

Government of West Bengal
Animal Resources Development Department
LB-2, Sector-III, Salt Lake City, Kolkata - 700 098

No. 580/AD/P/6B-029/2018

Dated: Kolkata, the 23rd March, 2018

MEMORANDUM

With a view to augment milk production by way of increasing productivity of local indigenous cattle & buffalo, Government of West Bengal in the ARD Department has decided to take up massive artificial insemination programme for up-gradation / crossbreeding of local low milk producing cattle & buffalo through doorstep Artificial Insemination service by utilizing self employed Artificial Insemination Workers (Pranibandhu , Pranisebee and A.I. Workers of Milk Unions/ Other A.I. Workers working under PBGSBS).

Simultaneously , to protect Livestock & Poultry population in the State from diseases as well to make Animal Health Services accessible to the farmers at affordable cost, Government of West Bengal in the ARD Department has decided to cover 100% Livestock & Poultry population under vaccination through doorstep vaccination service by utilizing self employed Pranimitras (those are selected by ARD Dept and Anandadhara of P&RD Dept.) and Artificial Insemination Workers (Pranibandhu , Pranisebee and A.I. Workers of Milk Unions/ Other A.I. Workers working under PBGSBS).

To motivate and augment income generation of the self employed persons in this field, Government of West Bengal in the ARD Department has decided to pay Rs. 1500.00 (Rupees Fifteen Hundred only) per month as monthly incentive alongwith increment of monthly incentive @ 10% after each 3 (Three) years to Artificial Insemination Workers (Pranibandhu , Pranisebee and A.I. Workers of Milk Unions/ Other A.I. Workers working under PBGSBS) and Pranimitras (those are selected by ARD Dept and Anandadhara of P&RD Dept.) subject to under mentioned stipulations.

- Notwithstanding the aforesaid provision, other incentives, if any, declared by any Government / Govt. Organization order will also be continued to encourage self employment.
- Eligibility criteria for this scheme is depicted Annexure - I & II
- A.I. Workers & Pranimitras shall have to apply for joining in the scheme in prescribed format as depicted in Annexure - III.
- A.I. Workers & Pranimitras shall have to give an declaration for joining in the scheme in prescribed format as depicted in Annexure - IV & V

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- This is issued subject to the orders passed by the Hon'ble High Court, Calcutta in the pending Writ Petition.

This monthly incentive scheme shall come into force w.e.f. 01.04.2018

This memorandum is issued with the concurrence of the Finance Department, Government of West Bengal vide U.O. No. Group-P2/2017-18/1121 dated 28.02.2018

The Government may, in its discretion, discontinue this scheme at any point of time considering the Artificial Insemination and Vaccination coverage of Livestock & Poultry population in the state.

Sd/-

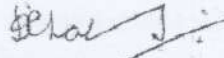
**Pr. Secretary to the Govt. of WB
Animal Resources Development Department**

No. 580/1(51)/AD/P/6B-029/2018

Dated: Kolkata, the 23rd March, 2018

Copy forwarded for information and necessary action to the: -

- 1) P.S. to Hon'ble Minister-of-state (IC), Animal Resources Development Department, Govt. of West Bengal, Prani Sampad Bikash Bhaban, LB-2, Sector - III, Salt Lake City, Kolkata- 700106.
- 2) Principal Secretary to the Govt. of West Bengal, P & RD Department, Joint Administrative Building, Block HC-7, Sector III, Salt Lake City, Kolkata - 700106
- 3) Director of Animal Husbandry & Veterinary Services, West Bengal Prani Sampad Bikash Bhaban, LB-2, Sector - III, Salt Lake City, Kolkata- 700106.
- 4) Managing Director, West Bengal Cooperative Milk Producers' Federation Ltd., LB-2, Sector - III, Salt Lake City, Kolkata- 700106.
- 5) Chief Executive Officer, Paschim Banga Go-Sampad Bikash Sanstha, LB-2, Sector - III, Salt Lake City, Kolkata- 700106.
- 6-28) District Magistrate, ----- district.
- 29-51) Deputy Director, ARD & PO, ----- district



**Special Secretary to the Govt. of WB
Animal Resources Development Department**

ANNEXURE-I: Memo no.580/1(51)/AD/P/6B-029/2018

Dated:23.03.2018

Eligibility Criteria for Monthly Incentive Schemes for A.I. Workers (Pranibandhu, Pranisebee and A.I. Workers of Milk Unions/ Other A.I. Workers working under PBGSBS):

1. Classification of Zone:

1.1. Difficult zone:

Purulia District, LWE Blocks (As notified by the Govt. of W.B.) of Paschim Medinipur, Jhargram and Bankura District and Four (04) Island blocks (Minakha, Hingalgaunge, Sandheskhali I& II) of North 24 Pgs. District & Four (04) Island blocks (Namkhana, Sagar, Gosaba, Pathar Pratima) of South 24 Pgs. District.

