

**Settlement of youths by suppling of kits to develop cattle resources: A study under RKVY in West Bengal****<sup>1</sup>Dr. Shankar Chatterjee, <sup>2</sup>Venkata Madhusudan Rao D**<sup>1</sup> Professor & Head (CPME) NIRD &PR, Rajendranagar, Hyderabad, Telangana, India.<sup>2</sup> Associate Professor-Marketing Vision PG College, Boduppal, Hyderabad, Telangana, India.**Abstract**

*Rashtriya Krishi Vikas Yojana (RKVY)* was introduced during XI Plan as an Additional Central Assistance Scheme to incentivize the States to draw up plans for Agriculture and Allied sectors to supplement state specific strategies including special schemes for beneficiaries of land reforms. The objective of the scheme is to promote public investment in agriculture and allied sectors It was initiated under the aegis of the National Development Council, it seeks to achieve 4% annual growth in agriculture through development of Agriculture and its allied sectors (as defined by the Planning Commission (India)) during the period of XI Five-year Plan. In this article a case from West Bengal is presented which was linked to RKVY'. To provide the better A.I service and primary Veterinary First Aid, at the door step of the farmers, the concept of *Pranibandhu* (friend of animal) was introduced under National Project for Cattle and Buffalo Breeding (NPCBB) in the State in 2002 under the guidance and supervision of "*Paschim Banga Co-sampad Bikash Sanstha*" which later on was incorporated under RKVY. How *Pranibandhu* has been working in the field is discussed where with cases based on field study.

**Keywords:** Artificial insemination (A.I.), *Pranibandhu*, RKVY and West Bengal**Introduction****About RKVY**

*Rashtriya Krishi Vikas Yojana (RKVY)* was introduced during XI Plan as an Additional Central Assistance Scheme to incentivize the States to draw up plans for Agriculture and Allied sectors to supplement state specific strategies including special schemes for beneficiaries of land reforms. The objective of the scheme is to promote public investment in agriculture and allied sectors It was initiated under the aegis of the National Development Council, it seeks to achieve 4 percent annual growth in agriculture through development of agriculture and its allied sectors (as defined by the Planning Commission of India) during the period under XI Five Year Plan (*rashtriya\_krishi\_vikas\_yojana*).

The Government of India has decided to include sericulture and allied activities in *Rashtriya Krishi Vikas Yojana (RKVY)* to be eligible for funding under RKVY. It covers sericulture up to the stage of cocoon production along with extension system for cocoon production and silk yarn production in agri-enterprise up to the marketing. So, the

benefits of RKVY can be availed for improvement of sericulture extension system, enhancement of soil health development of rain fed sericulture and for integrated pest management. Projects can be taken up to support non-farm activities and special projects can be sanctioned to beneficiaries of land reforms such as marginal and small farmers etc. to maximize return to the sericulture farmer vis-a-vis support for development of market infrastructure and promotion of sericulture based enterprise ([pib.nic.in](http://pib.nic.in)).

A State is eligible for funding under the RKVY if it maintains or increases the percentage of its expenditure on agriculture and its allied sectors with respect to the total State Plan Expenditure, where the Base Line (which will move every year) for the expenditure is the average of the percentage of expenditure incurred by a State Government for the previous three years on agriculture and its allied sectors minus any funds related to agriculture and its allied sectors that it may already have received in that time under its State Plan.

A hypothetical situation is presented where a state was eligible under RKVY for the year 2010-11.

Year	Expenditure on Agriculture and Allied Sectors (minus funds received under RKVY) (in Rs. Crore)	Total Outlay under State Plan (in Rs. Crore)	Percentage
2007-08	200	2000	10%
2008-09	150	2000	7.5%
2009-10	175	2250	7.7%
2010-11	198	2200	9%

Source: [wiki/Rashtriya\\_Krishi\\_Vikas\\_Yojana](http://wiki/Rashtriya_Krishi_Vikas_Yojana)

To be eligible for funding under the RKVY for the year 2010-11, the State must have a percentage of expenditure higher than the average of years 2007-08, 08-09 and 09-10.

As the percentage of expenditure in 2010-11 was higher than the baseline percentage by 0.6%, the State was eligible for allocation of funds under the RKVY. It is pertinent to mention that if the expenditure in subsequent years falls

below the base line, the resources required to complete projects started under the RKVY will have to be provided by the State Government

***Pranibandhu* (friend of animal): case from West Bengal**

Considering the importance of the cattle and buffalo development of West Bengal, Government of West Bengal

set up “*Paschim Banga Go-sampad Bikash Sanstha*” (PBG SBS), the state implementing agency for the Centrally Sponsored Scheme viz., ‘National Project for Cattle and Buffalo Breeding’ in the State in 2002-2003. PBG SBS has been entrusted with the responsibility for implementation of the programme for the qualitative, quantitative and genetic improvement of the cattle and buffalo along with different activities in the field of cattle and buffalo development, resulting in poverty eradication, employment generation and nutritional support for the people of West Bengal. Initially, to provide the better artificial insemination (A.I.) service to the farmers some private mobile A.I. workers designated as Custom Boys were engaged. Later on to provide the better A.I. service and primary Veterinary First Aid, at the door step of the farmers, the concept of “*Pranibandhu*” (friends of animal) was introduced under National Project for Cattle and Buffalo Breeding (NPCBB) in the State under the guidance and supervision of “*Paschim Banga Co-sampad Bikash Sanstha*”.

