

**“ESTABLISHMENT OF HYGIENIC CHICKEN DRESSING UNIT WITH FAIR PRICE SALE
COUNTER AT KOLKATA MUNICIPAL CORPORATION & OTHER DISTRICTS OF WEST BENGAL ”**
under Plan Budget 2016-2017.



IMPLEMENTING AGENCY

**WEST BENGAL LIVESTOCK DEVELOPMENT CORPORATION
LIMITED**

(A GOVT. OF WEST BENGAL UNDERTAKING)

AN ISO 22000:2005

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INTRODUCTION

Despite spectacular increase in broiler production during last two decades, both primary poultry processing and further processed, value-added product (VAP) sectors in India are in a nascent stage. Even today the bulk (80%) of chickens are sold alive or as dressed carcasses in wet market and the rest are sold as dressed whole carcass, cut-ups or further processed value-added products. Establishment of about a dozen modern, mechanized poultry processing plants (2000-6000 chicken/hr), expansion in domestic food processing, establishment of vertically integrated poultry companies with their own retail outlets proliferating fast food outlets and entry of a few multinational fast-food chains have given some impetus to the growth of this sector over the last decade following Good Manufacturing Practices (GMP).But this is only 20 % of total chicken production as mentioned earlier and dealing with value added processed items only. Whereas the bulk production of daily hot chicken market is undergoing most unhygienic practices through out the Country even in the Metropolitan cities. Kolkata Metropolitan City is also no exception from this sort of unhygienic practices. There are near about 26 nos of Corporation Markets in Kolkata where the registered traders sailing dressed chicken in most unhygienic and shabby manner apart from thousands of unlicensed sellers throughout the city. Therefore one can easily imagine the condition of the market of other district towns as well as rural markets throughout the State. Though the slaughter and sale of poultry birds and other meat animals are strictly prohibited in public, on road side or on footpath in terms of provisions of “Prevention of cruelty to animal Act 1960” and “Prevention of cruelty to Animal Act (Slaughter House) 2011” yet there is little public awareness regarding this illegal practices. This is due to several factors like:

- 1) Lack of infrastructure for hygienic production and preservation
- 2) Lack of consumers awareness about hygienic production
- 3) Lack of infrastructure / manpower for routine inspection of the units
- 4) Lack of trained personnel for hygienic production and handling semi automatic processing equipment.
- 5) Non availability of hygienic quality processing equipment in Kolkata & Eastern India Market.
- 6) Higher initial investment for establishment of processing units due to higher Cost of processing equipment etc.

Major drawbacks of ongoing system of chicken dressing are:

- 1) Retention cages are most unhygienic and there is every possibility of cross contamination
- 2) There is further risk of contamination due to floor dressing system
- 3) Contamination from wooden logs being used for portioning of dressed chicken
- 4) Contamination of common sewerage with blood and other materials of high B.O.D. value

OBJECTIVES:

1. To establish several Hygienic Chicken Dressing Units in the Kolkata Municipal area & other districts of West Bengal and flourish the prospect of meat processing industry within the state.
2. To discourage people of Kolkata from taking meat from unhygienic and unscientific meat shop to control over food borne outbreaks and other food safety issues.
3. To create awareness among the consumers as well as retail chicken seller about hygienic conditions of dressing of poultry meat.
4. To provide hygienic dressed chicken to the consumers at a fair price as fixed by W.B. Poultry Federation time to time.
5. To explore the huge market of neatly dressed chicken in the state of West Bengal.
Employment generation

PROJECT DESIGN :-

- 1) Holding of live Broiler birds in a retention cage under absolute scientific management system.
- 2) Setting infrastructure for **Semiautomatic slaughtering, dressing and portioning of broiler birds.**
- 3) Providing refrigeration storage facilities for surplus and / or bulk production on demand basis as well as sale of other conventional and non conventional meat items marketed by West Bengal Livestock Development Corporation limited.

LOCATION OF THE PROJECT :-

The project will be operated by the selected beneficiaries at different Municipal Markets / other markets of different districts of West Bengal.

