

# Guidelines for Identifying and Documenting Good Practices for Pro-Poor Livestock Development

- Version one -

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**SOUTH ASIA**  
**Pro Poor Livestock Policy Programme**  
A joint initiative of NDDB and FAO

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**Guidelines for Identifying and Documenting  
Good Practices  
in the context of  
Pro-Poor Livestock Development in South Asia**

**-Version One-<sup>i</sup>**

## **001. Introduction**

Essential in the approach of SA PPLPP is to learn from Good Practices (GPs) in the context of pro-poor livestock development. It is about learning from field realities and work on the ground and to use the lessons learnt towards influencing livestock-related policies and institutional changes that have a positive effect for poor fe/male livestock keepers.

In order to learn from these field realities in an organised and commonly agreed upon mode, it is important to jointly develop a conceptual framework and a systematic method to identify and document GPs in the field of pro-poor livestock development. The range of actors<sup>ii</sup> involved in SA PPLPP have varying backgrounds and skills and for some it is the first time to work with the concept 'Good Practice'. It is therefore important to develop the underlying framework in a process mode<sup>iii</sup> namely make updates, modifications and additions when we have made relevant experiences. On the one hand, it helps us to remain within the purview of our current knowledge level, which should enable all of us to understand its content. On the other hand, it helps us realising that we have plenty of opportunities to improve, to experiment and develop. It is an actual part of the learning culture SA PPLPP intends to cultivate.

These guidelines are a primary guide to help all of us in the process of identifying and documenting GPs. It should provide us with a description of GP, how to identify and capture the GPs, how to manage and filter the information obtained, where and how to put the information and the type of products to be produced for dissemination. It should direct us in terms of being systematic and consistent, developing an image (recognition) and ensuring that we do document in an 'inter active' fashion.

## **002. Description of 'Good Practice'**

Within FAO there is the so-called 'Sustainable Agriculture and Rural Development (SARD)<sup>iv</sup> initiative which seeks to build capacity of poor rural communities to become aware of and adopt Good Practices that facilitate the transition to sustainable agriculture and rural development. The key concepts (SARD) with regard to Good Practices as has been shown through research and evaluation are:

- Proven outstanding results,
- Effective and sustainable,
- Applicable in and Adapted to different situations.

A commonly used definition for 'Good Agricultural Practices' reads as – **GAP, implies available knowledge to addressing environmental, economic and social sustainability for on-farm production and post production processes resulting in safe and healthy food and non-food agricultural products.**

A **good practice asserts** that the method, process or activity that has been adopted is more effective at delivering a particular outcome. It can also be defined as the more

efficient and effective way of accomplishing a task or set of tasks, based on repeatable procedures that have proven themselves over time for large number of people.

**Good practices are an attempt to better understand what works (and what does not work), how, why and in what conditions.**

From our own first attempts to identify potential GPs within the livestock sector, we learn that it normally covers three aspects namely:

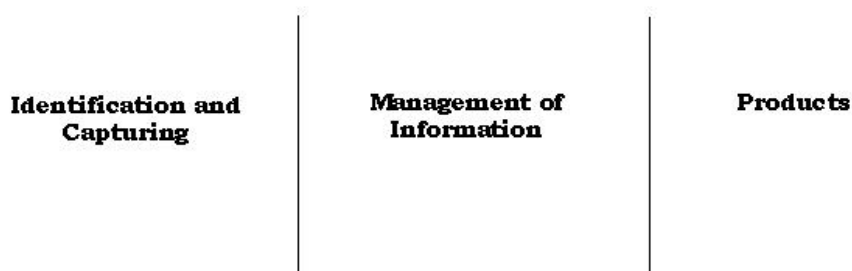
- Technology option(s) / Management option / Extension message<sup>v</sup>,
- Delivery mechanism or approach,
- Suitability to circumstances.

