Promoting Organizations.

ILRT, after conducting relevant studies of the area (including Livelihood Mapping and Sub-sector studies) ILRT developed different modules to support the Entrepreneurship Facilitation Centres (EFC) to identify and train the rural entrepreneurs through a tool Focused Behavioural Event Interview (FBEI). In pursuit of providing opportunities to the partners (the rural entrepreneurs identified by MIE through EFC using the FBEI tool) ILRT, facilitated the search of relevant resource organizations and places through its extended teams. It was understood that Ranchi can be one of the places which can be considered for exposure visit as it has Indian Institute of Natural Resins and Gums (for Lac exposure visit) and there are successful village based Lac Entrepreneurs, Birsa Agriculture University (BAU) which has developed T&D variety of pigs and there are successful pig farmers rearing the breed, there is Jharkhand Women Poultry Cooperatives Federation Limited promoted by PRADAN which can be viewed as a successful and replicable community based model on backyard poultry. These three sub-sectors had also featured in the selected eight sub-sectors (through livelihood mapping) for which detailed studies were undertaken by ILRT. These background encouraged MIE to plan for an exposure visit to Ranchi for its partners along with staff and officials to get orientation on piggery, poultry and lac.



In line with this, the program “**Exposure Visit on Micro-enterprise Promotion for Integrated Basin Development and Livelihood Promotion Programme (IBDLP) Partners from Meghalaya**” was organized in Ranchi by MIE in collaboration with Institute of Livelihood Research & Training (ILRT) and BASIX Academy for Livelihoods and Micro-enterprise Promotion (B-A-LAMP) – a Division of ILRT.

### **Broad Objective of the program**

To understand the opportunities and scope of enterprise promotion and familiarize the approaches, best practices of micro-enterprises and replicate these learning in their respective places.

**Specific Objectives** of the program:

- understand approaches to establish and enhance the capacity of micro-enterprises;
- appreciate women-managed small-scale poultry;
- appreciate backyard piggery farming;
- appreciate lac cultivation; and
- consolidate the learning to formulate the framework of an action plan.

### **Jharkhand in context of Poultry, Piggery and Lac**

#### **Poultry**

A detailed Market study commissioned by PRADAN (Professional Assistance for Development Action, a voluntary organization involved in the promotion of livelihoods for poor rural families) in collaboration with the poultry industry in 2002 showed that the whole Jharkhand is a huge deficit

market for broiler birds. The daily sales of live bird was estimated to be around 80 Metric tonnes. As against the demand, the average daily production in Jharkhand did not exceed more than 12 Metric Tonnes. The huge gap between the demand and supply was met through supply from nearby states like West Bengal. The annual growth of poultry market in Jharkhand was estimated to be around 20% in real terms.



Seeing this immense potential, PRADAN initiated intervention in poultry through members of Self Help Groups (SHGs) of Kuru block of Lohardaga and decided to take up poultry activity as a livelihood opportunity. Today 4263 rural women from eight districts have formed nine cooperative with a federation Jharkhand Womens' Poultry Self-Supporting Co-operative Federation Ltd.

### **Piggery**

In Jharkhand Piggery is one of the most preferred and common livelihood activities adopted by schedule castes and tribes. It provides an additional income to the household. Pig meat better known, as PORK is preferred meat for all tribal people of the state. Hence there is a good market exist in state and outside the state. Majority of tribes have a number of pigs, which accounts for their wealth and assets .and traditionally pigs are reared as backyard piggery and are generally fed with marua and rice as major feed and kitchen waste etc. Pigs are generally slaughtered during festival seasons in rural areas.



Birsa Agriculture University (BAU) Ranchi has T & D variety of pig by crossing Tamworth Bor and Desi Sow. It has lustrous black skin colour which is preferred by the tribal farmers as compared to local pigs whose productive and reproductive performances are much inferior as compared to exotic and crossbreds. BAU has since then has been engaged in educating the local farmers by bringing them to the university farm and personal visits of the scientists at farmers' door besides the

distribution of improved piglets in villages through various programmes and other efficient extension education programme that has led to large scale popularization of this breed among local population.

### **Lac**

Jharkhand is known as the "Lac State of India" which alone contributes about 59% of the national production. By default, the host trees grow in the landscape where tribal and economically marginalised section of population lives. Therefore, it is a potential natural produce to take care



of economy, equity and environment and hence, it is rightly called the "tribal cash crop".

Further, it has also been found that about half of the total lac-host trees are still lying un-exploited for lac cultivation in lac growing areas. If these lac hosts could be utilised for cultivation of lac, it would not only increase the national production of lac and add to the income of the farmers but also help prevent indiscriminate felling of trees for fuel and timber purposes.

Presence of Resource Agencies like Indian Institute of Natural Gums and Resins (the only scientific lac research institution in Asia) has proved to be a boon for the local lac cultivators over a period of time. It is constantly working with a focus to encourage the more people to opt for lac cultivation and striving to strengthen the four major pillars of a lac value chain viz. technology, extension services, finance and related provision, capacity building.



