



## Government of Meghalaya



# MEGHALAYA POULTRY FARMING SCHEME

Department of Animal Husbandry & Veterinary



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### 1 Introduction

The CM-ELEVATE program, a flagship initiative by the Government of Meghalaya, is designed to engage and empower the youth through entrepreneurship, positioning them as active partners in the state's development. This program provides comprehensive support to a diverse range of entrepreneurs, including individuals, collectives, village organizations, and traditional institutions, facilitating the establishment and growth of businesses across various sectors. Its primary goal is to foster employment, engagement, and empowerment among the youth of Meghalaya by promoting entrepreneurship and ensuring easy access to credit through collaboration with various banks as financial partners of the program. To mitigate the associated credit risks, the Government offers front-end subsidies in the form of down-payments and backend subsidies in the form of EMI co-payments. Through this program, entrepreneurs, whether individuals, collectives, village organizations, various business entities, or traditional institutions, gain seamless access to a variety of schemes via a unified online portal. The program encompasses a wide array of sectors, including agriculture, horticulture, veterinary and animal husbandry, tourism, entertainment, sports, wellness, and any economically beneficial business ventures for the people of the state.

### 2 About the scheme

Poultry farming holds a vital position within the CM-ELEVATE program in Meghalaya, contributing significantly to the state's development and nutrition. Here are the key aspects of its importance:

- a. **Economic Significance:** Poultry farming serves as a substantial source of income for Meghalaya's population, particularly in rural areas. It generates employment opportunities, including women, and is known for its efficient conversion of resources. Poultry can efficiently utilize grains, kitchen scraps, and other organic waste materials, contributing to the rural economy.
- b. **Nutritional Benefits:** Beyond its economic significance, poultry farming directly addresses nutritional challenges within the state. Poultry products, such as eggs and poultry meat, are rich sources of protein and essential nutrients. These contribute significantly to combating malnutrition and promoting overall health among Meghalaya's residents.
- c. **Government Commitment:** The inclusion of the Meghalaya Poultry Farming Scheme within the CM-ELEVATE program underscores the government's broader commitment to promoting poultry farming as a key economic activity. This initiative aligns with the government's vision to enhance the state's GDP, with poultry farming expected to play a pivotal role in achieving this objective.
- d. **Creating Entrepreneurial Resilience:** The government's primary objective is to cultivate a resilient entrepreneurial ecosystem that not only supports local businesses but also fosters the holistic development and prosperity of Meghalaya. Poultry farming, given its economic and nutritional advantages, stands as a critical component in realizing this vision.

Meghalaya Poultry Farming Scheme is an initiative which is designed to uplift the rural population through creation of livelihood opportunities and promotion of entrepreneurs by promoting poultry farming as a significant economic activity. Key details of this Scheme include:

a. **Credit-Linked scheme:** The scheme operates as a credit-linked scheme, closely connected with a partner bank, and is implemented by the Department of Animal Husbandry & Veterinary.



- b. **Economic Growth:** The primary objective of this scheme is to contribute to the state's economic growth by promoting and supporting poultry farming.
- c. **Financial Assistance:** The entrepreneurs will receive financial assistance of 50% of the total project costs including interest. The support provided includes capital assistance and operational support through EMI co-payment.
- d. **Training and Capacity Building:** Entrepreneurs are provided with training and capacitybuilding resources to assist in the establishment and management of their Poultry units.
- e. **Market Access:** The scheme facilitates access to market linkages and additional resources to help entrepreneurs effectively sell their poultry farming produce.

Aspiring entrepreneurs registered and un-registered entities in Meghalaya can access financial assistance and comprehensive support through the ELEVATE program. This support encompasses:

- a. **Financial grant and easy credit to the entrepreneurs:** The financial support serves as a vital catalyst for entrepreneurs looking to invest in poultry farming.
- b. **Skill Development and Training:** The program offers skill development and training initiatives to enhance the capabilities of entrepreneurs.
- c. **Capacity Building:** Entrepreneurs receive capacity-building resources, helping them acquire the skills necessary for successful business management.
- d. **Mentorship:** Mentorship initiatives are available to guide entrepreneurs in their journey towards business success.
- e. **Market Access:** The program facilitates market linkages, enabling entrepreneurs to access broader markets for their products and services.
- f. **Business Advisory Services:** Entrepreneurs benefit from advisory services to make informed decisions in their business ventures.