BENEFICIARIES :

Any entrepreneur or self-help group who is/are already in the business of selling dressed chicken may express their interest in this respect provided –

- He/She/They have their own selling unit in their own premises or rented or lease hold premises.
- The premises should have a minimum area of approx.100 sq.ft. with sufficient frontage.
- The floor and walls are needed to be tiled.
- There must be availability of electricity and sufficient water supply arrangement for daily cleaning in the premises

MODE OF SELECTION AND TERM AND CONDITIONS :

Expression of interest will be invited following wide circulation through News paper as well as Website of this Corporation . Corporation will take help of District A.R.D. authorities for distribution and collection of application Forms from intending beneficiaries for selection of beneficiaries.

The selected entrepreneurs/Self-Help Groups shall/will have to enter into an agreement with this Corporation before such a processing unit is installed there and the Agreement will include the following special points :

- The Party shall have to keep a security deposit of **Rs.50,000/- (Rupees Fifty Thousand)** only for the machineries/equipments, deep freezers, etc. to be supplied under the scheme.
- A token amount for **Rs.1,000/- (Rupees one thousand)** only per year will be charged as Royalty for use of the logo of this Corporation payable at the beginning of each financial year (within 30th April of each year).
- The Party will be liable for sale of chicken as per daily rates declared by West Bengal Poultry Federation.
- The Party will not stand authorized to dispose of their properties in relation to such unit without prior written permission of the Corporation till the agreement continues.
- If the party fails within 5 years to continue the business, the Corporation will take over the possession of the machineries and equipments etc. and also forfeit the security deposit. If such discontinuance occurs at any time beyond 5 years the Corporation will only take back the machineries & equipments.
- **The Selection of the Parties will be made who will, where necessary, get the site visited and discuss the inspection report during final selection of the Unit.**
- Selected parties will be provided semi automatic poultry processing machineries like bleeding cone, portioning machine, deep freezers etc. as per the scheme.

ESTIMATED COST

ESTIMATED COST FOR ESTABLISHMENT OF HYGIENIC CHICKEN DRESSING UNIT WITH FAIR PRICE SALE COUNTER AT KOLKATA MUNICIPAL CORPORATION & OTHER DISTRICTS OF WEST BENGAL:-

Sl. No	Work/Item	No. per Unit	Estimated Amount (Rs.)	Remarks
1.	Civil structure with Electrification & Plumbing works	1	1,00,000.00	Annexure-'A'
2.	a) S.S. Killing Cones Capacity 8 nos. of bird with blood catching tray b) S.S. Evisceration Table (1200mm X 600mm X 900 mm) c) S.S. better cut, Chicken Meat Cutting Machine with SS Hand Gloves. d) S.S. Portioning Machine Table (600mm X 600mm X 900mm) (including transportation & other statutory expenses)	1	1,54,245.00	Annexure 'B'
3.	Supply of deep freezer (glass top; 320 liter capacity; make- Voltas)	1	25,293.00	Annexure 'C'
4.	Pest-O-Flash	1	7500.00	Annexure 'D'
5.	Fire Safety Measure	1	3150.00	Annexure 'E'
6.	Weighing Balance	1	5360.00	Annexure 'F'
7.	Sealing Machine	1	2250.00	Annexure 'G'
8.	Retention Cage for birds (Capacity-50 birds)- (40 mmX 40 mm) M.S. Net all side with bottom tray.	2	53200.00	Annexure 'H'
9.	Pedestal fan for birds and Exhaust fan	1 (LS)	10,000.00	-
10.	Glow Sign Board and other advertisement means like Sticker, Leaflets etc.	LS	25,000.00	-
11.	Expenditure for training of beneficiaries and Misc. expenditure.	(LS)	15,000.00	-
	TOTAL		4,00,998.00	
12.	Managerial cost @ 9%		36,090.00	
	Grand Total		4,37,088.00	
(Rupees Four Lakh Thirty Seven Thousand & Eighty Eight Only).				

UNITS OF HYGIENIC CHICKEN DRESSING UNIT WITH FAIR PRICE SALE COUNTER WILL BE ALLOTTED

Name of the Area	No. of Units
Kolkata Municipal Area	9
Other Districts of WB	41
TOTAL	50

AT KOLKATA MUNICIPAL CORPORATION & OTHER DISTRICTS OF WEST BENGAL

Project In a gist

NAME OF THE PROJECTS:-“*ESTABLISHMENT OF HYGEINIC POULTRY DRESSING UNIT CUM FAIR PRICE SALES COUNTERS IN MUNICIPAL AND OTHER MARKETS OF DIFFERENT DISTRICTS OF WEST BENGAL*”

BENEFICIARIES : Any entrepreneur or self-help group who is/are already in the business of selling dressed chicken .