Accordingly it was decided to engage at least one *Pranibandhu* in each Gram Panchayat totaling to 3246 across the state of West Bengal, excluding Darjeeling Gorkha Hill Council (DGHC). While study was carried out in 2011-12, it was reported that 2900 *Pranibandhus* were engaged, of which 200 were assisted under RKVY in 2008-09. They were provided tool kits and bags. Further it was reported that some *Pranibandhus* left job so number has declined to 2990.

The major activity of the *Pranibandhu* is to render A.I. service in time is made available round the clock including Sundays and Government holidays. For rendering services, *Pranibandhu* would charge fees not exceeding Rs. 60 for each A.I. depending upon the distance of farmer’s house. This charge includes Rs. 20 per A.I. (as fixed by the Government) which is deposited in PBG SBS fund as cost. Thus a *Pranibandhu* earns a net profit of Rs. 40 from each A.I. *Pranibandhus* initially are given training for around five months fifteen days, which comprises of 4 months theoretical training and one month fifteen days practical training in their area. Although training is imparted in the training center itself but boarding cost has to be borne by the trainees i.e. *Pranibandhus*. After training each of them is given following kits:-

- i. BA3 (CRYOCAN)
- ii. A.I. gun
- iii. Valsellum forceps
- iv. Dipstick
- v. Scissor
- vi. Goblet
- vii. A.I. sheet
- viii. Thermometer

All these items cost around Rs. 14,000 (during 2011-12) which was borne from the RKVY fund which was launched in the state from 2008-09 and prior to that it was borne from different fund as the scheme was launched by the State Government from 2002-03. In addition to these, one bag and first aid box are given to each person. Further, liquid nitrogen is also given at free of cost in every week. *Pranibandhus*, only have to purchase “Frozen Semen Straw” costing Rs. 20 each which is available in the block veterinary office. It was reported that *Pranibandhus* cannot charge from a farmer more than Rs. 60 for one A.I. Thus his earning for each A.I. comes to Rs. 40 (Rs. 60 – Rs. 20).

### Other activities of *Pranibandhus*

1. *Pranibandhu* also renders primary veterinary first aid measures, against some nominal fee.
2. They also take up vaccinations of the livestock and birds of their respective Gram Panchayat against nominal fees as service charge.
3. They are entrusted to look after the fodder and feed development programmes for better productivity of the animal resources and also guide the farmers for marketing of milk, meat and egg etc.
4. They are also given dealership for marketing of cattle feed manufactured by the West Bengal Dairy and Poultry Development Corporation Ltd. – a Government of West Bengal Undertaking.

This *Pranibandhu* programme aims to extend uniformly to serve the villagers in each Gram Panchayat of all blocks of the State. The project was launched in June 2002 by the Chief Minister of West Bengal. Initially, 100 *Pranibandhus* were selected and around 2990 *Pranibandhus* were working as reported till the day of study (2011-12). For one Gram Panchayat one *Pranibandhu* was working while the study was carried out.

*Paschim Banga Go-Sampad Bikash Sanstha* (PBG SBS) and the State Implementing Agency for centrally sponsored scheme viz., ‘National Project for Cattle and Buffalo Breeding’ jointly launched *Pranibandhu* in 2002-03. The *Sanstha* had wide and organized network throughout West Bengal for implementation of any project. In addition, *Sanstha* utilize all the network of the Animal Resources Development Department, Government of West Bengal, as *Sanstha* is under the Animal Resources Development Department.

Two cases of *Pranibandhus* (studied in 2011-12) are presented.

### Case 1

Sri *Chittaranjan Mondal*, after passing his bachelor degree in commerce (B.Com.) was looking for a job. He hails from Gopalpur GP of Falta block of South 24 *Parganas* district of West Bengal. With six members family (4 adult and 2 children) he had to struggle as 0.80 acre of agricultural land was in sufficient to provide food to them. When *Pranibandhu* concept was introduced he applied and got selected. After getting kits for animal development, he was fully involved in the activity. On the day of study (2011), he informed that monthly on an average his earning was Rs. 2,500 only though A.I. activities. In addition, he was earning from other animal husbandry activities in the village in between Rs. 2000 and Rs. 3000 per month. Since villagers were not economically well – off so they cannot pay more. In spite of this, after joining as *Pranibandhu*, he could earn some additional income for his family.

### Case 2

Sri Sanjay Bag (B.A) was *Pranibandhu* of *Banganagar I* Gram Panchayat, Falta block. With nine members family (6 adult and 3 minors) maintenance was an issue as yield from 0.5 acre of agricultural land was not sufficient, *albeit*, father was earning from petty business but not enough to the family. Sri Bag finding no employment finally joined as *Pranibandhu*. During the course of study, he informed that monthly his earning was in between Rs. 3,000 and Rs. 3,500

per month from AI activities. Almost same amount was earned by him by extending other related animal husbandry activities.

### Conclusion

The field study revealed the fact that it was a good initiative. All the Gram Panchayats were covered in the State under the project (in some cases some *Pranibandhus* left as they got good job so posts were vacant). In other states where animal husbandry is popular *Pranibandhu concept* may be implemented. Because to address issue of unemployment at the Gram Panchayat level, it is a good endeavour. But the problem is that when any *Pranibandhu* gets better job, he leaves as sequel for the time beings farmers suffer. The project not only generates self-employment to the rural youths but helps to earn substantial income. It was reported but good number of *Pranibandhus* had reputation in their respective village panchayat. Moreover, through this effort villagers have got quality animals.

### References

1. [wiki/rashtriya\\_krishi\\_vikas\\_yojana](#)
2. <http://pib.nic.in/newsite/erelease.aspx?relid=62644>