### 3 Objectives of the Meghalaya Poultry Farming Scheme:

- a. **Economic Development:** Contribute to the overall economic development of Meghalaya by strengthening the poultry farming sector, which has a significant impact on the state's agricultural GDP.
- b. **Promote Entrepreneurship:** Foster entrepreneurship in the poultry farming sector to stimulate economic growth and create a resilient entrepreneurial ecosystem within the state.
- c. Achieve Self-Sufficiency: Increase production of eggs and poultry meat within the state to attain self-sufficiency and reduce reliance on imports from other regions, thereby promoting economic independence.
- d. **Combat Malnutrition:** Raise the per capita availability of eggs and poultry meat to combat malnutrition and address protein deficiency in the state's population, thereby improving public health.
- e. **Skill Development:** Offer comprehensive scope for training and capacity-building to entrepreneurs, enhancing their skills and knowledge in poultry production while fostering entrepreneurship.



- f. **Livelihood Diversification:** Encourage entrepreneurs to adopt poultry farming as a viable livelihood option, generating employment opportunities, additional income, and contributing to economic development.
- g. Women Empowerment: The Meghalaya Poultry Farming Scheme will empower women in rural areas by actively involving them in poultry farming activities. The scheme will provide training and financial assistance to women to help them start or expand their Poultry businesses.

### 4 Snapshot of the scheme

The Meghalaya Poultry Farming Scheme		entre secto additi	nancial aid on the project cost to the preneurs, involved in the animal husbandry r, from the Government of Meghalaya and ional support such as trainings, capacity ng programs and market linkage programs.
Who can apply?	a.	Indivio	duals from Meghalaya
	b.	Megha Compa	ered entities: Any group/entity registered in alaya such as Cooperatives, Farmer Producer anies (FPC), Farmer Producer Organisation and so on.
	c. Un-registered entities: Traditional institutions, shelf help groups, producer groups and so on based in Meghalaya		
	Applications shall not be ordinarily considered for the following:		
	<ol> <li>Following individuals (currently employed as full- fledged or contractual, or retired and drawing pension) and their Immediate family members which includes spouse, parents, and children up to the age of 30</li> </ol>		
	a. state and central Government employees		state and central Government employees
		b.	employees of public sector undertakings, subsidiaries of public sector undertakings and divisions of public sector undertakings etc.
		<ul> <li>any individual whose job is concerned with politics such MLAs, MLCs, MPs etc. or seek to hold a similar position in government</li> </ul>	
		d.	registered class-1 contractors
		e.	consultants who are currently engaged with state or central government
	2.	Only scher	one member from a family is eligible for the me.
	3.		sure groups and organizations that are arily political in nature



Nodal department for the CM- ELEVATE	Department of Planning, Government of Meghalaya
Implementing agency	Department of Animal Husbandry & Veterinary
Application procedure	Online application on the CM-ELEVATE Portal

## 5 Eligibility Conditions and documentation required

## 5.1 Eligibility conditions

Category	Formation	Primary Criteria		Other Criteria
Individuals from Meghalaya	Individual entrepreneurs	Must provide valid government ID proof with an address such as Aadhar Card, Voter ID, Passport and so on.	a. b.	Should possess land, either self-owned or on lease, verified by the competent authority Should possess a training certificate on the sector applied for from a
Registered Entities from Meghalaya	Any group/entity registered in Meghalaya such as Cooperatives, Farmer Producer Companies (FPC), Farmer Producer Organization (FPO) and so on.	<ul> <li>a. Must provide an Incorporation Certificate or a registration certificate whichever is applicable.</li> <li>b. At least two members should possess a training certificate on the sector applied for from a recognized institution, preferably from a government institute.</li> </ul>	c. d.	recognized Institution, preferably from a Government Institute Preference for availing loans will be given to entrepreneurs and entities with prior experience of undertaking Poultry. The entrepreneur must have access to adequate and quality feed for the birds.



Category	Formation	Primary Criteria	Other Criteria
Unregistered Entities from Meghalaya	Traditional institutions, shelf help groups, producer groups and so on.	<ul> <li>a. Eligibility certification from competent government authority like</li> <li>BDO/SDO/Department in case of Producer group from DPMs.</li> <li>b. The non-registered entity must have a constitution/bylaws/fra mework that outline the group's structure, objectives, and procedures.</li> </ul>	<ul> <li>e. The entrepreneur must have a vaccination Scheme in place for the birds.</li> <li>f. The entrepreneur must have a plan for marketing the poultry products.</li> <li>g. The entrepreneur 's village must be in an area where poultry farming is feasible.</li> <li>h. The distance between the entrepreneur's village and the nearest market must be reasonable.</li> <li>i. The entrepreneur should not be a credit defaulter from any bank.</li> </ul>

Applications shall not be ordinarily considered for the following:

- 4. Following individuals (currently employed as full-fledged or contractual, or retired and drawing pension) and their Immediate family members which includes spouse, parents, and children up to the age of 30
  - a. state and central Government employees
  - b. employees of public sector undertakings, subsidiaries of public sector undertakings and divisions of public sector undertakings etc.
  - c. any individual whose job is concerned with politics such MLAs, MLCs, MPs etc. or seeking to hold a similar position in government
  - d. registered class-1 contractors
  - e. consultants who are currently engaged with state or central government
- 5. Only one member from a family is eligible for the scheme.
- 6. Pressure groups and organizations that are primarily political in nature

### 5.2 Document Requirements

As proof of eligibility, the entrepreneurs are required to provide proof of their eligibility for the scheme by submitting the required documents mentioned below.



