

No.: DAHK/Tech/P/S-44/ 2322-44
Government of Jammu & Kashmir
DEPARTMENT OF ANIMAL HUSBANDRY KASHMIR

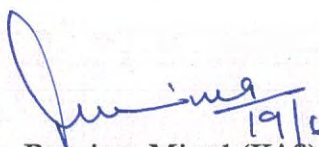
Dated: 19.06.2020

Joint Director
Poultry cum LPP
Hariparbath Srinagar.

Sub: Jammu & Kashmir Poultry Policy, 2020-Operational Guidelines.

In connection with the subject cited above, you are being informed that the J&K Poultry Policy, 2020-Operational Guidelines have been circulated vide Administrative Department's letter no. ASH/Plan/213/2016, dated: 10.06.2020 and a copy of the said letter along-with J&K Poultry Policy, 2020, has been mailed to your official email address. You are accordingly advised to download the document, peruse the same and take all necessary steps for wide publicity/circulation and smooth implementation of the said guidelines/policy for the benefit of target groups.

Encl: 29 lvs (mailed)


Ms. Purnima Mittal (KAS)
Director
Animal Husbandry Department
Srinagar - Kashmir
19/6
17/06

Copy to the:

1. Principal Secretary to Govt., Animal/ Sheep Husbandry Department, Civil Secretariat, J&K, for favour of kind information.
2. Managing Director, SIDCO/ SICOP, for information.
3. President/ Vice President, SLBC, for information.
4. All Chief Animal Husbandry Officers _____
5. All Poultry Development Officers _____
6. Extension Officer, PW/ Accounts Officer, DAHK
7. Incharge website

.....for information and necessary action.

Government of Jammu & Kashmir
Animal/Sheep Husbandry and Fisheries Department
Civil Secretariat, Jammu

Subject: Jammu and Kashmir Poultry Policy, 2020-Operational Guidelines.

1. Definitions

- i. **"Implementation date"** means the date that starts after the gazette notification of J&K Poultry Policy 2020. The operative period of the Policy starts after the appointed date & the guidelines shall remain in force from the date of issuance till replaced by a new set of guidelines.
- ii. **"Commencement of commercial operation"** means the date on which the poultry unit commences commercial operations as certified by the concerned Department.
- iii. **"MSME"** means all those enterprises with an annual turnover of less than Rs 100 crore & an investment of less than Rs 20 crore
- iv. **"Existing Unit"** means enterprises engaged in poultry activities registered by the J&K Animal and Sheep Husbandry Department and has Commenced Commercial Operations before the Appointed Date.
- v. **"Substantial Expansion"** means increase by not less than 25% in the value of fixed capital investment in Plant & Machinery of an industrial unit for the purpose of expansion of capacity / modernization and diversification.
- vi. **"Plant and Machinery"** will cover the cost of newly purchased industrial plant and machinery as erected at site. Relocated/ Recycled/ Refurbished plant and machinery is not eligible for assistance under this scheme.
- vii. **"Administrative Department"** means J&K department of Animal and Sheep Husbandry.

2. Objectives

The objective of these guidelines is to define a framework and lay down a set of rules and procedures with respect to Jammu and Kashmir Poultry Policy 2020. The guidelines explain the process of availing various incentives laid down in the Poultry Policy 2020. It also defines the process of registration of various eligibles interested to invest in Poultry sector in J&K. The guidelines aim to reduce administrative and procedural delays by detailing out the complete process required by the new units and also a procedure for reconciliation of disputes with a view to improving and developing the poultry sector in Jammu and Kashmir.

3. Validity

Ipsa facto, the rules will remain in force co-terminus with the Jammu and Kashmir Poultry Policy-2020, or till further orders, whichever is earlier.

4. **Nodal Agency**

- i. Joint Director, Poultry Jammu/Kashmi: is nominated as the nodal officer for all issues related to poultry.
- ii. They will prepare the checklist of items for registration of poultry units in consultation with all stake holders and Chief Animal Husbandry Officers/Poultry Development Officers who will act as a facilitator in setting up of poultry units.
- iii. Only those units shall be eligible for incentives under this policy which are registered with Animal Husbandry Department Jammu/Kashmir. It is mandatory to register all units with the Animal Husbandry Department.
- iv. Land shall be allotted by J&K SIDCO/SICOP either in agro-processing zones or any other industrial estate. Chief Animal Husbandry Officer shall act as facilitators

5. **Committee Formation**

i. **High Powered Committee/Steering committee**

A) Constitution of the committee is as under:

a) Administrative Secretary, Animal Sheep Husbandry Department	Chairman
b) Administrative Secretary, Industries & Commerce Department	Member
c) President Lead Bank	Member
d) Managing Director, SIDCO/SICOP	Member
e) Director Animal Husbandry Kashmir/ Jammu (Senior most Director, shall be the member secretary)	Member(s)
f) Director Finance Animal/Sheep Husbandry	Member
g) Director Planning Animal/Sheep Husbandry	Member
h) Poultry Management Scientist, SKUAST J/K	Member (s)
i) Joint Director Poultry Hariparath/ Jammu	Member (s)

B) Role & Responsibilities:

- a) Implementation of J&K Poultry Policy 2020 and its operational guidelines.
 - b) They will quarterly review the progress of implementation of poultry policy, number of beneficiaries benefited and its impact on the poultry sector in J&K.
 - c) They will give wide publicity to policy document for attracting investment in the poultry sector.
 - d) Deliberate on issues concerning implementation of the poultry development policy.
 - e) Shall examine /redress and apprise J&K UT Government about all issues related to poultry policy 2020.
 - f) Impact analysis of all incentives provided in poultry development policy.
 - g) They will form a checklist for approval of projects by Project Approval Committee.
- ii. **Project Approval Committee:** Two committees at provincial level will be responsible for approval of projects related to setting up of poultry farms (broiler/layer)/ egg processing/ chicken processing plants, hatcheries, feed mills.