1.1. Normal Zone:

All the Districts /Area except above stated Districts /Area

2. Monthly Performance Criteria

Sl. No.	Activities	Points	Target		Eligibility Points	
			Normal Zone	Difficult Zone	Normal Zone	Difficult Zone
1	Artificial Insemination	25	10	5	250	125
2	Vaccination					
2.1.	Livestock	4	40	20	160	80
2.2.	Poultry	1	40	20	40	20
3	Assistance in different Health Camp/ Fertility Camps	100	1	1	100	100
4	Livestock Tagging & Recording of Data in e-PBGSBS Management System and/or INAPH	5	10	5	50	25
5	Record keeping and information transmission of different Activities	100	1	1	100	100
6	Any activities assigned by concerned Block Livestock Development Officer	100	1	1	100	100
	Total				800	550

2.1. A.I. Workers shall have to achieve the eligibility points of 800 or 550, as the case may be, irrespective of item wise target.

2.2. A.I. Workers shall have to provide A.I. Report & Vaccination report to the BLDO/BEO on monthly basis as per format supplied by the BLDO in form of Web/ SMS/ Hard Copy.

- 2.3. For the sub Point No. 3, 5 & 6 of point no. 2, BLDO shall certify for their activities.
- 2.4. For the sub Point No. 4 of point no. 2, only Web report shall be considered.
- 2.5. A.I. Workers shall have to submit all relevant Documents for registration in e-PBGSBS Management System and Information Network for Animal Production & Health (INAPH).
- 2.6. All the tagged Cattle & Buffalo shall have to be registered in e-PBGSBS Management System through SMS/web.
- 2.7. Data relating to A.I. and other breeding activities shall be registered through SMS in e-PBGSBS Management System. A register on A.I. & Calf Born shall have to be maintained by them and to be submitted weekly to the BLDO for uploading of data in the System.
- 2.8. Data Sheet of INAPH in prescribed format shall have to be submitted to the BLDO / VO on weekly basis or data of INAPH have to be uploaded in the system through offline /online as instructed by the BLDO.

Eligibility Criteria for Monthly Incentive Schemes of Pranimitra (those are selected by ARD Dept and Anandadhara of P&RD Dept.):

1. Classification of Zone:

1.1. Difficult zone:

Purulia District, LWE Blocks (As notified by the Govt. of W.B.) of Paschim Medinipur, Jhargram and Bankura District and Four (04) Island blocks (Minakha, Hingalgaunge, Sandheskhali I & II) of North 24 Pgs. District & Four (04) Island blocks (Namkhana, Sagar, Gosaba, Pathar Pratima) of South 24 Pgs. District.

1.1. Normal Zone:

All the Districts /Area except above stated Districts /Area

2. Monthly Performance Criteria:

Sl. No.	Activities	Points	Target		Eligible points	
			Normal Zone	Difficult Zone	Normal Zone	Difficult Zone
1	Vaccination					
1.1.	Livestock	4	80	35	320	140
1.2.	Poultry	1	100	50	100	50
2	Assistance in different Health Camp	100	1	1	100	100
3	Calf Born Verification / animal registration	5	6	2	30	10
4	Record keeping and information transmission of different Activities	100	1	1	100	100
5	Any activities assigned by concerned Block Livestock Development Officer	100	1	1	100	100
	Total				750	500

- 2.1. Pranimitras shall have to achieve the eligibility points of 750 or 500, as the case may be, irrespective of item wise target.
- 2.2. Pranimitras shall have to provide Vaccination report to the BLDO/BEO on monthly basis as per format supplied by the BLDO in form of Web/ SMS/ Hard Copy.
- 2.3. For the sub Point No. 2, 4 & 5 of point no. 2, BLDO shall certify for their activities.
- 2.4. For the sub Point No. 3 of point no. 2, only Web report shall be considered.
- 2.5. They shall have to submit all relevant Documents for registration in e-PBGSBS Management System and Information Network for Animal Production & Health (INAPH).