### Planning and designing of the Exposure Visit

As the exposure visit plan was firmed up by MIE, the ILRT Ranchi Regional Office team members Avinash Kumar (Senior Faculty) and Sanjeev Kumar (Associate Dean) visited Meghalaya to develop



contextual understanding of the livelihood scenario of the state and understand the need of the participants (farmers and officials from MIE) for exposure visit. The visit included detailed discussion with ILRT team at Meghalaya, interaction with MIE team, field visit and interaction with farmers and EFC coordinators. The visit helped the team not only to plan for the program but also about logistics (considering the food habit as well). The project Manager of ILRT from Meghalaya, Jun Momin came along with the participants while Dr. Tabrez Nasar

(Vice Dean) came from Hyderabad.

Several rounds of visits were made by the Ranchi ILRT team members (Avinash, Sanjeev and Piyalee) to the places and organizations where the exposure visit was planned. The venue for stay and orientation of the program Saptrishi Seva Development Private Limited was selected very meticulously. It is located at a distance of some 15 Km away from the city limits of Ranchi (see <http://www.saptrishi.co.in/>) with good boarding and lodging facilities.

Since the participants were coming from different parts of Meghalaya, special efforts were made to prepare the study material translated into local languages i.e. Garo and Khasi in addition to English. The preparation of study material was managed with very good coordination between the teams of Shillong, Ranchi and Hyderabad.

Considering the large number of participants, preparedness for any medical emergency was made with utmost care. The contact details of local doctors and medical kits were available with the participants. This preparedness was proven very useful as around 7-8 participants needed medical support during the six days long exposure visit.

To orient the participants about the local culture of the state, the participants were given elaborate information during field visits. The program schedule was prepared in such a manner that they get the opportunity for some recreational visits also. So visit to Ranchi zoo, International Cricket Stadium, International Indoor Sporting Complex and visit to local market was also planned.

Considering the convenience of the large group during travel, two buses and one car was made available during the visit. A colleague from Indian Grameen Services (a sister concern of BASIX Social Enterprise Group) Nirbhay Modi, stayed all along with the participants in the venue and during the visit as one the participants of the program.



All the participants were greeted with welcome letter and garland on reaching Ranchi which was very much appreciated by them.

Two megaphones were purchased to facilitate the discussion during the field visits.

### **Team ILRT – Ranchi, Meghalaya and Hyderabad**

Concerted efforts were made by the teams of ILRT centres in Shillong (selection of participants based on interviews, all translations over a very tight timeline, etc.) Hyderabad (collation of materials for the handbook, its layout, designing and printing, overall coordination, financials etc.) and Ranchi (all the way from organizing the venue, food, doctors, coordination of all visits, board and lodging, travel arrangements, etc.).

### **Team MIE**

The team comprised of 68 participants that included partner entrepreneurs, seven Entrepreneurship Resource Persons (ERPs) and three Officers on Special Duty (OSD) to MIE/MBDA- Dr. Blentino Lyngdoh, Ms. Iora Dkhar and Dr. Hari P Paul. The participants' sense of punctuality and discipline was very inspiring. This virtue enabled the entire exposure program to run hassle free. Their quest for learning was very much evident at each step, thus making the program worthwhile.



### **Methodology**

**Orientation about the program:** The participants were oriented about the program by ILRT team (Dr. Tabrez, Jun, Avinash and Sanjeev) in a classroom session. The study material, program schedule, contact details of ILRT team members and orientation about the venue was given.

**Field visits:** Field visits were organized for the participants to interact with the communities and the Livelihood Promoting Organizations staff to understand the work on poultry, piggery and lac.

**Classroom session and field demonstration:** Classroom sessions and field demonstrations were arranged at IINRG on lac, at BAU on piggery while the CEO of Jharkhand Women Poultry Cooperative Federation Limited Dr. Pankaj Das interacted with the participants at the venue.

**Tools:** Three tools namely Daily Journal – learning tool, Evaluation tool and One-line feedback were introduced to the participants on the very first day. Filling up of the *Daily Journal* was an exercise the participants practiced daily. It helped the participants ‘think aloud’. It consisted of simple questions that prompted the thought process and help the person to systematically note down their understanding in an organized manner so as to make the most out of the learning process. *Evaluation tool* was used to overall evaluate the program in terms of achieving program objectives and logistical arrangements as well. *One line feedback* was to capture the impression of the participants in a very succinct manner.



### Program Schedule

The six days program schedule was prepared meticulously giving the overview of the program in terms of day wise schedule, focus and brief information about the activities (detailed program schedule in *Annexure 1*).

## Summary of the Exposure Visit

**February 3, 2015**

### Visit to Jharkhand Women’s Self-supporting Poultry Cooperative Federation Limited

Please visit <http://www.jwspfl.com> to know about the org.

The location of visit was a small village Semratola located in Palkot Block of Gumla district, Jharkhand with a total of 55 households. Mr. Harish Mahato (Production Manager, JWSPFL) along with other staff members of the cooperative and around 15 women (members of an SHG) were present in the field for the purpose of facilitation of the visits and the interactive sessions between the participants and the cooperative members. Ms. Priya Barla (Executive, JWSPFL), the key resource person for the visit, accompanied us from Ranchi. The participants were received by a welcome song by the SHG members.



The participants were overwhelmed; some of them could even make out the meaning of the song

which was in local language. This had given a glimpse of the local tribal culture to the participants from Meghalaya.