A) Constitution of the committee is as under:

- | | |
|---|------------------|
| a) Director Animal Husbandry Kashmir/ Jammu | Chairman |
| b) Managing Director, SIDCO/SICOP (as the case may be) | Member |
| c) President/ Vice President SLBC | Member |
| d) Representative of Industries & Commerce Department
Not below the rank of Additional Secretary. | Member |
| e) Representative of Animal Sheep Husbandry Department
Not below the rank of Additional Secretary. | Member |
| f) Joint Director Poultry Hariparath/ Jammu | Member Secretary |
| g) Accounts officer, Animal Husbandry Jammu/Kashmir | Member |

B) Role & Responsibilities:

- a) The committee will examine different projects forwarded by Nodal Officers and approve after meeting all requirements of the check list provided by the High Powered/Steering Committee.
- b) Project Approval Committee shall have a ceiling of Rs 25 crore (interest subvention/ subsidies/ direct incentives) per province (Jammu/Kashmir). Approval of projects beyond the provincial ceilings shall require prior approval of the Administrative Department

6. Eligible Enterprises

- i. All new Farmers, individual entrepreneurs, NGOs, companies, cooperatives, groups of unorganised and organized sector which include Self Help Groups (SHGs), Joint Liability Groups (JLGs) etc.
- ii. Bio-security norms should be kept in view while locating the units. (Annexure "A")
- iii. Units involved in other poultry are also eligible.
- iv. This scheme is extended to any person living in or outside J&K or outside country that means no domicile restriction is there.
- v. The ceiling of fiscal incentives (interest subvention/ subsidies/ direct incentives) to be provided by J&K UT Government shall not exceed Rs 50 cr. per annum.

7. Procedure for registration of new/ existing Poultry Establishments (Annexure B-4)

8. Procedure for registration of new/ existing Farms, Hatcheries and Feed Mills (Annexure B-1, B-2 & B3)

9. Fiscal Incentives under Jammu and Kashmir Poultry Policy 2020

- i. **Incentives under Jammu and Kashmir Industrial Policy 2020 (Clause 12 of Jammu and Kashmir Poultry policy 2020** - These incentives would be availed as per guidelines issued of Jammu and Kashmir Industrial Policy 2020.

- ii. **Incentives under MSME (Clause 13)**- All incentives under MSME would be availed as per guidelines of GOI as issued from time to time.

iii. **Incentives for Commercial Layer/ Broiler Farms mentioned under Clause 14 in Jammu and Kashmir Poultry Policy 2020-** The incentives are below-

- a. Commercial layer/broiler farms with rearing capacity of more than 10000 birds per unit will be provided capital investment incentive for access to credit @ 30% of the investment in plant and machinery (Farm automation/ equipments) with upper limit of Rs 50.00 lakh. Incentive under J&K Industrial Policy 2020 for capital investment shall be deemed to be subsumed/given units shall not be eligible for capital investment under J&K Industrial Policy 2020
- b. Commercial layer/broiler farms with rearing capacity of more than 10000 birds anywhere in J&K will be given an interest incentive @3% on working capital credit advanced by the scheduled banks or central/ UT, Financial Institutions for first five years from the date of commencement of commercial production/operations.
- c. All eligible new units anywhere in J&K will be eligible for reimbursement of 100% insurance premium on insurance of building and Plant & Machinery for maximum of five years from the date of commencement of commercial production/operations.
- d. 100% subsidy on DG sets for Commercial layer/broiler farms with rearing capacity of more than 10000 birds with maximum ceiling upto Rs. 4.5 lakh.
- e. 50% subsidy on incinerator subject to maximum of Rs 1.00 lac for commercial layer/broiler farms with rearing capacity more than 10000 birds.
- f. The eligible beneficiaries shall apply in the office of Nodal Officer (Joint Director Poultry Hariparabath/ Jammu) on the application format provided as Annexure "C". Nodal Officers after scrutiny shall forward the application to Project Approval Committee within one week. If the project proposal meets all requirements as devised by High Powered/Steering committee, project Approval committee shall approve the project within one month.
- g. Developed land as per Industries & commerce norms shall be allotted by J&K SIDCO/SICOP either in agro processing zones or any other industrial estate. Chief Animal Husbandry Officer shall facilitate the procedures

10. Finance Department has conveyed concurrence to the J&K Poultry Policy, 2020 subject to a ceiling of Rs 50 Crore per annum besides other incentives under relevant policies of Gol.

11. **Non Fiscal Incentives under Jammu and Kashmir Poultry Policy 2020**

- i. **Deemed Land Conversion (Under Clause 15 point no. "i" of Jammu and Kashmir Poultry Policy 2020)-** Provision of deemed land conversion is extended for land involving development of poultry farms which include hatcheries, feed mills and breeding farms.

If a new or existing poultry farmer intends to establish Hatchery unit/ Feed mill/ poultry processing unit or any other industrial poultry unit on private land. He shall be eligible for all incentives of IDS provided for setting up unit in industrial estate.

If a poultry farmer has established farm on agricultural land and intends to set up his own feed mill/ processing unit or hatchery near to his farm, he shall be provided all incentives of IDS.

- ii. **Marketing Support by way of E-commerce (Under Clause 15 point no. "ii" of Jammu and Kashmir Poultry Policy 2020)**- The GoJK will take steps to support entrepreneurs by establishing online poultry mandi under the purview of Animal Husbandry Department. This will provide a wider marketing opportunity to the entrepreneurs for marketing their products by registering on this e-commerce portal.

Department of Animal Husbandry will establish or strengthen already established e-poultry Mandi with e-commerce facility along with 24/7 call centre. Farmers will register on e-poultry mandi and upload details of hatch and can get easily linked to dealers, distributors, retailers and consumers

- iii. **Promote Egg Consumption (Under Clause 15 point no. "iii" of Jammu and Kashmir Poultry Policy 2020)**- The GoJK will take steps for inclusion of eggs in mid-day meals in schools and anganwadis on everyday basis and it should also be included on the hostel menus.

