



KUDUMBASHREE BROILER FARMERS  
PRODUCER COMPANY LTD.

TC -37/945-61, Karimpanal Arcade, 1st Floor, East Fort  
Thiruvananthapuram, Kerala PIN - 695023

-  +91 471 255 4715
-  kudumbashreebfpc@gmail.com  
ahkudumbashree@gmail.com
-  www.keralachicken.org

0013/INFRA/19/KBFPCL

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### **Notification - Branding**

Kudumbashree Broiler Farmers Producer Company Limited invites application from advertisement and marketing firms to carry out branding and marketing activity for the Kerala Chicken Project. Interested firms shall send their duly filled application form and copies of relevant documents to *The CEO, Kudumbashree Broiler Farmer's Producer Company Limited, TC37/945-61, Karimpanal Arcade, 1st Floor, East Fort, Thiruvananthapuram, Kerala- 695 023 on or before 20/04/2019, 3 PM.*

To download notification and application form please visit [www.keralachicken.org](http://www.keralachicken.org)  
Both hard copy and softcopy of the application are accepted. The application shall be sent to the email: [kudumbashreebfpc@gmail.com](mailto:kudumbashreebfpc@gmail.com).

#### **Selection Procedure**

Appropriate service provider shall be selected on the basis of interview and panel discussion by the designated team for the purpose. Final rates and payment terms and conditions shall be finalized on the basis of the same. Separate call letter will not be issued for the same. Applicants should attend the interview panel discussion on **24<sup>th</sup> April 2019, 10.30 AM at B-hub, Mar Ivanios Vidyanagar, Nalanchira, Thiruvananthapuram.**

Sd/-

Chief Executive Officer

Kudumbashree Broiler Farmers' Producer Company Ltd.

## Annexure I

### Requirements and Specifications

കുടുംബശ്രീ കേരള ചിക്കൻ പദ്ധതിയുടെ ഭാഗമായി കുടുംബശ്രീ ബ്രോയ്ലർ ഫാർമേഴ്സ് പ്രൊഡ്യൂസർ കമ്പനിക്കു വേണ്ടി ബ്രാൻഡിംഗ്, അഡ്വാർടൈസിംഗ് ചെയ്യുന്നതിന് കമ്പനികളിൽ നിന്നും അപേക്ഷ ക്ഷണിക്കുന്നു.

- ബ്രാൻഡിംഗ് അഡ്വാർടൈസിംഗ് മേഖലയിൽ കുറഞ്ഞത് 5 വർഷത്തെ പ്രവൃത്തി പരിചയം.
- പ്രവർത്തി പരിചയം തെളിയിക്കുന്ന രേഖകൾ ഹാജരാക്കണം.
- ഒരു വർഷം നീണ്ടു നിൽക്കുന്ന സമ്പൂർണ്ണ മാർക്കറ്റിംഗ് സ്ട്രാറ്റജിയും അതിനുള്ള ഏകദേശ ചിലവുമാണ് അപേക്ഷയിൽ നൽകേണ്ടത്.
- വിശദമായ പ്രസന്റേഷൻ സഹിതമുള്ള അവതരണം ഇന്റർവ്യൂവിൽ നൽകേണ്ടതാണ്

### Overview of Kerala Chicken Project

**Vision:** It is a project to create availability of quality broiler chicken meat at reasonable price to consumers throughout Kerala under the brand name **Kudumbashree Kerala Chicken**. Under this project, envisages establishing Broiler chicken farms throughout Kerala with the support of Kudumbashree network., establishment of infrastructure viz., Breeder units, hatcheries feed supply units, abattoirs, blast freezers, rendering plants, cold storages and marketing under the brand name “**Kudumbashree Kerala Chicken**” and sales through existing supermarkets and new outlets of Kudumbashree members. The entire stages will be managed by Kudumbashree members individually or jointly with the support of Kudumbashree Broiler Farmers Producer Company Limited.

**Mission:** The project aims in establishing 1000 broiler farms of 1000 birds each during 2018-19 and ensuring reaching out 25000 broiler chicken birds in Kerala market every day. The plan is to establish altogether 5000 farms over next five years (1000 each from the year 2018-19 to 2023-24 to capture 25% of the broiler chicken market of Kerala.)

**Infrastructure:** The project plan includes establishment of three Regional Breeder stock units, Seven hatcheries (one for two districts) for producing sufficient quantity of Day old Chicks(DOC), three abattoirs and rendering plants for processing meat and processing waste, three blaster freezers and 14 cold storages (1 per District), 28 retail units (two per district), packing and branding, 14 feed supply units (1 per District) for supply of feeds (one per District) at competitive price.

**Brief history:-Kerala Chicken** project was launched in the Kerala Budget of 2017-18 and allotted some fund for starting the Kerala Chicken project. Even though the project envisaged only 1000 farms during 2018-19, 549 farms already started with the support of Community Enterprise Fund (CEF) of NRLM and with the support of commercial and Cooperative banks.