It is the right mix of these three aspects which lead to a Good Practice. We also learnt that it is important to distinguish in terms of overall orientation namely commodity (animal production) versus livelihood oriented. From a perspective of pro-poor –in favour of, in the interest of-, a livelihood orientation<sup>vi</sup> is advocated.

### **003. Sequence of the process of identification and documentation of Good Practices**

The sequence of the process of identification and documentation of GPs is depicted in the diagram presented below. It distinguishes three pronounced stages namely the identification and capturing, followed by managing the information collected and thirdly the products produced out of the information collected.

#### **Documentation as we perceive**



### **004. Identifying potential Good Practices**

Identifying GPs is less difficult when one understands our context namely **‘practices which have (directly and /or indirectly) a positive impact on the livelihoods of poor fe/male livestock keepers’**.

The **better livelihood dynamics are understood**, what the **limitation are when poor**, the **roles and functions animals play** in a livelihood system, the higher the chance that one identifies the relevant GP.

Although parameters should be applied to call it a GP, in general terms practioners<sup>vii</sup> have often developed **a feel** for it. Interventions around **small animals** (poultry, pigs, sheep, goats, etc.) and activities with typical **marginalised communities** have a much higher probability to produce a GP, which contributes to pro poor livestock development.

An important aspect of identification is therefore being aware of/having an understanding of pro-poor livestock development. The entire process of identification should therefore be taken as **a learning opportunity** allowing the actors to discover

by them-selves whether the potential GP identified is truly a GP in the context of pro poor livestock development.

In certain fields, the partnering organisation has pronounced and proven experiences and insights in what works and what works not. In this regard, we recognise BRAC for its strengths in the field of **small holder poultry production** and BAIF for **breeding (large ruminants)**. Working out therefore the **dos** and **don'ts** of these practices is important.

### **Methods of identifying potential GPs are as follows:**

- i.** 'Narrating' about a potential GP or shortly **story telling**<sup>viii</sup>.
  - o in staff meetings one can provide space to allow the members to narrate about a potential GP he/she has observed,
  - o during a field day or any other extension activity with farming communities, one might request the participants to narrate about potential GPs,The 'story telling method' is in particular helpful for those practioners who do not feel at ease in terms of writing.  
Covering a GP through a story helps in focusing on the essentials namely what is the practice and why is it good. Story telling in addition should stimulate professionals to use simple down to earth language and avoid jargon, too technical/scientific language and/or too poetic style.  
A good story is in itself already a product and can be used for dissemination, for instance.
- ii.** Focused '**interactions, observations and sharing**' can form an excellent mean to identify potential GPs.
  - The potential GP called 'Kuroiler'<sup>ix</sup> has been identified by the management board of SA PPLPP in a rather spontaneous way and actually as part of developing a common understanding of pro-poor, through simple discussions.
- iii.** Information available in **reports, publications, articles, case studies, documents, literature**, etc.
  - An ordinary monthly progress report may hint at something innovative which has happened. A critical reader may inquire and end up realising that it might concern a potential GP,
  - Evaluation and monitoring reports often provide detailed information about practices,
  - When writing of case studies is a habit, one may come across a potential GP already worked out in a detailed case study. BAIF, for instance, has an annual case writing competition and this stimulates staff to write.
  - Although a relative new approach, information obtained through process monitoring can provide excellent information on a practical practice namely how it has developed over time.
- iv.** By **invitation**, through organising a competition, etc. are typical forms to access actors outside once own organisation.
  - Inviting by letter potential owners of GPs, for instance NGOs active in the field of natural resource management and/or community development, is not too difficult. An informative and attractive invitation is easily prepared. The complex part is to process all the information received, developing basic rapport with concerned GP owner, and ensuring that mutual learning takes place.
  - In many ways, organising a competition has similar implications namely having the capacity and resources to give all applicants due attention, and ensuring that mutual learning takes place.