A brief introduction about IBDLP, BASIX, Meghalaya and the overall visit was shared by Dr. Tabrez Nasar (Vice Dean-ILRT, Hyderabad) and Mr. Jun Momin (Project Manager, MBDA program, Shilong) Ms. Priya wonderfully presented the context in which this Federation is looked up to as an archetypal



by presenting a stark contrast between the status of women in Jharkhand and Meghalaya. She explained how in rural Jharkhand, unlike Meghalaya (matriarchal society), certain cultural and social constructs restrict women to take a leading position on any front - be it family or community. Against this background, when one sees the federation, it stands out as a symbol of empowerment. The women from this poultry federation had shown their surprise about the fact that Meghalaya has matriarchal society. This exchange of culture

actually set the tone for the discussion and worked as ice breaker between the visitors and the host.

The exchanges were simultaneously translated in Garo and Khasi languages respectively by the ERPs and some MIE staff (acting interpreters) with the help of megaphones. The entire program was then divided into two visits to poultry sheds and interactive session. There were queries answered ranging from the management practices, challenges and opportunities of collectivization to extension services from government and cooperative etc. specific questions were asked by the participants and what were the answers viz. one of the questions were - if there would be similar government scheme in Meghalaya to get subsidies for constructing sheds for backyard poultry, is it practical to construct shed for 300 birds.

At the end of the day, the visit proved to be very informative and very encouraging Inspired by the model, one of the participants expressed. "I would like to stay here for a month to learn everything about poultry and then go back and try to implement in our system" (Details of the working model in Annexure 2)

**February 4, 2015**

### **Visit to Indian Institute of Natural Resins & Gums (IINRG)**

*To know more about the org. please visit <http://ilri.ernet.in/~iinrg/aboutus.html>*

Given the fact that Meghalaya is home to a huge number of host trees for lac cultivation, the visit to this premier institute turned out to be very crucial in terms of unleashing the vast potential in lac culture in the state. Professor A.K. Jaiswal (Head Transfer of Technology – ToT) welcomed the participants and expressed his pleasure. The visit was segregated into four sections: Museum visit; video film; visit to plantation field and demonstration units; open house discussion.

The participants were divided into two groups viz., the Garo group and the Khasi group and they alternately visited the places and watched the video which described the lac cultivation process. At the end, assembled together for the open house session where the participants asked about the possibilities of taking up lac cultivation in Meghalaya, the availability of host trees, its market and support from IINRG.

During the visit to plantation field, the groups were accompanied by experts and Senior Scientists who demonstrated and explained each of the components and aspects related to lac culture (the host plants and trees, the lac insects, the enemy insects and also included the post culture processes as well in terms uses of lac and its by product, market linkage, price dynamics based on quality, value addition of the finished products etc.) very meticulously and exhibited a great demeanour throughout while giving room for extended translations. The open house session was addressed by Shri Ranganathan Ramani, the Director of the institute along with the other Senior Scientists. Dr. Tabrez took the opportunity to introduce ILRT, IBDLP and MIE and to share the objectives of the visit as well as a brief profile of the participants. This set the tone of the further discussions. The Director welcomed the participants and informed that the Forestry Department of Meghalaya is already in touch with the Institute and they are working together for revival of lac cultivation in the State.



The participants were very happy to listen such optimistic words from him. They even asked several questions like “Is Lac cultivation possible in the trees that are specific to Meghalayan terrain/region?” etc. which were all answered by the Director and the experts- They evidently seemed fascinated by the enterprising spirit of the participants.

On an encouraging note and a vote of thanks by Dr. Tabrez on behalf of the entire team, the session concluded.

**February 5, 2015**

### **Field visit to Champi village of Khunti district on Lac**

Champi is one of the villages of Khunti District of Jharkhand that is setting trends for youth entrepreneurship. The objective of this visit was to enable the participants to interact with the Lac



cultivators and learn from them how lac cultivation was taken up on an enterprising mode. Fifteen youth of this village received training from Ramakrishna Mission, a renowned NGO, on scientific method of lac cultivation and were encouraged to practice it on a scale and become entrepreneurs. Since then these people have not looked back.

Before starting and facilitating the discussion, the local youth entrepreneurs were given the background and purpose of the exposure visit by Avinash Kumar from ILRT Ranchi. The participants were informed that resorting to scientific method gave boost to production and also quality improvement was evident. This helped them get better price for their produce and propelled them to expand their business and adopt the “tihaiya” approach to realise even greater scale and returns. In the Tihaiya (one third) approach, the lac farmers take host trees on rent from the farmers who do not use the trees themselves for lac cultivation. These entrepreneur-farmers utilize these trees on rent for lac cultivation by investing inputs and after selling the lac in the market they share one third of the total profit with the owners of the host trees.



After a welcome note and brief elaboration about the socio-economic and demographic profile of the village by Rajendra, one of the entrepreneurs, the participants engaged in rich discussions with the entrepreneurs through simultaneous translations to develop an understanding on each and every aspect of taking up lac as an enterprise (in terms of opportunities, challenges, success rate, fluctuating market price and risks associated, coping strategies, support received etc.). The young lac farmers mentioned that their lives have changed after they have adopted lac as an enterprise and they are getting around 60-70% of their total agriculture income (which is around Rs.2-2.5 lakh per annum) from lac.