	Individuals	Registered Entities	Unregistered Entities
•	A valid government photo identity with an address such as Aadhar Card, Voter ID, Passport and Driver's license Pan card, if available A copy of the front page of the savings account passbook, if available	<ul> <li>Incorporation/ Registration Certificate</li> <li>Valid government photo identity with an address such as Aadhar Card, Voter ID, Passport, Driver's license of the President and the Secretary.</li> <li>GST certificate, if available</li> <li>Pan card, if available</li> <li>Bank account statement for last 6 months, if available</li> </ul>	<ul> <li>Valid government photo identity with an address such as Aadhar Card, Voter ID, Passport, Driver's license of the President and the Secretary.</li> <li>Bank account statement for last 6 months for the President, if available</li> </ul>

### 6 Application process

Entrepreneurs are required to complete the application process and submit all the required documents through the online CM-ELEVATE Program Portal.

### 7 Evaluation mechanism

### 7.1 Evaluation Criteria.

- 1. Experience and Background: Previous experience on poultry farming or related activities and on managing livestock, particularly poultry
- 2. Land Ownership/Access: Access to suitable land for poultry farming
- 3. Financial Capability: Financial capacity to invest in poultry farming, including initial setup costs and ongoing operational expenses
- 4. Farm Infrastructure: Infrastructure or facilities in place or plan to establish for poultry farming (sheds, feed storage, water supply, etc.)
- 5. Knowledge and Training:
  - a. Have you received any training or have knowledge in poultry farming practices?
  - b. Are you open to participating in training programs to enhance your poultry farming skills?
- 6. Market Access:
  - a. Do you have access to a market for selling poultry products (meat, eggs, etc.)?
  - b. Are you aware of the demand for poultry products in your locality?
- 2. Community Engagement: Are you willing to collaborate with local communities and adhere to community guidelines regarding poultry farming, if applicable?
- 8. Long-term Vision: What are your long-term goals and vision for your poultry farming venture?
- 9. Government Support: Details of similar government support availed in the past such as name of the scheme, grant or loan, and amount.



### 7.2 General evaluation process:

### 7.2.1 Shortlisting of applications:

Applications will be shortlisted based on the verification of all required documents mentioned above.

### 7.2.2 Evaluation of the shortlisted applications:

A district level committee shall perform the initial screening of the applications based on the authentication of submitted documents and recommend the names to the State level committee. The Screening Committee may also do a physical background verification of the shortlisted applications. A state level committee will do the final evaluation based on the recommendation provided by the district level committee.

7.2.3 Personal interviews:

Personal interviews of the screened entrepreneurs may be conducted by the committee if necessary.

### 7.3 Determining annual target of the Scheme

The annual target of the Scheme will be annually determined by the Department of Animal Husbandry & Veterinary in coordination with the nodal departments.

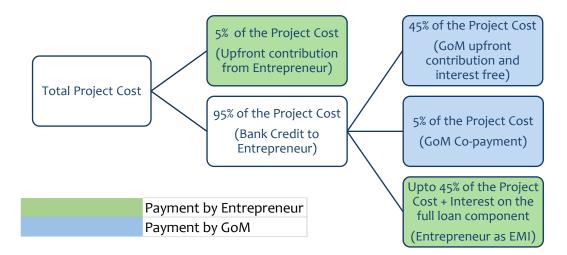
### 7.4 Implementation Agency

- 1. Implementing Department: Department of Animal Husbandry & Veterinary
- 2. State Level: Directorate of A.H & Veterinary
- 8 Financing Plan
- 8.1 Financial partners
  - a. Meghalaya Rural Bank (MRB)
  - b. State Bank of India (SBI)
  - c. HDFC Bank
  - d. Northeast Small Finance Bank
  - e. The Shillong Co-operative Urban Bank Ltd.

### 8.2 Summary of the financing plan:

The figure below shows the overall summary of the financing of the project.





### 8.3 Quantum and Nature of Assistance:

1. Margin Money Support:

Total down payment will be 50% of the project cost and the remaining 50% will be on credit through a bank loan.

- a. 5% of the project cost is to be paid by the entrepreneur to the bank
- b. 45% of the project cost will be paid by the Government of Meghalaya to the bank.
- 2. EMI support:

To reduce the burden of the operational cost on the entrepreneur in the first two years of business, Government of Meghalaya will support the entrepreneur by paying EMI copayment equivalent to 5% of the project cost.