- v. Conducting a **purposive review of literature** or **field surveys** or research / in-depth studies.
  - This method is not typical for the identification stage, but mentions at this junction because occasionally one might arrive at such a decision. The decision to conduct in-depth study, field surveys, etc is normally happening during the filtering process.
  - It is most relevant for (potential) GPs which are innovative in nature<sup>x</sup>, might have a lot of lessons learnt in terms of pro-poor livestock development, high probability to provide evidence for influencing policies, etc.
  - This method implies normally requests for considerable investments<sup>xi</sup> and should therefore be commissioned by SA PPLPP; i.e. to be submitted to the Management Board for approval.

It is important to acknowledge that although the information collected reveals that the proposed practice can't qualify as GP, the information itself can still be useful and be applied for different purposes. For instance, a practice of 'deworming goats by applying a traditional medicine' might not qualify but the information describes a technology option worth disseminating.

## 005. Capturing the potential Good Practices

Identifying and capturing might go together but not always; a reason that it is shortly given attention. As long as the identification is exchanged verbally, it is captured in persons' mind –has turned part of his/her knowledge base<sup>xii</sup>- but not in a written form.

With '**capturing**' we mean bringing the practice to the surface so that it can be shared with others (outsiders) and the most common forms are the written work as well as audio visuals. Taking pictures and writing a story are relatively simple and effective forms of capturing a potential GP. It is however important to realise that each form has its strengths; i.e. recorded interviews and videos provide a different dimension to written material –not necessarily better, not worse, just different and perhaps appealing to a different audience. Therefore, it is important to consider capturing the same GP in more than one form.

## 006. From 'potential GP' to GP

A filter process has to be there to assess whether the potential GP is actually a GP relevant for the pro-poor livestock context. A first set of parameters developed is as follows:

### 1 Successful adoption / Replicability / Up scalability

It includes acceptability in terms of :

- Socially acceptable / relevant,
- Technically suitable / appropriate,
- Gender needs considered,
- Policies and politics,
- Recognising / respecting traditional, local knowledge and socio cultural values.

### 2 Sustainable benefits:

- Economically viable, -cost effective- -less input, more output-; -low costs proven intervention-
- Environmental friendly

### 3 Sustainable –relevance for future generations taken into account-

- ➔ Practice can continue on its own
- ➔ It meets the needs of the present generation without compromising the ability of future generations to meet their own needs.

### 4 Strengthen livelihoods:

- ➔ Employment opportunity
- ➔ Beneficial at large
- ➔ Providing food security / Nutritional security
- ➔ Empowerment (of especially women)
- ➔ Mitigating effects of climate change / adaptability to climate change / coping mechanism

### 5 Community empowerment in terms of

- ➔ Organising themselves and able to express, work on their rights, etc. towards developing a joint voice,
- ➔ No (gender, caste, class) discrimination
- ➔ Influence local Governments
- ➔ Ability to take lead in own development

## Filtering

**Filtering a potential GP against parameters** can be conducted in different ways.

A relative straightforward and commonly applied form of filtering is through **desk work** namely a knowledgeable person applies the parameters against the written information at hand. In order to arrive at a fair filtering process it should be conducted at least by two persons independently.

A more participative form is through **groups works**. The advantage is that different perceptions of the parameters are balanced out which is less the case with the former method.

When there are many owners of ‘one potential GP’, methods such as **peer review** or **horizontal evaluation**<sup>xiii</sup> can be applied. In simple words it means bringing the owners of the particular GP in contact with each others and allowing them to assess each others practice against the parameters.

Activities around ‘backyard poultry production’ have been identified by practitioners as most relevant for pro-poor livestock development. Examples given range from ‘strengthening the indigenous/traditional backyard poultry system’, ‘successful introduction of improved village birds’, ‘mass vaccination against Raniket’, ‘organizing small poultry keepers’, etc.

Organising a peer review is complex. Apart from travelling and selecting the right (potential) GP owners, it implies facilitating interactions among a diverse group of people who might compete with each other in real life. It requires that each potential GP owner is willing to open his/her ‘house’ for the other. It has however the scope to produce most relevant information and ingredients for creation of an enabling environment for backyard poultry farming.