The participants also queried and understood the benefits of adopting the scientific method of cultivation rather than sticking to the traditional way. They also visited Ber trees in the village. They were excited to meet and interact with few women of the village who were engaged in lac scraping activity and few even tried their hands on the activity. The participants praised the villagers for their enterprising and risk taking spirit and expressed their aspiration to be one like them and lead a good life. Some of them even bought few kgs of lac from a villager to take back home for dyeing purpose.

**February 6, 2015**

### **Visit to Birsa Agriculture University (BAU)**

To know more about the org. please visit <http://www.bauranchi.org/about-bau/>

Among the participants were a good number of piggery enthusiasts and this made the visit all the more important and interesting. The participants were welcomed by Dr. Niva Bara (Deputy Director, Training) at the Agriculture Technology Information Centre (ATIC) in the sprawling campus of the University. Divided in groups of two, the participants took a walking tour of the centre and a museum within the centre. Dr. Bara facilitated the process.

She informed that the objective of the ATIC is to provide a ‘single window’ delivery system for agricultural information as well as products and technologies developed by the University to the farmers and other interested groups as a process of innovativeness in the Technology Dissemination at the University level. The participants learnt about a brief history of the university and its mandates.

They also got exposed to pictorial presentation of the T & D breed of pigs highlighting their origin (crossbred between Desi pig and Tamworth pig of British origin) and features.

The participants were then guided to the Veterinary College where they visited the T & D variety pig farms. Dr. Basant Kumar (working in Animal Husbandry Department of Jharkhand Government and expert on piggery) explained the nitty-gritty of T&D variety of pig rearing. Mr. Avinash facilitated the question answer session among the participants and experts from BAU. There were rows of houses built for the pigs. The participants were glad to see such arrangements and while



observing the breed closely, they paid full attention to the information given by Dr. Kumar (regarding their development, rearing, feeding, housing, hygiene and overall management practices as also their unique features and their adoption by farmers of Jharkhand). The session was majorly interactive.

The participants, particularly the Garo people, were happy to know that the T & D variety can sustain in Meghalaya also, thus raising their hopes and determination to take it up back in home as the most efficient livelihood option. *“Though we practice piggery commonly in our state, but not this variety. And also we were unaware of these basic and scientific management technique”*, expressed one of the participants.

**February 7, 2015**

### **Interaction of the CEO JWSPFL with the participants, Program Evaluation, Certificate Distribution**

As the CEO of JWSPFL Dr. Pankaj Das was not available during the field visit so he was invited at the venue to interact with the participants and address their queries. The major questions asked were: how the entire process of engaging the rural women with poultry activity started, what were the challenges, if this model is possible at Meghalaya, what is the average annual income of a family from the activity, how the health need of birds are addressed etc. Dr. Pankaj explained that JWSFPL was established in 2005 after assessing huge potential of introducing poultry as an important livelihood initiative for the poverty ridden rural households. The initiative first started with a pilot with some SHGs which later added more than 4000 women as its members. He said the process was very challenging as the households were used to do backyard poultry farming and keeping 4-5 birds only. PRADAN mobilized the community into SHG, trained them on poultry management, linked them with market, trained community para-vet. He said that the model can be taken up in Meghalaya with customized approach suiting the need and situation of the area and exploring the market accordingly.

After this interaction, the participants completed the evaluation form and one line feedback forms and submitted. The day ended with certificate distribution and cultural events by the participants where they sung local songs from Meghalaya in a group.

**February 8, 2015**

### **Visit to Pig Farm of Ranchi farmer**

The participants were taken to the pig farm of a local farmers Mohar Sahu at Pundag, in the outskirts of the Ranchi town. Mohar Sahu has been doing pig rearing from 1989 after attending training from BAU. From the time he was trained on T&D variety of pigs from BAU, he has been getting regular guidance and support from the scientists from BAU and especially from Dr. Sant Kumar who motivated him to start pig farm.

Mr. Mohar Sahu had around 150 pigs of T & D variety and he was managing the farm with the help of two labours while he himself was fully engaged in the activity. The participants were very encouraged to learn that Mohar Sahu was able to feed the pigs mostly on the food waste collected from local hotels. So, the major cost on feed was saved largely. Every day, he used to get food waste from the hotels and which he brings by loading auto. He said that he never had any problem by giving this feed to the pigs. This demonstration was an eye opener for the participants and many of them expressed their plan to start pig farms after returning as it was found very doable by them.

Mohar Sahu informed that he is earning around 7-8 lakh per annum and has created assets over a period of time in terms of house, vehicles etc. Although his relatives does not appreciate the work but he is happy earning good income by his continued hard work and is very thankful to BAU for the guidance.

The overall program is completed by this day and the participants returned with lots of learning and many inspirations.

### **Conclusions**

Overall the program went off well. In spite of the large number of participants (68 in total) with a variety of requirement, illness and need of medical attentions, different food habits, languages, etc. the show was managed extremely well. This included hard work both in the classroom and field coupled with good entertainment visits to shopping and sight-seeing to the famous zoo and International Cricket stadium, etc.