ANNEXURE-IV : Memo no.580/1(51)/AD/P/6B-029/2018

Dated:23.03.2018

Declaration of A.I. Workers

I, Sri/Smt.....S/o/ D/o/ W/o.....
 Village:.....Post office.....
 Police Station..... Gram Panchyet
 District....., working as self employed Artificial Insemination
 Worker (Pranibandhu, Pranisebee and A.I. Workers of Milk Unions / Other A.I. Workers
 working under PBGSBS) do hereby declare, by exercising my own volition and without
 any undue influence and coercion from any person and or institution, that I want to
 enter into the Monthly Incentive Scheme vide No. 580/1(51)/AD/P/6B-029/2018
 Dated: 23.03.2018 with the following conditions:

1. I shall perform Artificial Insemination work of Cattle & Buffalo with frozen semen straw as Self Employed Personnel and shall render Primary First Aid & vaccination and Deworming of Livestock & Poultry and help the Block Livestock Development Officer / Veterinary Officer for executing of different Government schemes including Animal Health Camp.
2. I shall act as per direction & advice of Block Livestock Development Officer / Veterinary Officer / any Officer of Paschim Banga Go-Sampad Bikash Sanstha & ARD Department.
3. I shall never declare / claim myself as doctor or Government employee.
4. I shall be liable to obey the breeding policy and vaccination schedule and other orders/ circular/notification issued by the Paschim Banga Go-Sampad Bikash Sanstha & ARD Department time to time.
5. I shall liable to obey the Terms & Conditions laid down in the Memorandum in this regard vide No. 580/1(51)/AD/P/6B-029/2018 Dated: 23.03.2018 for getting monthly Incentive.

Witness:

1.

2.....

.....
(Signature of Declarant)

CP-1

ANNEXURE-V: Memo no.580/1(51)/AD/P/6B-029/2018

Dated: 23.03.2018

Declaration of Pranimitra

I, Smt....., S/o.....

Village:.....Post office.....

Police Station..... Gram Panchyet

District....., working as self employed Pranimitra (**selected by ARD**

Dept /Anandadhara of P&RD Dept) do hereby declare, by exercising my own volition and without any undue influence and coercion from any person and or institution, that I want to enter into the Monthly Incentive Scheme vide No. 580/1(51)/AD/P/6B-029/2018 Dated: 23.03.2018 with the following conditions:

1. I shall perform vaccination of large animals, small animals and poultry birds as self employment worker and will render vaccination & primary veterinary aid to large animals, small animals & poultry birds and help the Block Livestock Development Officer / Veterinary Officer for executing of different Government schemes including Animal Health Camp.
2. I shall act as per direction & advice of Block Livestock Development Officer / Veterinary Officer / any Officer of ARD Department.
3. I shall never declare / claim myself as doctor or Government employee.
4. I shall be liable to obey the vaccination schedule and other orders/ circular/notification issued by the Directorate of AR & AH & ARD Department time to time.
5. I shall liable to obey the Terms & Conditions laid down in the Memorandum in this regard Vide No. 580/1(51)/AD/P/6B-029/2018 Dated: 23.03.2018 for getting monthly Incentive.

Witness:

1.

2.

.....
(Signature of Declarant)

Government of West Bengal
Animal Resources Development Department
LB-2, Sector-III, Salt Lake City, Kolkata – 700 098

No. 02/ACS/ARD/2021

Dated Kolkata, the 10th February, 2021

MEMORANDUM

The monthly incentive of Rs. 1500.00 (Rupees One Thousand Five Hundred only) is increased to Rs. 5000.00 (Rupees Five Thousand only) with effect from 01.01.2021 for the Artificial Insemination Workers (Pranibandhu, Pranisebee and A.I. Workers of Milk Unions/ Other A.I. Workers working under PBGSBS) and Pranimitras (those are selected by ARD Dept and Anandadhara of P&RD Dept.) working as self employed persons. All other terms and conditions will remain same as contained in Memorandum No. 580/AD/P/6B-029/2018 dated Kolkata, the 23rd March, 2018.

This is issued with the concurrence of the Finance Department, Government of West Bengal vide U.O. No. Group-P2/2020-2021/0770 dated 08.02.2021.

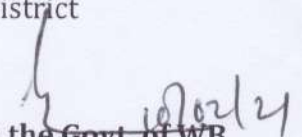
Sd/-

Addl. Chief Secretary to the Govt. of WB
Animal Resources Development Department

No. 440/1(51)/PBGSBS/APD (P&D)/Inc/75/2018 Dated Kolkata, the 10th February, 2021

Copy forwarded for information and necessary action to the: -

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- 6-28) District Magistrate, ----- district.
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Joint Secretary to the Govt. of WB
Animal Resources Development Department