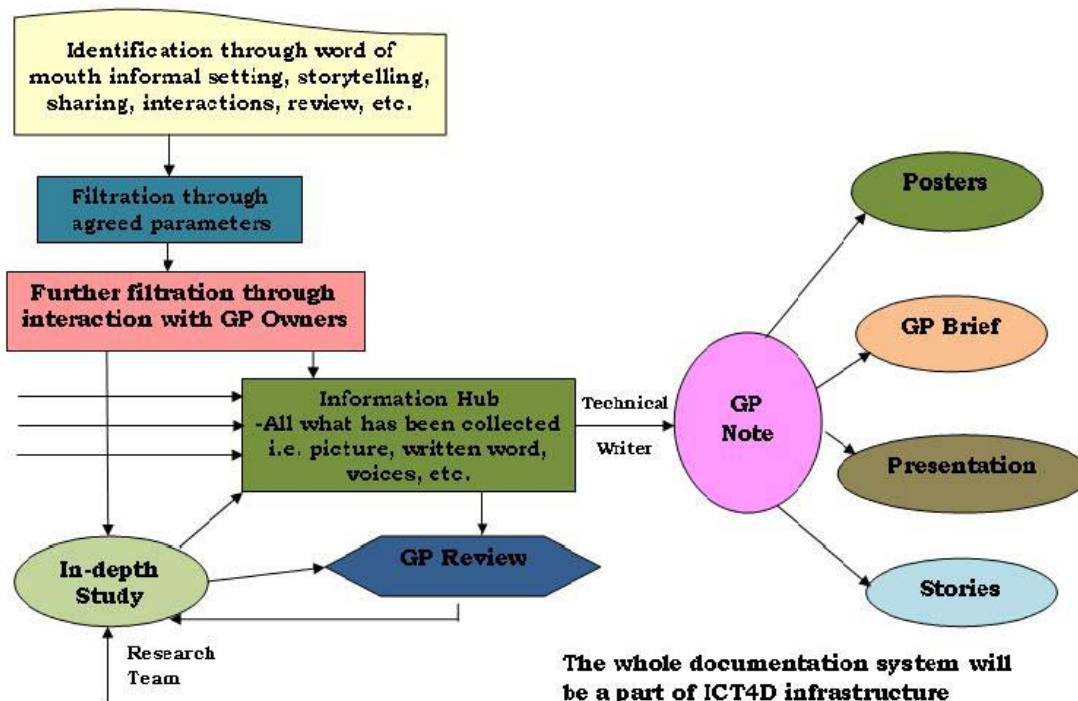
Especially in case of the first two methods mentioned (deskwork, group work), it is important **to further the filtering through interaction with GP owner**. It may address different purposes; i.e. the first concerns collecting the missing information and secondly to verify the assessment made.

Conducting a SWOT analysis during this process of filtering can be most effective. Consult for SWOT examples annex one.

As indicated above (004), in two pronounced fields the proven experiences obtained over ten plus years, provide ample information to arrive at distinguishing the **dos and don'ts**.

The process of identification, capturing and filtering so far described is visualised in the diagram shown on the following page. All the information collected is brought together in a so called 'information hub'.

### Conceptual Framework for Systematic Identification and Documentation



#### 007. Information Hub

The Information hub is a place where all the information is brought together and made accessible for in-house SA PPLPP use.

- The ICT4D coordinator jointly with the SA PPLPP's associate staff (1 per country) is responsible for developing and applying a uniform coding system for all the information collected, sorted and made accessible.
- The core team should identify and test 1-2 technical writers which can be hired on consultancy basis.

On the basis of the information available in the information hub, further assessment should be made namely the relevance of initiating an in-depth study in order to produce particular evidence, to understand the impact, etc.

