

# **West Bengal Poultry Federation.**

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## **State level Poultry Product Marketing Policy (W.E.F 11.11.2017)**

Federation shall have the guidelines of Poultry Product Marketing which shall cover all poultry products in poultry productions.

As per the constitution of the federation section 16, 16(i) & 16 (ii), marketing committee shall be constructed and time to time different modifications must be made through the meetings and the decisions shall be adopted for the better market and increase in the overall transactions of the poultry industry.

Regular suggested rate declaration by our Marketing Committee for our members is very much necessary for gross awareness of the market to our producers up to the grass root level farmers and due to the lack of the knowledge the farmers may cause loss by depriving by the traders. This definitely helps all the people engaged with the poultry industry to know about the present market rates and helps to create a parallel market demand.

After formation of the Federation our basic motto is to save the farmers by various objectives to continue their production for maintaining livelihood by themselves and the information of the market is an important tool for the modern competitive poultry farming.

All the committees must always look after the present market situation of the respective districts and decide the market rates as per the actual market rates. We must always keep in mind to reduce the gap as much as possible between the actual market rate & the declared market rate.

We must understand that the subscription of message for the regular declared market rate of broiler birds is distributed in West Bengal and even to our neighboring states. Different traders of states like Bihar, Jharkhand, Assam, etc. have subscribed for the federation daily rated and through this they are getting updated about our market. So, if we reduce the gap between the rated and try to declare as per the original market rates, then more and more people outside West Bengal will be interested to purchase and through increase in exports the business will increase.

Several times we must seat with the traders for awareness and also acknowledge their problems and practice and two of the traders must also be nominated in the marketing committee as per our practice.

Collection of databases from the extreme grass hood level like as local and district levels for proper market analysis is also a must do objective for the equalization of market decisions.

Collection of databases of market rates and market scenario of the neighboring states is very important for proper market rate declaration and maintaining a parallel marketing environment with the nearby states.

**A) Broiler/Chicken Market Declaration:-**

*As per the regulations adopted by modification of rules in the E.C meeting dated 17.03.2015 and by the subsequent meeting of Administrative Core Committee dated 20.01.2017 & 10.11.2017, the **General Broiler marketing committee is the final decision making authority for Daily Rate declarations, through teleconference individually by South Bengal and north Bengal division.***

- 1) The above committee is headed by the Chairman, Vice Chairman & Convener and also the committee members of the State level Marketing Committee which also includes members from all major integrators in our state with all the district level representatives as chairman of district level marketing committee (which is Formed by the Chairman of State level Marketing Committee with the consultation of the President and General Secretary and it is suggested by the District level Administrative Committee by their meeting regulation) and also President & General secretary shall be the ex officio members of this committee.

Before holding the general conference they follow the other important teleconferences for the decision of the market rate step by step.

***A). The first teleconference shall be the state level marketing core committee teleconference.***

The members of the core committee shall be from the medium and big producers and all the members should come by the following criteria's:

1. For the integrators, direct farmers or the dealers shall be having a placement of minimum 1.5 Lacks per week within the state and it should be by the yearly average of the same.
2. The Chairman, Convener and the Vice. Chairman's of the state level marketing committee shall be headed by the conference.
3. They are the top most suggestive committee as per the regulations.
4. President & General secretary shall be the ex officio members of the committee.

As federation thinks that the above producers having placement of multi district operation so they should have the updated information about the market and that should be utilized and the suggestive rate shall be more actual and the Chairman of state level Committee or in absence of the Chairman , the Vice Chairman or Convener shall be empowered for holding the teleconference and the federation hopes that it should be more scientific & specific decision that is taken which shall may helpful to the industry for a proper judicial market rate.

**B). Every district shall be holding the teleconference one by one after the core committee conference is completed.**

The district level teleconference shall be having a maximum of 15 numbers of members which shall be selected by District level Administrative Committee in their meeting and it shall be finalized by the State level Chairman of the Marketing Committee and which shall additionally include representatives of all major integration companies, Direct farmers, Dealers of which companies with minimum of 25,000 broiler placement per week in that particular district and they should be coming in the committee.

They should hold the teleconference and suggest the market rate unanimously and convey to decision to the District Chairman and the District level Marketing Committee Chairman shall join the general conference and discuss their views and this committee is also a suggestive committee.

1. Every day meeting shall hold by the Chairman or in absence the meeting shall be hold by the Convener or the Vice Chairman's of all the respective District Committees.
2. The final rate shall be decided at the general teleconference and the Chairman of the General Conference Committee is the sole authority to declare the rate.
3. The Chairman of the General Conference is having the power to take the final decision regarding the market rate deceleration.

**C. Table Eggs :-**

As per the rules of the federation and as per our constitution 16(ii), if there is any National Body for the declaration of rates for any poultry products and then we must follow the same. So, as NECC is the National Body for the declaration of egg rates, the federation will be following the same decided rate. A committee consisting of layer farmers is already been constituted and it is holding the regular teleconference for deciding the rates.

**D. Broiler Chicks :-**

The federation is having the Hatchery and Breeders Sub Committee and this committee also prevails the Chairman and the representatives from all breeder farms and the representatives from all big hatcheries shall be constituted as the market rate committee and they should hold teleconferences twice in a week and declare the chicks rate.

All modifications have been decided as per the rules and regulations of the federation.

Every committee shall be restricted by the members as per their capacity and it should be strictly followed.

No committee is authorized or having to power for any kind of modification of rules & norms.

**On behalf of the Executive committee**



**General Secretary**  
**West Bengal Poultry Federation**