To support layer farmers ASH Department shall promote egg consumption by promoting benefits of eggs through print and electronic media. As egg is a cheap source of protein, introduction of eggs in mid day meal can prevent malnourishment and disease like kwashiorkor in children. ASHF department shall prepare a joint proposal for introduction of egg in mid day meal and Anganwadis along with School Education Department and Social welfare Department.

- iv. **Promotion of maize cultivation in J&K(Under Clause 15 point no. "iv" of Jammu and Kashmir Poultry Policy 2020)**- The GoJK will promote and support maize cultivation as it constitutes the major cost in poultry and it must ensure Agriculture department on the specific request from the poultry organizations about the quantities required every year and will declare MSP for every season.

Average production of maize in J&K is 1.5 tons per hectare. There are around 3 lac hectares in J&K under maize cultivation. Improved varieties of maize seeds can produce 5 tons of maize per hectare. There ASH & APD shall jointly take up cultivation/production of improved variety of maize seeds in Government farms and distribute maize seed kits to maize farmers to make J&K self sufficient in maize which act as major input for livestock feed and in particular poultry feed.

- v. **Promotion of Poultry sector as attractive business opportunity in educational institutions (Under Clause 15 point no. "v" of Jammu and Kashmir Poultry Policy 2020)**- The GoJK will make interventions to promote poultry sector and would make tie ups with concerned universities and help in developing skilled workforce so that many people can view it as an attractive start up opportunity.

Animal Husbandry Department in collaboration with SKUAST J/K shall organise seminars and work shops in different colleges and Universities regarding poultry farming as means of livelihood to encourage



entrepreneurship in the sector. They shall also devise small training modules for budding entrepreneurs.

- vi. **Market intelligence support** The GoJK will launch a dedicated website to monitor & showcase activities of the sector which shall include success stories, application procedures, project status (approval etc), grievance corner. It shall host poultry mandi links besides links with ICAR, NECC and other department/ agencies.
- vii. **Industry-Academia partnership (Under Clause 15 point no. "vii" of Jammu and Kashmir Poultry Policy 2020)**- To enable technology transfer at grass root level govt will ensure a regular interface with ICAR and universities through various technical committees.
- viii. **Poultry germplasm (Under Clause 15 point no. "viii" of Jammu and Kashmir Poultry Policy 2020)**- The GoJK will take steps in documentation, conservation and improvement of indigenous germplasm. ASH Department in collaboration with SKUAST K/J will revive indigenous poultry breeds such as Lolab and Kashmir Favorla and characterise existing duck and other poultry resource as designated breeds by NBAGR.
- ix. **Promotion of Poultry manure as organic manure (Under Clause 15 point no. "ix" of Jammu and Kashmir Poultry Policy 2020)**-The GoJK will take necessary steps in each district and educate poultry farming units to use poultry manure as organic manure since it will minimize environmental impacts of the poultry industry.
- x. **Strengthening of Animal disease diagnostic laboratory (Under Clause 15 point no. "x" of Jammu and Kashmir Poultry Policy 2020)**- The GoJK will take steps in strengthening of animal disease diagnostic laboratories with advance disease diagnostic facilities and virus isolation facilities and poultry disease experts will be made available in each district of J&K. ASHF Department shall establish state of art poultry disease diagnostic laboratory which shall be linked to existing district disease diagnostic labs with facility of online Lab reporting system.
12. **Poultry Venture Capital Fund under Clause 16 of Jammu and Kashmir Poultry Policy 2020**(Centrally Sponsored Incentive implemented through NABARD) This incentive would be availed as per guidelines (amended from time to time) issued by NABARD.
13. **Grievance Redressal**
A dedicated grievance redressal mechanism shall be established in the office of Nodal Officer with facility of call centre/ web portal and all the genuine grievances shall be redressed within stipulated time period with submission of monthly report to Steering Committee.
14. **Errors and Omissions**
Any inadvertent delay, omission, error or failure shall relieve the Department of Animal and Sheep Husbandry Jammu/ Kashmir, Government of Jammu

and Kashmir hereto from any liability which would attach hereunder if such delay, omission, error or failure had not been made provided such delay, omission, error or failure is rectified as soon as reasonably practicable upon discovery.

15. **Jurisdiction of Courts**

The courts within the territorial jurisdiction of Jammu and Kashmir shall have sole jurisdiction to try cases which may arise in connection with these rules.


Assistant Director Planning
Animal/Sheep Husbandry Department
10.6.2020
Sr. 

No: ASH/Plan/213/2016

Dated 10.06.2020

Copy to the:

1. Commissioner/Secretary to Government, Industries & Commerce Department
2. Director, Animal Husbandry Department Jammu/Kashmir
3. Private Secretary to Principal Secretary, Animal sheep Husbandry Department, J&K for information of the Principal Secretary

Biosecurity Plan for Poultry:**A) Visitor regulation**

One of the major sources of pathogens gaining entry into the farm, other than newly introduced birds, is through movement of people. The three categories of visitors are:

Low risk visitors

Those who have no contact with birds present very little risk of carrying diseases. Precautions for them include:

- a) Provide boots and coveralls (disposable preferred).
- b) Do not allow them to enter sheds, Hatcheries and feed Plants.
- c) Do not allow them to bring food along with them.
- d) Ask them to sanitize their hands on entry and before leaving.
- e) SOP to be followed for visitor regulation.

Moderate risk visitors

People who routinely visit farms but have little or no contact with birds – salesmen, delivery men, mechanics etc. In addition to precautions for low risk visitors mentioned above, the following also are to be observed for this category of people.

- a) Equipment should be cleaned and disinfected between uses if there is any contact with feed, birds, soil or manure.