When an in-depth study and/or review is conducted, more information reaches the information hub. A GP note contains all information about concerned GP presented in a systematic manner. A GP note forms the basis for products to be produced for dissemination and any other application. In order to ensure consistency and rigour, it is important that a technical writer is in charge of producing GP notes.

## 008. Standardised products ‘GP note and GP brief’

Two standardised products have been identified namely a GP note and a GP brief. A format for each is presented below.

### GP Note (approx. 20 pages) format

- 1. Attractive title:** It was suggested that the GP note should have an attractive and relevant title which shall catch the attention of readers to go through it.
- 2. Catchy introductory paragraph:** It will highlight how the present case is a good practice in defined terms and parameters.
- 3. What practice we are talking about:** It shall detail out an overview of the practice, owner of the practice, its functional areas, geographical locations, socio-economic profile of the community concerned etc.
- 4. What has made it GP and pro poor:** This section will have an outline of the GP activities, processes and methodologies which have been conceived, operationalised and monitored over a period of time and have been found conspicuous, innovative and effective and have impacted on a larger scale, the lives and livelihoods of the poor people, through livestock rearing. It will also mention what exact criteria, the methodologies and deliverables the GP owners have adopted in ensuring the participation of the poorest among the community as beneficiaries.
- 5. Why has it worked:** This section will include the circumstances, policy environments, community values, financial inputs, geographical locations, community’s setting and its role, adaptability and willingness on the part of beneficiary and role of women in its acceptability which has helped it in making it a good practice.
- 6. How can it be replicated:** Being a good practice, it implies that it has to be replicated in majority of areas, barring in some cases. The GP in this case should also include what could be the constraints in its adoption.
- 7. Conclusion:** The document will systematically conclude through measuring all the above aspects that it is a good practice and a suitable case to be shared with other practitioners.

### GP Brief (approx 2 pages) format

1. Background / History
2. Where (climate, socio-economic, institutions, policy environment)
3. Problem (s) addressed
4. How addressed (description of practice)
5. Impacts
6. Replicates if any
7. What were critical factors for success
8. References
9. Glossary

## 009. Concluding Remarks

The better the entire documentation is concluded, the better the products and thus our SA PPLPP recognition and reputation.

- This requests however for an efficient and effective coordination, which can best be achieved through horizontal exchange –each country team keeps the others informed and where relevant invite each other to combine certain GPs, to help and learn from each other.



- The Core Team meets at regular interval and ensures that processes do not stop half way, that solutions are found and decisions taken. In short, to ensure that the maximum results are obtained in the shortest period of time.

The guide creates plenty of space for learning. It stimulates creativity and being innovative, but it also requests to oblige namely:

- ➡ Adhere to parameters spelt out,
- ➡ Adhere to format on GP note and brief including involvement of technical writer agreed upon by core team of SA PPLPP,
- ➡ Adhere to agreed upon virtual storage of information as part of SA PPLPP ICT4D infrastructure<sup>xiv</sup>.