Several lessons were learnt from this visit, some of which are highlighted below:

- ✓ It is possible to take forward the lessons gained by participants and convert them into doable enterprises in Meghalaya.
- ✓ Indian Institute of Natural Resins and Gums (IINRG) has agreed to help out Meghalaya in whatever ways they can and MIE / MBDA should contact them directly to take this negotiation forward. This may lead to specific training and technical support and make things possible in Lac culture in Meghalaya.
- ✓ Quite a large number of participants showed special interest in piggery and hence this can be treated as a priority sub-sector for our interventions.

- ✓ Large contingents such as 70 plus is a very difficult size to manage in terms of interactions, discussions, local travels, food and every aspect of logistics. It is highly recommended that such exposure visits should not consider more than 30 participants per group.
- ✓ Proper follow up with each of the participants on our part is very important to see how their individual lessons can be taken forward.
- ✓ Finally, other than 300 odd pictures, the program also captured video interviews of participants – 3 in Garo, 4 in Khasi and 1 in Hindi – as a feedback of what they felt and what they have learnt. An example of one such documentation can be seen on this link <http://youtu.be/Kxvn9p71qjw>.

This visit is just the beginning of a possible series of enterprises being hand-held, nurtured and supported in the times to come.

### **Acknowledgements**

Even though B-A-LAMP has conducted over a 100 such programs – most of them for international participants from across the world representing more than 130 organisations from over 25 countries, it had never engaged in a program with close to 70 participants. This was a major ‘litmus paper test’ for all of us. However, this may never have been made possible without the contributions of several people either directly associated with the visits or working behind the scene. This list is long and the report sincerely begs forgiveness just in case some names are missing. Several of the decision makers from MBDA and MIE such as Mr. R.M. Mishra – IAS, Mr. Pankaj Jain – IAS, Mr. Sohliya who helped conceptualize the idea. Long list of staff from Basix group that includes Dr. Shashidharan Enarth, Mr. Jun Momin, Dr. Tabrez Nasar, Mr. Sanjeev Kumar, Mr. Avinash Kumar, Ms. Piyalee Bose, Mr. Ramakrishna, Mr. RS Solanki, Mr. Sainath, Mr. Venugopal and Ms. Praveena – all from ILRT and Mr. Nirbhay Modi and Mr Mukul Kumar from Indian Grameen Services. Several other staff from ILRT Shillong office such as Ms. Kyntiew, Mr. Donbok, Ms Habina, Mr. Ottenberg and from MBDA such as Ms. Klisdamon, Mr. Rolinstar, Mr. Wilhelmos, Mr. Pynshngain, Ms. Frisiana, Mr. Salrak as well as ERPs of the blocks– all of whom played a very important and key role in collectively rolling out this meaningful program.

The visits could not have been successful without the guidance and inputs from Dr. A.K. Jaiswal (Head ToT) Indian Institute of Natural Resins and Gums, Dr. Mrs. Nibha Bara (Deputy Director Training-Birsa Agriculture University), Dr. Pankaj Das (CEO, Jharkhand Women Self Supporting Poultry Cooperative Federation Ltd-JWSPFL), Ms. Priya- Executive- JWSPFL, Mohar Sahu- Pig farmer of Ranchi and the communities engaged with Lac, Poultry and Piggery who gave their time and inspired the participants.

A special mention for those who spent a lot of time both on field and off field to translate and interpret both written and spoken Garo, Khasi and English for the ease of understanding all of the discussions. Last but most importantly all of our grassroots ‘partners’ from Meghalaya without whom this program will never have taken place nor would have become so meaningful showing us the way for the future.

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## Annexure 1: Program Schedule