High risk visitors

They include vets, livestock haulers, Farm owners, labour or other personnel who have close contact with the birds and their products and also personnel who have visited any poultry diagnostic facility. In addition to precautions for low & moderate visitors, people in this group should also observe the following:

- a) Equipment that has direct bird contact (Vaccinators, debeakers, P.M equipment, machinery/spares for hatcheries, feeders drinkers, ventilators) should be cleaned and disinfected before and after use.
- b) Should remain away from core bio-secure area for a minimum of 3 days if they have visited any outbreak premises.
- c) Disposable gloves and other disposable or clothing that can be disinfected should be worn whenever there is direct contact with the animal tissues or equipment.
- d) Food packets should be placed in a bag provided at the entry point.
- e) Food should be consumed only at designated areas in the farm and left-over should be disposed as per protocol.
- f) Foot dips are to be installed at the entry and exit of each poultry shed.
- g) Hands and forearms should be washed with antibacterial soap and sanitized before leaving the farm.
- h) Farm employees who have poultry birds at home should report to work in clothes that have not been exposed to their stock. The outer wear and boots

- provided to them should be cleaned and disinfected after work and left at the farm.

Vehicle regulation

Another major source of pathogens gaining entry into the farm, other than newly introduced birds and people is through vehicles.

Visitor vehicle regulation:

- All vehicles visiting the farm should be parked outside the biosecurity perimeter of the estate.
- Only essential vehicles may enter the estate. Regulation of vehicles entering the estate.
- Vehicles should be clean and free of visible manure on tires and wheel wells. Trucks and trailers should be cleaned and disinfected prior to arriving at the estate.
- Vehicles should pass through tyre dips of minimum 5.5 m length, 3.5 m width and a depth of 6-9 inches at the centre and pass through automatic disinfectant sprayer at entry point.
- Service vehicles (tractor, trailer etc) are to be thoroughly cleaned and disinfected on a regular basis.
- Manure/ saw dust vehicles are to be cleaned and disinfected daily.
- SOP for cleaning & disinfection of vehicles are to be followed.

Biosecurity Zones:

The biosecurity zone should be segregated into low, medium and high risk areas with different protocols for access and exit.

a) Low Biosecurity Zone

Visitors lounge, office building, canteen, security outpost, stores, residential area, workshop, recreational & other socializing facilities etc.

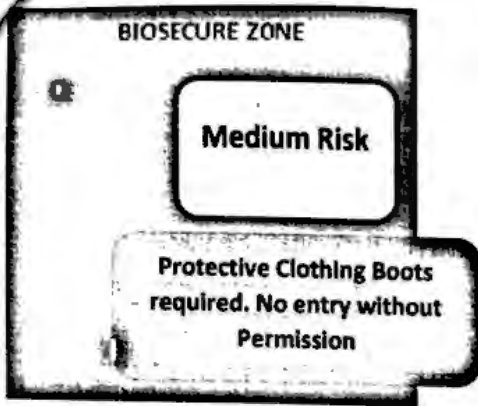
- An example of signage for this area is shown below.
- These areas should be outside and physically demarcated from the high biosecurity zone.
- Entry by permission only.
- Other zones cannot be accessed from here.



b) Medium Biosecurity Zone

Feed Production facility:

- An example of signage for this area is shown below:
- These areas are outside and physically demarcated from the high biosecurity zone.
- Protective boots required to enter this zone.
- No entry would be allowed without permission of unit head.



c) High Biosecurity Zone

All poultry sheds, Hatcheries, Poultry Processing/storage facilities etc.

- i. An example of signage for this area is shown below:



- ii. Protective clothing (coverall, caps) and proper hand sanitation required to enter these areas.
- iii. Change of protective clothing required if entering from medium risk zone.
- iv. No entry other than designated personnel unless absolutely necessary, with the permission of the farm in-charge.
- v. SOP for entry & exit of personnel / visitors into each zone (high, medium & low) to be followed.

Annexure - B 1

PROFORMA FOR REGISTRATION OF POULTRY FARM

(*In case of proposed establishment the registration of farm shall be purely provisional and subject to re-verification after establishment of the farm as per proposal)

A. Farm Details (Existing/ Proposed *)

1. Name of the Farm: _____
2. Type of birds reared/ to be reared: Broiler/ Layer/ Low Input Tech. (Tick)
3. Strength of farm: _____
4. Year of Establishment/ to be operational by: _____
5. Location of the farm: _____
6. Nature of enterprise: Self financed (Y/N): _____
Established under Scheme (Please specify) _____
7. Type of rearing/ proposed (Tick): Deep Litter _____ Cages _____
8. System of rearing (Tick): All in all out _____ Continuous cycle _____
9. Operational details (Tick): Contractual rearing _____ Self-rearing _____
10. Bio-security setup:
 - a. Boundary walling of farm (Yes/ No) _____
 - b. Change room with wash room (Yes/ No) _____
 - c. Phenyl Dip at entrances (Yes/ No) _____
 - d. Distance from nearest existing farm _____
11. Annual output/ estimated output: _____ Meat Kgs (LW)/ No. of eggs
12. No of cycles per year: _____

PHOTO

B. PERSONAL DETAILS

1. Name of the owner: _____
2. Parentage: _____
3. Category (Gen/BPL/SC/ST/Other, Please Specify): _____
4. Residential Address: _____
5. Telephone No./Cell No.: _____
6. E-mail ID: _____
7. Educational qualification: _____
8. Annual Earnings from the farm: _____

It is to certify that the information given (at A and B) above is correct. In case of any of the above information found wrong or misleading I shall be held responsible, personally.

Place & Date: _____

Signature of
Applicant.

The registration including provisional registration of the farm is subject to fulfillment of criteria detailed by the department for registration purpose and can be downloaded from the departmental website at www.jkanimalhusbandry.net. The registration shall have to be renewed every year in the month of April.