## Annex 1. Examples SWOT Analysis

### SWOT Analysis – Keggfarm Approach<sup>xv</sup>

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>- Linked livelihoods: although most of the chain does not have formal contracts, all players benefit from the continued operation of the whole chain.</li> <li>- Extension: dealers get advice from Keggfarm and have a close relationship with mother units; pheriwallahs interact with many farmers.</li> <li>- Several levels of investment are possible, therefore poor and disadvantaged people can participate as well as those with a little more to invest.</li> <li>- The Kuroiler adapts well to scavenging conditions so that the poorest farmers need make little adjustment to their previous practices other than buying chicks twice a year.</li> <li>- There is a strong demand for the products.</li> <li>- The system does not require government or donor funding to be sustainable.</li> </ul>	<ul style="list-style-type: none"> <li>- Gaps in biosecurity: in mother units these could be overcome; pheriwallahs and scavenging flocks are exposed to disease risk.</li> <li>- The chain is dependent on the survival of Keggfarm and its hatcheries to ensure continued supply of Kuroiler chicks (they can reproduce for one generation but in the next generation become genetically diverse and less productive)</li> <li>- There is a possibility that crossing of the Kuroiler with traditional “desi” birds in the areas where Kuroilers are most popular could dilute the genetic base of the desi, and remove desirable characteristics such as brooding from the gene pool available to farmers.</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>- Prepare for possible shocks: use the excellent communication within the chain to advise bird owners and traders of risks and precautions.</li> </ul>	<ul style="list-style-type: none"> <li>- Trends: concentration of the poultry industry (not an immediate threat since the Kuroiler occupies a market niche)</li> <li>- Shocks: Highly Pathogenic Avian Influenza (India has experienced an outbreak in Maharashtra, the disease is currently in Bangladesh)</li> </ul>

### SWOT Analysis - Dynamix model<sup>xvi</sup>

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>- <b>High milk production levels</b></li> <li>- <b>Transparency</b> (clarity on deductions / calculation of milk price, etc.) and <b>reliability</b> (timely payment; reliable measuring equipment, etc.)</li> <li>- <b>Good milk price</b></li> <li>- Effective <b>preventive and curative disease control</b></li> <li>- <b>Clean milk</b> produced</li> <li>- <b>Record keeping</b> made tool in management of dairy enterprise</li> </ul>	<ul style="list-style-type: none"> <li>- <b>Extension service</b> relative expensive (still 50% subsidy)</li> <li>- <b>Less suitable for resource poor dairy farmers</b> (margin between cost of production and farm gate price small)</li> <li>- <b>Male oriented</b> (no female subscribers so far)</li> <li>- Only <b>feasible</b> in areas with <b>high density of milk producers</b></li> <li>- <b>No credit component</b> for dairying</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>- Allows dairy farmers to grow into <b>top – and quality milk producers</b> (up to international standards)</li> <li>- Opportunity for farmer to <b>co-invest</b> and thus <b>driving force</b> to stimulate maximum collection of quality milk</li> <li>- Focus on more than maximization of milk production per cow, namely <b>maximum return per cow, - per acreage of land, per unit of labour</b>, etc.</li> <li>- Better technologies in <b>storing manure</b></li> </ul>	<ul style="list-style-type: none"> <li>- Co-owner of milk collection centre, who is normally resource rich and a leader, <b>can use force</b> in pushing others to join / to poor milk,</li> <li>- <b>Business model</b> implies interacting with <b>men and not women</b>,</li> <li>- <b>Increase of inequality</b> among large, small and subsistence farmers,</li> <li>- <b>Dependency</b> on large powerful company,</li> <li>- High density of animals may imply <b>exporting of nutrients</b> to surrounding</li> </ul>

<b>Strengths</b>	<b>Weaknesses</b>
(prevent/reduce leakage) - Link up with a <b>credit component</b>	areas (no longer sufficient land to assimilate the nutrients <sup>xvii</sup> produced)