Focus Area/s	Time slot (h)
<b>Day 0: Sunday, the 1st of Feb, 2015 Team arrival at Ranchi Railway Station</b> <span style="float: right;"><b>1415 h</b></span>	
<ul style="list-style-type: none"> <li>• Transit to Saptrishi Training Centre, Pundag - (13.5 km from Ranchi Railway Station, 30 minutes drive)</li> <li>• Sightseeing to <i>International Cricket Stadium Hatia</i></li> </ul>	
<b>Day 1: Monday, the 2nd of Feb, 2015</b> <span style="float: right;"><b>Ranchi</b></span>	
Registration	1230 – 1300
<b>Lunch Break 1300 - 1400</b>	
Introduction and Program Overview	1400 – 1500
Orientation on the exposure visit	1500 – 1600
<b>Tea Break 1600 - 1630</b>	
Instructions on Learning Tool	1630 – 1700
Field visit guidance: What to expect?	1700 – 1800
<b>Day 2: Tuesday, the 3rd of Feb, 2015</b> <span style="float: right;"><b>Gumla</b></span>	
<b>Travel to Gumla (115 Kms from Training center, Ranchi - departure at 0700 h)</b>	
<b>Arriving in Gumla at 0900 h</b>	
<b>Field Visit: To Jharkhand Women''s Self-supporting Poultry Cooperative Federation Ltd.,</b>	
<b>Focus:</b> Promotion and development of poultry	
<b>Activities:</b>	
<ul style="list-style-type: none"> <li>• Interactions with members of the Cooperative and staff;</li> <li>• Observing poultry shed;</li> <li>• Visit to the feed mill and understand its functioning; and</li> <li>• A detailed information sharing by the members of cooperative (<i>verbal presentation translated simultaneously by the ILRT members and ERPs for the participants</i>).</li> </ul> <p><i>To gain an understanding on various activities of poultry viz., Procuring material inputs, Supporting member co-operatives in collective marketing, strategies to enhance efficiency, System setting for production management and accounting and periodic review of operations and poultry value chain.</i></p> <ul style="list-style-type: none"> <li>• <i>Filling up the learning tool</i></li> </ul>	
<b>Lunch at Gumal</b>	
<b>Travel back to Ranchi (115 Kms from Gumla - departure at 1600 h) Arriving in Ranchi at 1830 h</b>	
<b>Dinner and stay at Training center, Tupudana</b>	
<b>Day 3: Wednesday, the 4th of Feb, 2015</b>	
<b>Travel to IINRG (15 Kms from training center, departure at 0900 h)</b>	
<b>Arriving at IINRG at 0930 h</b>	
<b>Field Visit: Indian Institute of Natural Resins and Gums (IINRG)</b>	
<b>Focus:</b> Lac growing in scientific manner, promotion and cultivation of lac	
<ul style="list-style-type: none"> <li>• Lac video show at IINRG hall</li> <li>• Presentation and interactive session;</li> <li>• Visit to IINRG museum; and</li> <li>• Plantation visit at IINRG campus.</li> </ul>	
<b>Packed Lunch from Saptarishi</b>	
<ul style="list-style-type: none"> <li>• Shopping at Namkom local market</li> <li>• Sightseeing to Khel Gaon a complex having 17 indoor stadium in one complex</li> </ul>	

(The complex has hosted National Games and keep on hosting many national and international sports events.		
<b>Back to training center, dinner and stay at Training center, Tupudana</b>		
<b>Day 4: Thursday, the 5th of Feb, 2015</b>		
<b>Travel to Khunti (50 kms from Ranchi, departure at 0830 h)</b>		
<b>Field Visit: Exposure visit on Lac (Two different batches visiting two different villages)</b>		
<b>Focus:</b> Development of lac culture		
<b>Activities:</b>		
<ul style="list-style-type: none"> <li>• Exposure on lac cultivation;</li> <li>• Interact with persons engaged in lac cultivation;</li> <li>• Understanding forward and backward linkages of lac;</li> <li>• Implementation of various methods for productivity enhancement; and</li> <li>• Lac as an enterprise.</li> </ul>		
<b>Back to Saptrishi Training Centre and Lunch (1430 h)</b>		
<ul style="list-style-type: none"> <li>• Shopping at Tupudana Local market</li> </ul>		
<b>Dinner and stay at Training center, Tupudana</b>		
<b>Day 5: Friday, the 6th of Feb, 2015</b>		
<b>Travel to BAU (25 kms from Training Centre Ranchi, departure at 0830 h)</b>		
<b>Arriving at BAU 0930 h</b>		
<b>Field Visit: Birsa Agriculture University (BAU)</b>		
<b>Focus:</b> Scientific manner of T&D variety of pig rearing		
<b>Activities:</b>		
<ul style="list-style-type: none"> <li>• Presentation on T &amp; D variety of piggery by the experts of BAU; and</li> <li>• Visit to Pig farm of BAU with experts of BAU.</li> </ul>		
<b>Lunch at BAU</b>		
<ul style="list-style-type: none"> <li>• Visit to Ormanjhi zoo</li> </ul>		
<b>Back to training center, dinner and stay at Training center, Tupudana</b>		
<b>Day 6: Saturday, the 7th of Feb, 2015</b>		<b>Ranchi</b>
Action Plan using Consolidated learning	Breakout working groups: Participants will prepare the consolidated learnings of the program.	0830-1000
<b>Tea Break 1000 - 1015</b>		
Presentation	Participants to present their consolidated learnings.	1015-1115
Discussion		1115-1200
Evaluation and closure	Evaluation; certificate distribution and closure.	1200-1300
Video shoot of participants feedback	Video recording of the selective participant's feedback on the program.	
<b>Lunch Break 1300 - 1400</b>		
Free time		1400-1830
<b>Day 7: Saturday, the 8th of Feb, 2015</b>		<b>Ranchi</b>
Travel to railway station (with packed dinner from training centre)		1830