PROFORMA FOR REGISTRATION OF HATCHERY

(*In case of proposed establishment the registration of hatchery shall be purely provisional and subject to re-verification after establishment of the hatchery as per proposal)

A. Hatchery Details (Existing/ Proposed *)

01. Name of the Hatchery: _____
02. Type of DOCs to be hatched: Broiler/ Layer/ Low Input Tech. (Tick) _____
03. Production capacity/ annum: _____
04. Year of Establishment/ to be operational by: _____
05. Location of the Hatchery: _____
06. Nature of enterprise: Self financed (Y/N): _____
Established under Scheme (Please specify) _____
07. Road connectivity (Tick): Yes/ No _____
08. Availability of portable water (Tick): Yes/ No Please specify source _____
09. Availability of Electricity (Tick): Yes/ No Please specify back-up source _____
10. Bio-security setup:
Boundary walling of farm (Yes/ No) _____
Change room with wash room (Yes/ No) _____
Phenyl Dip at entrances (Yes/ No) _____
Wheel/ Tyre Dip (Yes/ No) _____
Distance from nearest farm/ hatchery _____
Hatchery waste disposal (Yes/ No) _____


B. PERSONAL DETAILS

1. Name of the owner: _____
2. Parentage: _____
3. Category (Gen/BPL/SC/ST/Other, Please Specify): _____
4. Residential Address: _____
5. Telephone No./ Cell No.: _____
6. E-mail ID: _____
7. Educational qualification: _____
8. Annual Earnings from the establishment: _____

It is to certify that the information given (at A and B) above is correct. In case of any of the above information found wrong or misleading I shall be held responsible, personally.

Place & Date: _____

Signature of
Applicant.

The registration including provisional registration of the farm is subject to fulfillment of criteria detailed by the department for registration purpose and can be downloaded from the departmental website at www.jkanimalhusbandry.net. The registration shall have to be renewed every year in the month of April.

PROFORMA FOR REGISTRATION OF FEED MILL

(*In case of proposed establishment the registration of feed mill shall be purely provisional and subject to re-verification after establishment of the feed mill as per proposal)

A. Feed Mill Details (Existing/ Proposed *)

1. Name of the Feed Mill/ Unit: _____
2. Type of Feed Manufactured: Mash/ Pellets/ Crums. (Tick)
3. Capacity of Plant: _____
4. Year of Establishment/ to be operational by: _____
5. Location of the Unit: _____
6. Nature of enterprise: Self financed (Y/N): _____
Established under Scheme (Please specify) _____
7. Road connectivity (Tick): Yes/ No _____
8. Availability of Electricity (Tick): Yes/ No Please specify back-up source _____
9. Annual output/ estimated output: _____

PHOTO

Bio-security setup:

Boundary walling of farm (Yes/ No) _____

Change room with wash room (Yes/ No) _____

Phenyl Dip at entrances (Yes/ No) _____

B. PERSONAL DETAILS

1. Name of the owner: _____
2. Parentage: _____
3. Category (Gen/BPL/SC/ST/Other, Please Specify): _____
4. Residential Address: _____
5. Telephone No./ Cell No.: _____
6. E-mail ID: _____
7. Educational qualification: _____
8. Annual Earnings from the Unit: _____

It is to certify that the information given (at A and B) above is correct. In case of any of the above information found wrong or misleading I shall be held responsible, personally.

Place & Date: _____

Signature of
Applicant.

The registration including provisional registration of the farm is subject to fulfillment of criteria detailed by the department for registration purpose and can be downloaded from the departmental website at www.jkanimalhusbandry.net. The registration shall have to be renewed every year in the month of April.

**REGISTRATION CARD
OF
POULTRY ESTABLISHMENT**



1. Name of Poultry Establishment _____
2. Location of Poultry Establishment _____
3. Type of Poultry Establishment _____
4. Name of Farmer/ Entrepreneur _____
5. Parentage _____
6. Address _____
7. Educational Qualification (If any) _____
8. Contact No. _____
9. Email ID _____
10. Capacity _____
11. Year of Establishment _____
12. Registration No. Allotted _____ Registration Date _____

**SEAL & SIGNATURE
OF
REGISTERING AUTHORITY**

Annexure -C

Affix
photograph
here.

1. Name of poultry Farmer/ Cooperative/FPO/ SHG/ Other (Please Specify)

2. Father's/ Husbands Name _____
3. Address: _____ Tehsil _____
District _____ Mobile No _____, Aadhaar No _____
4. Registration No.
5. Fiscal Incentive required for (Please Tick) : Existing Farm/ New Farm
6. Type of Poultry Farm (Please Tick) Layer/ Poultry
7. Fiscal Incentive Applied for.....
8. Total cost of the project
(copy of project proposal is enclosed)
9. Please specify the intervention for which incentive is required:.....
10. 16 digit Account No. _____, Bank _____, Bank Branch _____
11. If beneficiary wants to avail Bank Loan (Please tick): YES/ NO
12. If yes, name of Bank: _____ Branch: _____ Address _____
(NOC from concerned Bank Branch shall be enclosed)

Signature:

Name:

Address:

Attested By CAHO

Government of Jammu and Kashmir
Animal/Sheep Husbandry & Fisheries Department
Civil Secretariat, Jammu

Subject: - J&K Poultry Policy 2020.

Reference: Administrative Council Decision No.36/5/2020 dated 27.02.2020

Government Order No:- 33 -ASH of 2020

D a t e d: - 11 - 3 - 2020

Approval is accorded to Jammu & Kashmir Poultry Policy 2020 (annexure).

By order of Government of Jammu and Kashmir.

Sd/-

(Dr.Asgar Hassan Samoon), IAS
Principal Secretary to Government,
Animal/Sheep Husbandry & Fisheries Department

No:-ASH/Plan/213/2016

Dated: 11 -3-2020

Copy to the:

1. Secretary Department of Animal Husbandry & Dairying, Ministry of Fisheries, Animal Husbandry & Dairying, Government of India .
2. Chief Secretary J&K.
3. Financial Commissioner Finance Department.
4. Joint Secretary (JK), Ministry of Home Affairs, Gol New Delhi.
5. Principal Secretary to Hon'ble Lt Governor of J&K.
6. Principal Secretary Planning, Development & Monitoring Department.
7. Administrative Secretary Industries & Commerce Department.
8. Administrative Secretary Law, Justice & Parliamentary Affairs.
9. Vice Chancellor SKUAST J/K.
10. Dean, Faculty of Veterinary Sciences and AH, SKUAST J/K.
11. Managing Director, J&K Trade Promotion Organisation.
12. Director Animal Husbandry Jammu/ Kashmir for wide publicity and circulation to all stake holders/upload on official website.
13. Deputy Commissioner of all Districts.
14. Director Archives, Archaeology & Museums J&K.
15. Director Information J&K.
16. Chairman J&K Bank.
17. CGM NABARD J&K.
18. General Manager, Government Press for Publication of Policy Document in Official Gazette.
19. Private Secretary to Principal Secretary to Government, Animal/Sheep Husbandry & Fisheries Department for information of the Principal Secretary.
20. Incharge Departmental website.
21. Govt. Order file (W.2.S.C)/Master file/Stock file.