- 1.He/She/They have their own selling unit in their own premises or rented or lease hold premises.
- 2.The premises should have a minimum area of approx.100 sq.ft. with sufficient frontage.
- 3.The floor and walls are needed to be tiled.(Repair & Renovation charges will be reimbursed)
4. There must be availability of electricity and sufficient water supply arrangement for daily cleaning in the premises.

LOCATION OF THE PROJECT : Different Municipal Markets / other markets of different districts of West Bengal.

IMPLEMENTING AGENCIES : West Bengal livestock Development Corporation Limited .

Terms & Conditions: The selected entrepreneurs/Self-Help Groups shall/will have to enter into an agreement with this Corporation before such a processing unit is installed there and the Agreement will include the following special points :

1. The Party shall have to keep a security deposit of **Rs.50,000/- (Rupees Fifty Thousand)** only for the machineries/equipments, deep freezers, etc. to be supplied under the scheme.
2. A token amount for Rs.1,000/- (Rupees one thousand) only per year will be charged as Royalty for use of the logo of this Corporation payable at the beginning of each financial year (within 30th April of each year).
3. The Party will be liable for sale of chicken as per daily rates declared by West Bengal Poultry Federation.
4. The Party will not stand authorized to dispose of their properties in relation to such unit without prior written permission of the Corporation till the agreement continues.

5. If the party fails within 5 years to continue the business, the Corporation will take over the possession of the

Machineries and equipments etc. and also forfeit the security deposit. If such discontinuance occurs at any time beyond

5 years the Corporation will only take back the machineries & equipments.

6. The Selection of the Parties will be made where necessary, get the site visited and discuss the inspection report during final selection of the Unit.

7. Selected parties will be provided semi automatic poultry processing machineries like bleeding cone, portioning machine, deep freezers etc. as per the scheme.

Materials to be provided:

Item	Equipments	Other materials
Arrangement of Retail dressing & selling house (150 ft, approx)	Civil renovation work like floor tiles, wall tiles, wall slabs plumbing work and electrical , partitioning works, arrangement of Retention Cage etc.	
Semi automatic Poultry Processing Unit, Capacity 200- 500 birds / day	i) Killing Cones ii) Evisceration Table iii) Portioning machine iv) Spares Tool Kit v) Metal gloves	1. Weighing balance-1no. 2. Sealing Machine-2no. 3. Glass Top Deep freezer 300 lit cap-1no. 4. Glow-sign board, Rate Board etc 5. Pest-oFlash machine-1no. 6. Fire safety measure-1no. 7. Retention Cage for birds 8. Pedestal fan 9. Exhaust fan

ANNEXURE – I

Expression of Interest

Selection of Project sites and beneficiaries/entrepreneurs for marketing of poultry products through hygienic system of bird dressing/processing.

The West Bengal Livestock Development Corporation Limited, a Govt. of West Bengal undertaking desires to install semi-automatic Bird Dressing Machineries for hygienic slaughter of chicken under Central Govt. Scheme. For this purpose, interested persons/organizations may express their willingness to take part in the process if they fulfill the following conditions:

- I. Any entrepreneur or self-help group who is/are already in the business of selling dressed chicken may express their interest in this respect provided –
 1. He/She/They have their own selling unit in their own premises or rented or lease hold premises.
 2. The premises should have a minimum area of approx.100 sq.ft. with sufficient frontage.
 3. The floor and walls are needed to be tiled.
 4. There must be availability of electricity and sufficient water supply arrangement for daily cleaning in the premises.

II. The selected entrepreneurs/Self-Help Groups shall/will have to enter into an agreement with this Corporation before such a processing unit is installed there and the Agreement will include the following special points :

1. The Party shall have to keep a security deposit of **Rs.50,000/- (Rupees Fifty Thousand)** only for the machineries/equipments, deep freezers, etc. to be supplied under the scheme.
2. A token amount for Rs.1,000/- (Rupees one thousand) only per year will be charged as Royalty for use of the logo of this Corporation payable at the beginning of each financial year (within 30th April of each year).
3. The Party will be liable for sale of chicken as per daily rates declared by West Bengal Poultry Federation.
4. The Party will not stand authorized to dispose of their properties in relation to such unit without prior written permission of the Corporation till the agreement continues.
5. If the party fails within 5 years to continue the business, the Corporation will take over the possession of the machineries and equipments etc. and also forfeit the security deposit. If such discontinuance occurs at any time beyond 5 years the Corporation will only take back the machineries & equipments.