## Annexure 2: Working Model of JWSPFL

- ✓ The members of the poultry co-operative society are given training to rear about 300-400 day old chicks as broiler poultry in their homestead.
- ✓ The co-operatives with support from the Federation procure the day old chicks in bulk and supply the same to their members. The actual number of day old chicks allocated to each producer depends upon the production efficiency of the producer in the previous cycles. To tide over the problem of quantity and quality of chicks, the co-operatives with assistance from the Federation had established a hatchery having a capacity to produce 3 lakh day old chicks per month.
- ✓ The co-operatives have their own feed mixing plant to prepare complete feed. The feed is of higher nutrient content and is produced at a cost effective way by mixing maize, soya bean de-oiled cake procured from the market and concentrate procured from the Federation. The feed is supplied free of cost to the producers.
- ✓ The medicines and equipment are purchased collectively by the co-operatives and supplied to the producers. All the co-operative societies have well trained veterinary graduates who work as production managers. The co-operatives are also supported by village level para vets and subject matter specialists.
- ✓ The producers devote their full attention to the rearing of day old chicks for which they are paid grower's charges. The activities like brooding, feeding, cleaning, etc., are done in a scientific manner. Maintenance of a hygienic environment is given highest priority so as to minimise the mortality rate within 5 per cent.
- ✓ The overall responsibility of coordination rests with the supervisors of the co-operatives. They interact with the producers on a continuous basis and keep record of supply of day old chicks, distribution of feed, weight of birds, vaccination, mortality rate, etc. After about 28/30 days, the supervisor gives the status report on the basis of which co-operative starts negotiations for lifting of birds. The normal cycle for a producer amounts to 45 days. The average number of cycles per producer varies from 6-8 in a year.
- ✓ The co-operative societies under the guidance of the Federation, organize bulk sale of the poultry birds by contacting traders in nearby markets and accept the best rates. The members are paid grower charges by the co-operatives. The traders lift the birds after making payment upfront.

### Benefits for Producer

The essence of the small holder prototype is creation of a system to address the volatile nature of poultry broiler market by de-linking production efficiency from enterprise efficiency and collectivization of operations involving market interface. The producer has to make one time investment in the form of construction of poultry shed on 500 sq. ft. of land for approximately 500 day old chicks. The initial investment is taken care by availing subsidised loans from banks as a member of an SHG. The recurring expenditure has to be incurred towards purchase of equipment such as feeder, trays and include other overhead expenditure. With a cycle of roughly 45 days, the average number of batches per producer turns out to around 7 per year. With a mortality rate of 5 per cent, average sale weight of 1.53 kg. per bird and grower charge of `6.76 per kg., the net income of a producer having 450 day old chicks amounts to approximately `4,400 per cycle. The average annual income per producer amounts to approximately `31,000. Accounting towards cost of equipment and cost of overheads, the net income amounts to around `25,000 per annum. In addition to the direct benefit, the poultry intervention has ensured food security throughout the year and reduced distress migration.

## Annexure 3: Course Evaluation - Participant's Feedback

### A. Course Objectives

**A1.** The broad objective is to understand the opportunities and scope of enterprise promotion and familiarize the approaches, best practices of micro-enterprises and replicate these learnings in their respective places.

To what extent did the course achieve its **broad objectives**? Please check and explain briefly.

Broad Objective	Completely Successful	Generally Successful	Limited Success	No Answer
Comment	[ 55% ]	[ 43% ]	[2%]	[ ]

Comments:

- Exposure on Lac cultivation was a new experience for the farmers
- The climatic conditions and vegetation at Jharkhand has many similarities with Meghalaya so the enterprises taken up at Jharkhand can also be taken up at Meghalaya
- Learned about the importance of poultry rearing and will encourage the women in our village to start a small poultry farm
- After this exposure visit, expecting help from MIE in future
- Will apply the learning received from the Exposure Trip, when we will start the work
- This programme helped in getting new information and ideas about how to work on the activities in a productive manner

### A2. The specific objectives are:

1. understand approaches to establish and enhance the capacity of micro-enterprises;
2. appreciate women-managed small-scale poultry;
3. appreciate backyard piggery farming;
4. appreciate lac cultivation; and
5. consolidate the learning to formulate the framework of an action plan.

Specific Objective	Completely Successful	Generally Successful	Limited Success	No Answer
1	63%	29%	8%	
2	71%	27%	2%	
3	68%	27%	5%	
4	73%	24%	3%	
5	59%	29%	12%	

Comments:

- Women of poor families take up income generation activities and work hard to improve family income
- Encouraged to take up lac cultivation in our area as host trees are available
- Exposure visit will help in implementing the same in the respective area and also disseminate the same to others

Comments:

- Women managed small scale poultry farming is good and think poultry will be the best livelihood activity and hop that MIE will give full support in order to initiate it
- The exposure visit motivated to start own enterprise even without the help from the government, through saving, own contribution and most importantly to stand united during the time of eventuality

### B. Program Content

What are the most important experiences/learnings that you have gained from this visit and why are these important to you? Please state reasons for each experience/learning that you list.

Most important experiences/ learning gained	Reasons why important
• Women empowerment	• It helps in running good enterprises and increase family income
• Coordination of very big group for such program	• It was not easy to perform dual role of program and logistics management
• JWSPFL	<ul style="list-style-type: none"> <li>• Unique experience of rural women running an enterprise so successfully</li> <li>• Training on poultry farming such as giving proper feeds and vaccination</li> </ul>
• Work together as a team	• The learning that we get is very clear which will help in setting up own enterprise by working as a group
• Lac cultivation	<ul style="list-style-type: none"> <li>• Different uses of lac</li> <li>• Need more support for lac cultivation</li> <li>• Have decided to upscale my lac cultivation</li> </ul>
• Knowing about T & D variety of pig	<ul style="list-style-type: none"> <li>• It is more profitable than local pig,</li> <li>• Importance of cleanliness and also medication</li> </ul>