(Abdul Gani Malik)
Director (Planning)

Anneure to Government Order No. 33 ASH of 2020, dated 11-03.2020

Jammu & Kashmir Poultry Policy – 2020

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Poultry Policy 2020

Definitions

- i. **“Implementation date”** means the date that starts after the gazette notification of J&K Poultry Policy 2019. The operative period of the Policy starts after the appointed date.
- ii. **“Commencement of commercial operation”** means the date on which the poultry unit commences commercial operations as certified by the concerned Department.
- iii. **“MSME”** means all those enterprises where investment in plant and machinery does not exceed ₹ 10 crore.
- iv. **“Electricity Duty”** means the electricity duty levied by the Government from time to time.’
- v. **“Existing Unit”** means enterprises engaged in poultry activities registered by the J&K Animal and Sheep Husbandry Department and has Commenced Commercial Operations before the Appointed Date.
- vi. **“Substantial Expansion”** means increase by not less than 25% in the value of fixed capital investment in Plant & Machinery of an industrial unit for the purpose of expansion of capacity / modernization and diversification.
- vii. **“Plant and Machinery”** will cover the cost of newly purchased industrial plant and machinery as erected at site. Relocated/ Recycled/ Refurbished plant and machinery is not eligible for assistance under this scheme.
- viii. **“GoJK”** means the Government of Jammu and Kashmir.
- ix. **“Policy”** means the J&K Poultry Policy – 2020.
- x. **“Administrative department”** means J&K department of Animal and Sheep Husbandry.

1. Introduction

India's poultry industry represents a major success story. In India, poultry is one of the fastest growing segments of livestock/agriculture and contributes a major share in terms of protein supplementation, from eggs and poultry meat. Amongst the animal products, which are, by and large substitutable in the diet, it is found that input output ratio for poultry is most favourable. With 10 Kgs of similar feed in each case, chicken(both egg and meat type) gives more protein than cow milk, beef and sheep.

The focus is on "Development" meaning Good Food, Better Health & Living conditions to everyone. Healthy food at attractive price will be the issue in focus. Eggs and chicken are accepted by all communities and are available at the most reasonable prices. Within a span of 25 years, the egg production has gone up to 70 billion from few millions and the broiler production has gone to 3.8 million tonnes from nowhere. Poultry is the most organized sector in animal agriculture, worth rupees one lakh crores. The growth is 6-8% in layers and 10-12% in broilers per year against the growth of agriculture as a whole which is around 2.5%.

In Jammu and Kashmir 84% of the population is predominantly non-vegetarian. According to official reports of J&K's animal and sheep husbandry department, J&K consumed 121 crore eggs and 7.4 crore Kg poultry meat in year 2016-17. According, to data submitted by previous Minister in the House last year J&K registered an expenditure of ₹ 10,871.93 crore on four items which include chicken, mutton, eggs and milk in 2016-17. The government further said out of this J&K imported items worth ₹ 956 crore. The import data(J&K) for the past few years in poultry is below:

Year	Egg(crore)	Broiler chicken(lakh)	Day old chick(crore)
2013-14	66.10	56	5.59
2014-15	70.50	51	5.52
2015-16	78.43	64	6.14
2016-17	78.04	93	5.33
2017-18	87.75	96	5.84
2018-19	94.69	92	5.74

The last decade has witnessed tremendous growth in the poultry sector in J&K. Poultry farming has come up in a big way in Jammu, Kathua, Udhampur, Pulwama, Srinagar and Budgam districts with large number of educated unemployed youth taking poultry farming as a sustainable means

of earning their livelihood. Although Jammu and Kashmir has an enormous potential and conducive environment for poultry development on commercial lines as well as backyard poultry still there is significant gap between requirement and production of poultry and poultry products. Besides, Jammu and Kashmir has rich resources like availability of maize, plenty of manpower and huge market for consumption of poultry and poultry products. The GoJK intends to tap the agro-climatic potential of Jammu and Kashmir for increasing the number of the poultry enterprises to reduce the demand and supply gap.

Indian Nutritional Academy, Hyderabad has suggested consumption of 182 eggs per head per annum as standard. The National availability is 63 eggs while in J&K it is 100 eggs(including imports).

2. Need for a Poultry development policy

High production cost of eggs & meat and uncontrolled disease problems have resulted in negative growth in layer and broiler industries in the recent past. Several poultry farmers are in deep financial crisis and trying to close their farms. Hence it has become necessary to safeguard the interest of poultry industry for future economic prosperity and nutritional support through comprehensive Poultry Development Policy.

3. Issues & Challenges

Availability of hygienic poultry meat for consumer is a concern since there are inadequate modern processing facilities available in J&K. The Krishi Vigyan Kendras(KVK) should undertake some field-oriented research activities such as use of alternate feed for backyard poultry farming, production performance and economics of production of dual purpose.

Poultry manure poses a major environment concern in relation to which initial support to farmers for using poultry manure as a source of bio-fuel and organic fertilizer in the crop field will be provided, which will have a demonstrative effect in future.

Poultry farming being a high cost intensive project coupled with high risk such as vagaries of nature, bird flu etc., some policy decisions are needed for providing fiscal incentives to the poultry entrepreneurs.

While , there are few broiler parent hatcheries & poultry feed mills in the Union Territory of Jammu & Kashmir , especially in Jammu Division , the total production of DOCs / Feed does not commensurate to demand which result in hefty import bills.

Further, due to lack of awareness of poultry sector in J&K there have been couple of failure of enterprises as they take it that this may not be so lucrative and successful.

The other challenges in poultry includes providing of diagnostic and health cover facilities to the poultry farmers, providing marketing support to the poultry farmers for eggs and birds.