### SWOT Analysis - 'Livestock Systems in MP'<sup>xviii</sup>

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"> <li>- High Animal Population</li> <li>- Good Natural Resource Environment</li> <li>- Centrally Located in India</li> <li>- <b>Diverse food habits</b>; i.e. variety of animal products</li> <li>- <b>Tradition</b> in livestock keeping</li> <li>- Variety of <b>Indigenous Breeds</b></li> <li>- Connected with Road/Rails</li> <li>- Large Number of Banks</li> <li>- Strong PRIs (<b>local governance system</b>)</li> <li>- High availability of <b>Dry Matter</b></li> </ul>	<ul style="list-style-type: none"> <li>- Poor <b>Credit Services</b></li> <li>- Poor Access to <b>Livestock Delivery Services</b> (incl. access to inputs and information)</li> <li>- Limited <b>Human Resources</b> &amp; Institutions</li> <li>- No <b>Livestock Policy</b></li> <li>- <b>Low Awareness</b> at farm level w.r.t. strengthen livestock system</li> <li>- <b>Low literacy</b> among esp. poor fe/male farmers</li> <li>- Lack of functioning <b>market institutions</b></li> <li>- Lack of quality fodder / feeds</li> <li>- Degraded/Encroachment <b>Common Property Resources</b></li> <li>- Lack of <b>Enabling Environment</b> for Entrepreneurship</li> <li>- Lack of appropriate / applied <b>research</b></li> <li>- Low <b>Production</b> Level</li> <li>- <b>Biases</b> towards large animals</li> <li>- Lack of Inter Departmental Coordination</li> </ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>- <b>Poor</b> have majority of <b>small animals</b></li> <li>- 'Livestock Development' excellent mean to <b>reduce poverty</b></li> <li>- Access to large markets</li> <li>- Increasing <b>demand</b> for Livestock products</li> <li>- Increased <b>Resource Allocation</b> (NREGS Scheme, Food Security Mission)</li> <li>- PRI (<b>local governance</b>) pronounced attention for livestock problems</li> <li>- Anticipate on fact that farming community <b>high interest</b> in keeping livestock</li> <li>- Initiating participative process to <b>develop Livestock Policy</b> with stakeholders</li> <li>- Potential for production of <b>quality fodder</b> &amp; feed; i.e. development of CPR, etc</li> <li>- Dev of <b>niche production</b>; i.e. organic eggs, goat, cheese, desi poultry, etc</li> </ul>	<ul style="list-style-type: none"> <li>- <b>Poor to be marginalized and big players taking over</b></li> <li>- Emerging <b>Diseases</b> (Bird Flu, etc)</li> <li>- Recurring Disease Outbreak/Recurring Diseases</li> <li>- <b>Bio-security</b> Measures not in place</li> <li>- Recurring Droughts lead to shortage of fodder (Most of the area under semi arid zone therefore chances of drought is high)</li> <li>- <b>Pricing Mechanism</b> in interest of consumers not in producers</li> <li>- Too much <b>commodity oriented</b>/not livelihood oriented</li> <li>- Promotion of <b>Bio-Diesel</b> production (adverse policy implication; i.e. less Bio mass for animals)</li> <li>- Certain <b>Changes in Cropping Patterns</b> result in less agriculture by-products for animals</li> </ul>

## References:

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<sup>i</sup> The first **ideas for these guidelines** were developed during the July '07 mission of Joachim Otte, coordinator PPLPI and Anni McLeod, senior officer (Livestock Policy), AGAL, FAO, Rome. Alongside, Dr. BR Patil, the SA PPLPP country team coordinator for India, prepared first ideas on 'what is a Good Practice'. All the inputs were brought together in six Power Point Slides and used to guide a discussion with all core and extended SA PPLPP members during the Induction Program conducted in August 07, Anand. Recently the same was taken along to discuss it with senior professionals of BAIF. As much as possible all the feedback received is processed in this first (draft) version.

<sup>ii</sup> Whether we refer to the **founding partners**, NDDB and FAO-PPLPI, the **partnering institutions** such as BRAC, Department of Livestock Production, BAIF or **those more indirectly involved** (research investigators, owners of Good Practices, long term consultants, etc.), the know how, skills and experiences in process documentation as well as information needed for institutional learning of the program varies enormously.

<sup>iii</sup> In this case it has also a more pragmatic reason namely there is urgency, driven by the management board, to produce visible products in the form of briefs, reports etc. It is therefore important that this first workable version of the guidelines framework is in place at the earliest.

<sup>iv</sup> The **SARD Initiative Secretariat**, based in FAO Headquarters, has developed guidelines, formats, background notes, etc. and are available for on-line use; i.e. visit <http://www.fao.org/sard/en/init/1574/2225/1846/index.html> for details.