### C. Please rate the field visit experienced using the following rating:

1 - Poor      2 – Average      3 – Good      4 – Very Good      5 – Excellent

Field Visit	1	2	3	4	5	Comments
<b>Jharkhand Womens' Self-supporting Poultry Cooperative Federation Ltd.,</b>	3%	15%	27%	15%	40%	<ul style="list-style-type: none"> <li>• Collective income generation</li> </ul>
	82% of the participants felt it was good to excellent					
<b>Indian Institute of Natural Resins and Gums (IINRG)</b>	-	3%	25%	30%	42%	<ul style="list-style-type: none"> <li>• Best ever exposure on lac cultivation</li> <li>• First experience of visiting any lac research institute</li> </ul>
	97% of the participants felt it was good to excellent					
	-	12%	35%	33%	20%	

<b>Champi to interact with lac farmers</b>						<ul style="list-style-type: none"> <li>Young farmers earning extra money through from lac cultivation</li> </ul>
	88% of the participants felt it was good to excellent					
<b>Birsa Agriculture University (BAU) – Piggery</b>	-	5%	35%	22%	38%	-
	95% of the participants felt it was good to excellent					

#### D. Action Plan

Were the learning activities helpful in formulating your action plan?

[63%] Very helpful

[37%] Helpful

[ ] Not Helpful

#### E. Facilities

Please rate the following:

#### F. Additional over-all comments (This feedback will help us make future course offerings better)

Facilities	Excellent	Very Good	Good	Moderate	Poor	
Place of stay	33%	50%	17%	-	-	100% of the participants felt it was good to excellent
Food	33%	37%	28%	2%	-	98% of the participants felt it was good to excellent
Physical training hall (lighting, temperature, noise, etc.)	35%	35%	23%	7%	-	93% of the participants felt it was good to excellent
Facilitation	40%	40%	18%	2%	-	98% of the participants felt it was good to excellent
Transportation and Hospitality service	35%	43%	15%	5%	2%	93% of the participants felt it was good to excellent

- Very well organized program
- Dual translation was time consuming
- The friendly environment created by BASIX was very good.

## Annexure 4: Consolidation of one line feedback

In addition to the detailed evaluation report that has been consolidated and discussed above, the participants were asked for a one-line feedback. Here is a gist of what participants had to say. We have only picked up some of the more than 65 responses to make it crisp. Most of the feedback has been translated from Garo/ Khasi to English and edited for the sake of brevity and clarity. Here are some excerpts:

*"This programme opens our minds and help us start working on our own individually and also work as a group whether it be piggery, poultry, or lac cultivation."*

**Mr. Blikstar Sohshang**  
Village- Marngar,  
Mawthadraishan EFC

*"I learnt about Lac cultivation which increases green covers and thus it is a part of environmental conservation"*

**Mr. Nestar Iyngdoh**  
Village- Upper Laitkse,  
Mawthadraishan EFC

*"This programme will surely enhance our existing activities as we can replicate the experiences in our state."*

**Mr. Only Pohtam**  
Village- Kudengrim,  
Amlarem EFC

*"I will try to put into action whatever I have learnt in this training as well as teach others whatever I have learnt."*

**Ms. Shipswari Rabha**  
Village- Paham  
Selsella EFC

*"Even though we are poor and uneducated we can start from small and work in unity with dedication and commitment."*

**Mebantngen Budon**  
Village- Mawpran,  
Pynursla EFC

*"I have learnt a lot of things and hope that in the future too I will be given the opportunity to attend more of such trainings."*

**Ms. Senoritha M Sangma**  
Village- Agipeng  
Selsella EFC

*"To conduct programmes more of this type and explore different sectors like paddy, maize and other agricultural and horticultural crops and also small scale industries."*

**Artist L. Nonglait**  
Village- Umkrem,  
Mawthadraishan EFC

*"It is an experience of a lifetime as we learnt and enjoyed at the same time. The approach was very unique without a moment of being diverted or carried away but as trainees, we continuously got engaged in activities without feeling left out or stranded. I recommend it to other aspirants."*

**Dr. Badapynhun Tangsai**  
Program Associate, MIE

*"The trip is excellent and it is one of the best exposure trip I ever had. I would like recommend to others also to come to Jharkhand state and learn about how women are uplifting themselves by doing poultry farming."*

**George B. Sangma**  
ERP – Samanda Block

*"This exposure visit will only be fruitful if we can implement the learning in our state and I am motivated enough to carry out an entrepreneurial activity based on the learning from the exposure visit."*

**Rashed Zaman**  
ERP – Selsella Block

*"It is a wonderful experience, especially getting exposed to the progressive farmers like Jharkhand Women's self-Supporting Poultry Cooperative Federation Limited and lac cultivation in IINRG."*

**Marine Victoria Rani**  
ERP – Mawthadraishan Block

*"Very effective. Through this exposure, we have learnt so many new things which was very exciting. The most important one is the usefulness and its impact on lac cultivation."*

**Lamborious Kharkongor**  
ERP – Nongpoh Block

*"A good show, with very well experienced faculty. During field visits, it is better to have a direct interaction with all the members present, instead of one farmer. Farmers tell us the real story."*

**Dr. H. P. Paul**  
OSD, Consultant – Livestock, MIE

*"The exposure visit is really interesting, well organized and we had pleasant trips to all the places we visited."*

**Iora Dkhar**  
OSD, MIE

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