Further, the linkage between Research-Extension-Farmer is not adequate. Strong extension effort needs to be taken upto reduce the gap between Research and Extension.

The strengthening of the existing infrastructure is also a major challenge for the development of Poultry sector in J&K. The state of the art hatchery is also the need of the hour to lift this sector along with import of high quality, high producing germplasm.

Most of the poultry farms are simple open sheds while only a few large poultry integrators have controlled-environment housing with automatic feeding and drinking systems. High capital costs and unreliable power supplies restrict large scale adoption of the controlled environment poultry barn model in India.

Feed price constitutes around 80 percent of the total production cost and therefore is the major component in changing production and marketing scenario of poultry and poultry products. At lesser feed prices, more farmers are willing to enter into the business and most of them would want to place more birds. In absence of any suitable market information, it becomes hard to assess the demand much well in advance every year emphasizing the importance of availability of suitable market information.

Unsanitary conditions at chicken centres and improper disposal of dressing wastes may favor spread of diseases in poultry which is a major challenge to the poultry Industry. Due to lack of trained man power, required managerial practices are not being followed by the farmers.

States like U.P, Bihar and Odisha have started establishing new poultry farms recently by offering subsidies, loans at lower rates of interest. Poultry farmers in J&K are likely to face tough competition in near future to sell their products in these and other states.

Also, Power is one of the main components which increase the production cost that requires consideration for reduction of power consumption charges to reduce cost of production from poultry.

4. Vision

The policy envisions to achieve below:

- i. To achieve self-sufficiency in production of poultry and poultry products by way of establishing mega projects like broiler/egg breeder Farms & Hatcheries, Feed mills and commercial layer / broiler farms.
- ii. Creation of employment opportunities for local unemployed educated youth.
- iii. Supplementing the income of rural population by encouraging backyard poultry.

5. Objectives

This policy aims to consider and bridge the gap between demand and production of the eggs and poultry meat in the UT and thus has following objectives:

- i. To produce 146 Crores of Table eggs and 1.25 lakh MT poultry meat per annum.
- ii. To establish poultry feed manufacturing units to ensure indigenous production of 1.5 to 1.75 L MT of poultry feed annually.
- iii. To promote backyard poultry farming to improve rural livelihood.
- iv. To eliminate ₹ 900 crore, import bill and increase the local production by tapping its agro-climatic potential favourable for poultry farming.
- v. Poultry diversification by rearing other spp. of poultry like ducks, geese, turkey, quails , guinea fowl at Government farms and their propagation to provide multiple avenues to earn livelihood and engage unemployed educated youth in this fast growing industry.
- vi. To sustain commercial broiler and layer production in J&K.
- vii. Registration of the Poultry Farm, Hatcheries & other Poultry Establishments.
- viii. Development of a dual purpose breed for rural poultry farming.
- ix. Documentation, conservation and improvement of indigenous poultry germplasm.

6. Validity of the policy

The Policy will come into operation with effect from its publication in the GoJK Gazette and will remain in force for a period of 10 years from its implementation date.

7. Eligible Units

- i. All new/existing units, Farmers, individual entrepreneurs, NGOs, companies, cooperatives, groups of unorganised and organized sector which include Self Help Groups (SHGs), Joint Liability Groups (JLGs) etc.
- ii. When more than one member of a family is assisted under the scheme, the units set up by each member should be with separate infrastructure at different locations with distinct identity.
- iii. Biosecurity norms should be kept in view while locating the units.
- iv. Units involved in duck farming/other poultry are also eligible.
- v. This scheme is extended to any person living in or outside J&K or outside country, that means no domicile restriction is there.
- vi. There is no upper limit on number of units.

8. Nodal agency

- i. Joint Director, Poultry Jammu/Kashmir will be nominated as the nodal officers for all issues related to poultry till Poultry Development Board is constituted.
- ii. They will prepare the checklist of items for registration of poultry units in consultation with all stake holders and Chief Animal Husbandry Officers/Poultry Development Officers who will act as a facilitator in setting up of poultry units.
- iii. Only those units shall be eligible for incentives under this policy which are registered with Animal Husbandry Department Jammu/Kashmir
- iv. Chief Animal Husbandry Officer will also act as coordinator in identification of the land in consultation with I&C for setting up of poultry unit.

9. Mid-term review

GoJK may undertake a mid-term review of this policy after a period of 3 years or as when the need arises may be due to any inconsistencies with GoJK policy or regulations/ GOI regulations.

10. Policy implementation

Administrative order regarding implementation of the scheme, availability of the facilities mentioned, scrutiny and recommendation on the project submitted by entrepreneur, Application Proforma/ Sanction format and other related documents, coordination with the

banks. monitoring of the schemes will be issued by the Administrative Department separately. The effective implementation and monitoring of the scheme will be done by Project Monitoring Unit. Further, a high powered committee will be formed under Administrative secretary Animal/Sheep Husbandry for the implementation of policy guidelines.

11. Committee formation

i. Institutional capacity building

- a. The “GoJK level” steering committee will be formed in the Animal husbandry department for effective and efficient implementation of poultry development policy.
- b. A committee headed by Administrative Secretary , Animal/Sheep Husbandry, as Chairman, Senior most Director Animal Husbandry as Member Convenor and Director Animal Husbandry Jammu/Kashmir other than senior Director, Joint Director poultry Jammu/ Kashmir, representative of Agriculture marketing, CAPD, food processing and industries Department as members will be constituted to deliberate on the issues concerning implementation of the poultry development policy.

ii. Project approval committee

The project approval committee will be constituted separately under the chairmanship of Administrative Secretary Animal/Sheep Husbandry J&K to approve the projects involving setting up of poultry farms/ chicken processing/ egg processing plants based on financial and technical criteria.

iii. Power to remove difficulties

If any difficulty arises in giving effect to this policy, the project approval committee is authorized to issue clarification as well as interpretation to such provisions, as may appear to be necessary for removing the difficulty either on its own motion or after hearing those parties who have sought clarifications for the provisions contained in the policy.