III. The Selection of the Parties will be made through a Screening Committee formed by the Government who will, where necessary, get the site visited and discuss the inspection report during final selection of the Unit.

IV. Selected parties will be provided semi automatic poultry processing machineries like bleeding cone, scalding vat, defeathering machine, portioning machine, deep freezers etc. as per the scheme.

Offer may be submitted within 5thMay' 2017 upto 5.30 PM at the office the Deputy Director, ARD & PO of respective districts or at Head office of W.B.L.D.C.Ltd. at Salt Lake, Kolkata.

ANNEXURE – II

Application Format for Scheme of Establishment of Hygienic Poultry Dressing Unit cum Fair Price Sales Counters in Municipal Market of Kolkata and other Districts.

Name of Applicant :	
Residential Address :	
Phone No. :	
E-mail :	
Mobile No. :	
Location & Address of Meat Shop :	
Area of Meat Shop (in Sq.ft.) :	
Self attested valuation report of the properties pertaining to the existing Meat Shop.	
Whether in possession of prospective beneficiary (submit documentary evidence towards proof of ownership or proof of rent/lease) :	
Details of License granted by Local body/Municipality/Competent Authority (if any) :	
Present Capacity of Production (List of equipment/Machinery) :	
Present Sale Position Kg. per month : Rs. per day :	
Source of Poultry Birds :	
FSSAI License/Registration if available :	

Contd. ..P/2.

I do hereby declare that the information as submitted hereinabove are true to my knowledge and belief. I further declare that I shall abide by the following terms & conditions on the event of my selection as a beneficiary :

1. I shall keep a Security Deposit of Rs.50,000/- (Rupees Fifty Thousand) only for the machineries/equipments, deep freezers, etc. to be supplied under the scheme as and when asked for;
2. I shall pay an amount of Rs.1,000/- (Rupees one thousand) only per annum for use of the logo of the Corporation payable at the beginning of each financial year (within 30th April of each year);
3. I shall be bound to sell dressed chicken as per daily rate declared by West Bengal Poultry Federation;
4. I further declare that no part of the machineries/equipments, deep freezers etc. which will be supplied to me/installed at my stall will be disposed of to any third party or mortgaged with any other party without prior written consent of the Corporation/till the continuance of the agreement in this respect ceases.

(Stamp & Signature of the Applicant)

Expected Outcome

1. Percolation of safe and wholesome meat consumption trend among meat eaters throughout the area of Kolkata Municipal Corporation and subsequently explore in the entire state of West Bengal.
2. Bringing down the possibilities of food borne outbreaks throughout the Kolkata Municipal Corporation & other districts of West Bengal.
3. Adoption of hygienic and safe meat processing by the butchers working in the Dressing units of Kolkata Municipal Corporation & other districts of West Bengal.

Some Do's and Don'ts with Sanitation Programme

Do's

- a. Remove gross soils such as scraps, fat, meat juices and other organic matter before applying the detergent foam or solution.
- b. Always rinse with warm water (40-50 °C).
- c. Foam or scrub with detergent solution (60-70° C).
- d. Allow a contact time of 10 minutes for foam.
- e. Use disinfectants at the recommended concentration only.
- f. Drain equipment and store dry where possible.

Don'ts

- a. Don't misuse chemicals - both overuse and under-use is wasteful.
- b. Don't use cold water - it increases your chemical requirements.
- c. Don't mix different chemicals without the manufacturer's instructions they may react dangerously or may neutralize each other.
- d. Don't add chemicals to foodstuffs.
- e. Don't rinse after sanitizing - allow to air dry.
- f. Don't use pieces of cloth (rags) anywhere - it facilitates contamination of surfaces and products.

A sanitation program for each work area is important. Cleaning and disinfection is just as important for the production of a safe product of high quality as any other part of the program.