<sup>v</sup> Extension message, technology option and management option are mentioned since people have different understanding of it. The following example might clarify this. Design of a appropriate poultry shelter is a technology option; Proposing to improve the biosecurity measures is a Management option, while the Extension messages related to the mentioned management option would read: - restricting the people who can enter the farm or poultry house, washing your hands and feet before entering a poultry house, keeping newly birds separate from the old flocks, etc. since the three are not always simple to distinguish from each other, we keep these together as **one aspect**.

### <sup>vi</sup> **Livestock Production:**

- Commodity oriented: → you focus on the animal and its productivity,
- Animal production oriented,
- Aiming at maximizing production or at least maximum return per unit land, unit labour, etc.,
- Overall, more about contribution to GDP.

### **Pro-poor Livestock Development**

- Livelihood oriented: → you focus on the livelihood and the role / function of animals within a livelihood system,
- People oriented → people behind the animals,
- Aiming at optimum levels in line with the capacity and needs of the given livelihood system,
- Overall, more on contributing to reducing poverty.

<sup>vii</sup> With reference to a workshop with senior BAIF staff where potential GPs were presented by the participants, one could observe the following:

- Three GPs concern Goat Rearing in tribal areas but of different States and each with a different approach,
- Another three were on backyard poultry rearing, normally in tribal areas, concerning three different States and in each a different approach has been applied,
- Two GPs concern dairying; i.e. 'heifer rearing'; 'Dynamics: public – private partnership',
- Others:
  - Veterinary health centers,
  - Pasture development
  - Livelihood approach (including livestock).

Considering that much of the BAIF work is still 'large ruminant' oriented, it is striking that most 'potential GPs' concern non-large ruminants. Thus, a kind of understanding that pro-poor is more about small animals than large ones, has been developed.

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- viii **‘Story telling’** is actually applied a lot namely when field staff interact with households / groups of fe/male farmers, they often use a story to explain a certain issue. When fe/male farmers would like to share an experience / bring a problem to the attention of the group, they too often express themselves by narrating in a story form.
- ix The potential GP ‘Kuroiler’ is about the production and supply of a hybrid but hardy bird called Kuroiler suitable for rearing under scavenging conditions.
- x The mentioned GP ‘Kuroiler’ (viii) is innovative because the impression is that this private company applies ‘social’ responsible production to enhance rural development.
- xi We are referring to scientifically sound studies / surveys for which qualified professionals should be hired. For the current on-going studies, for instance, renewed institutions such as India Institute of Management (IIM) and Gujarat Institution of Research and Development (GIRD), both based at Ahmedabad, have been hired.
- xiii It is important to realize that we do not refer to conventional external review, evaluation mission, etc. but ‘peer review / horizontal evaluation’ as a means to reflect, learn and adapt.
- xiv Some of the ideas, for information sharing as part of the ICT4D Infrastructure, are: --Making the GPs (captured / documented) available on the website (in downloadable format) under the GP section, with links to related sections (where relevant) like lessons learnt, photo gallery, stories, facts and figures etc.; --All the material collected / referred to will be housed/documentated in the Information Hub accessible to all the country teams via extranet.
- xv Reference: Anni McLeod, **Mission Report** ‘South Asia Pro-poor Livestock Policy Program (SA-PPLPP), input to documentation work related to smallholder poultry farming’, AGAL, FAO, July 2007, Rome, Italy
- xvi Reference: Lucy Maarse, **Note to File (NtF)**, Field visit to BAIF Research and Development Foundation, May 2007, Delhi, India
- xvii Manure contains nitrogen, phosphorus and potassium which if not utilized or disposed in a safe manner, can seep into the water table and cause ground water pollution.
- xviii Prepared by the members of Community of Practice (CoP) group called ‘Livestock Policy Development’ as a tool to sensitize actors in the sector (especially Government officials) on the situation of the livestock systems in their state.

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## Our Motto

*“development of healthy environments in which  
healthy animals are reared by healthy people”*

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