12. Incentives(J&K & Centre)

i. Schemes under J&K industrial policy

Parent stock hatcheries/feed mills/poultry processing units are eligible for schemes under Jammu and Kashmir Industrial Promotion Policy 2020

ii. Industry development scheme(administered by Centre)

Benefits under Jammu and Kashmir IDS 2017(amended from time to time) as per validity defined are also applicable to parent stock hatcheries/feed mills/poultry processing units.

13. MSME Scheme by GOI

All MSME schemes by GOI applicable for poultry industry will be applicable and extended to eligible poultry units in J&K.

14. Fiscal Incentives

- i. Commercial layer/broiler farms with rearing capacity of more than 10000 birds per unit will be provided capital investment incentive for access to credit @ 30% of the investment in plant and machinery (Farm automation/ equipments) with upper limit of Rs 50.00 lakh.
- ii. Commercial layer/broiler farms with rearing capacity of more than 10000 birds on their substantial expansion anywhere in J&K will be given an interest incentive @3% on working capital credit advanced by the scheduled banks or central/ UT, Financial Institutions for first five years from the date of commencement of commercial production/operations.
- iii. All eligible new units and existing units on their substantial expansion above 10000 birds anywhere in J&K will be eligible for reimbursement of 100% insurance premium on insurance of building and Plant & Machinery for maximum of five years from the date of commencement of commercial production/operations.
- iv. 100% subsidy on DG sets for Commercial layer/broiler farms with rearing capacity of more than 10000 birds with maximum ceiling upto Rs. 4.5 lakh.
- v. Developed land as per Industries & commerce norms from I&C at identified sites by Animal and Sheep Husbandry Department required for establishing poultry estates.
- vi. 50% subsidy on incinerator subject to maximum of Rs 1.00 lac for commercial layer/broiler farms with rearing capacity more than 10000 birds.

15. Non fiscal incentives

i. Deemed land conversion

Provision of deemed land conversion is extended for land involving development of poultry farms which include hatcheries, feed mills and breeding farms.

ii. Marketing Support by way of E-commerce

Government will take steps to support entrepreneurs by establishing online poultry mandi under the purview of Animal husbandry

department. This will provide a wider marketing opportunity to the entrepreneurs for marketing their products by registering on this e-commerce portal.

iii. Promote Egg Consumption

Govt. will take steps for inclusion of eggs in mid-day meals in schools and anganwadis on every day basis and it should also be included on the hostel menus.

Further it will also be provided to pregnant mothers to improve the health of mother and child.

iv. Promotion of maize cultivation in J&K

The GoJK will promote and support maize cultivation as it constitutes the major cost in poultry and it must ensure Agriculture department on the specific request from the poultry organizations about the quantities required every year and will declare MSP for every season.

v. Promotion of Poultry sector as attractive business opportunity in educational institutions

The GoJK will make interventions to promote poultry sector and would make tie ups with concerned universities and help in developing skilled workforce so that many people can view it as an attractive start up opportunity.

vi. Market intelligence support

GoJK will support in developing market intelligence domestically and internationally in collaboration with ICAR, NECC and other department/ agencies.

vii. Industry-Academia partnership

To enable technology transfer at grassroot level govt will ensure a regular interface with ICAR and universities through various technical committees.

viii. Poultry germplasm

Govt. will take steps in documentation, conservation and improvement of indigenous germplasm.

ix. Promotion of Poultry manure as organic manure

Govt. will take necessary steps in each district and educate poultry farming units to use poultry manure as organic manure since it will minimize environmental impacts of the poultry industry.

x. Strengthening of Animal disease diagnostic laboratory

Govt. will take steps in strengthening of animal disease diagnostic laboratories with advance disease diagnostic facilities and virus isolation facilities and poultry disease experts will be made available in each district of J&K.

16. Poultry Venture Capital Fund Scheme

A centrally sponsored scheme implemented through NABARD with an objective to encourage poultry farming activity especially in non-traditional areas, provide employment opportunities in backward areas, improve production of poultry products which have ready market all over country, provide quality meat and poultry products and to improve productivity and facilitate rearing of other poultry species like quails, ducks, turkeys etc

Eligibility:

- i. Farmers, individual entrepreneurs, NGOs, companies, cooperatives, groups of unorganised and organized sector which include Self Help Groups (SHGs), Joint Liability Groups (JLGs) etc
- ii. An individual will be eligible to avail assistance for all the components under the scheme but only once for each component
- iii. When more than one member of a family is assisted under the scheme, the units set up by each member should be with separate infrastructure at different locations with distinct identity. The distance between the boundaries of two adjacent farms should be at least 500m.
- iv. Biosecurity norms should be kept in view while locating the units.

Funding pattern:

- i. Entrepreneur contribution (margin money) - For loans upto Rs one lakh, banks may not insist on margin as per RBI guidelines. For loans above Rs 1.00 lakh : 10% (minimum)
- ii. Back ended capital subsidy –25% for general and 33% for SC/ST
- iii. Effective Bank Loan (excluding eligible subsidy as above) - Balance portion, Minimum 40% of the outlay

Repayment:

Repayment Period will depend on the nature of activity and cash flow and will vary between 5- 9 years. Grace period from 6 months to 1 year.

17. Policy Outcomes

The implementation of Poultry Policy is expected to yield the following outcomes.

- i. Farmers will get support prices for their products (eggs and meat) and make the poultry farming sustainable.
- ii. Additional employment opportunities to rural people of J&K in rearing of backyard poultry.
- iii. Supplementary income and nutrition to the BPL families.
- iv. Wholesome chicken meat and meat products will be available in urban areas.
- v. Poultry meat consumption will be increased, a greater number of poultry farms will be established, and egg production will be increased.
- vi. Local egg consumption will be increased.
- vii. Reduction in import bill of J&K thus saving approx. ₹ 900 crores.
- viii. Reduction in malnutrition and protein deficiency in children.
- ix. Promotion of value addition to meat and its products.
- x. Proper diagnostic facilities will be available for identification of poultry diseases.