- 3. Additional support:
  - a. Guidance in application process through implementing agencies
  - b. Support in project realization of the business venture under this program
  - c. Training and capacity building of the entrepreneurs to successfully run their business ventures under this program

### 8.4 Credit details

Loan Amount	50% on the total project cost
Loan term	5 years
Moratorium period	12 months
Annual rate of interest	Variable interest rates are applicable for partner banks.

## 8.5 Unit cost of rearing Layer bird (BV 380) or Kurolier bird for egg production/dual purpose

PARTICULARS	AMOUNT (₹)
Cost of Shed construction	50,000.00



PARTICULARS	AMOUNT (₹)
Cost of birds for 1st Cycle @ ₹120/- per bird (4 weeks) for 150 birds	18,000.00
Tools & equipment (Waterer, feeder, brooder, hoover etc.)	12,000.00
Feed Cost for one cycle	40,000.00
TOTAL UNIT COST:	1,20,000.00

In this project, the birds will be reared in deep litter system. the poultry sheds will be constructed using locally available materials.

### 8.6 Illustration to understand the Payment terms

Total project cost	₹ 1,20,000		
Total Down payment/upfront	50%	₹ 60,000	
Entrepreneur's upfront contribution	5%	₹6,000	
Govt Upfront contribution	45%	₹ 54,000	
Bank interest*		10.9%	
Loan Term years	5		
EMI support from GoM	5%	₹6,000	

\* Annual interest rate may differ at the time of sanction of the loan and prevailing rate of the bank will be applicable.

#### EMI payment

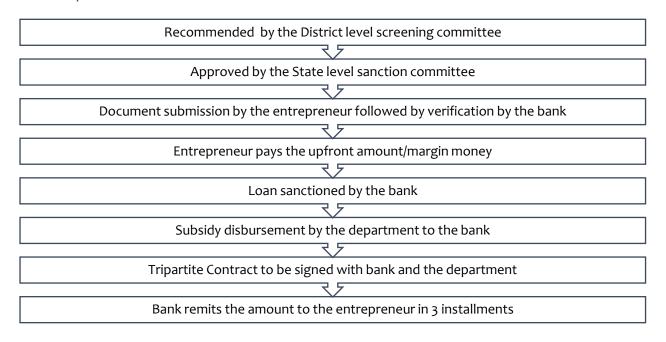
	1-12 months (₹)	13-24 months (₹)	25-60 months (₹)
Entrepreneur's Contribution	0	1,225	1,725
GoM Contribution	0	500	ο
Total	0	1,725	1,725

#### 8.7 Financial Aid Disbursement

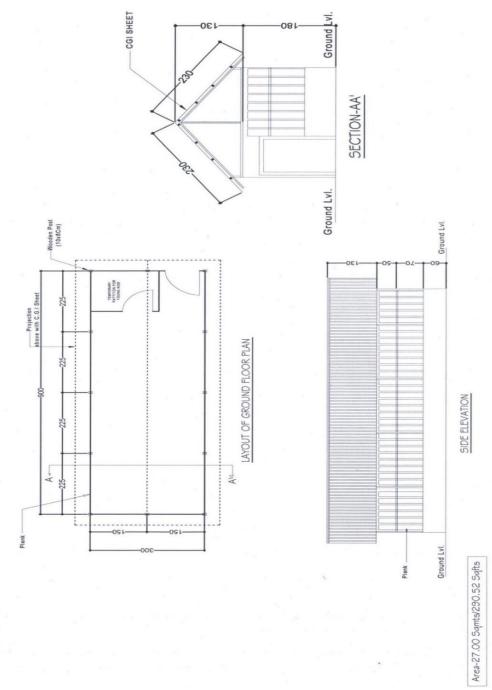
- a. Down-payment support from the Government of Meghalaya will be transferred to the bank in favour of the entrepreneur within 15 days of receival of request from the bank.
- b. If entrepreneurs fail to produce the relevant documents and deposit the required margin money within the defined period of time of announcement of the results, the allotment will be automatically cancelled and passed on to the Entrepreneurs in the waiting list.



### 8.8 Steps to Access Financial Assistance



### 9 Suggestive drawing and layout plan of poultry shed



### 10 Role of The Animal Husbandry & Veterinary Department

The department is responsible for making sure that the scheme is implemented effectively and that entrepreneurs are successful. As part of this effort, they need to do the following:

- a. The department will provide technical support to entrepreneurs on poultry farming practices, such as feeding, breeding, and disease prevention.
- b. The department will help entrepreneurs get access to high-quality poultry birds and breeding stock, so that they can improve their poultry farming practices.



- c. The department to organize training programs for entrepreneurs on poultry farming to help them improve their skills and knowledge.
- d. The department will monitor the Poultry sector to identify and address any problems that may arise.
- e. The department will facilitate convergence with other departments and schemes from time to time for the benefit of poultry farming entrepreneurs.

### 11 Economic Analysis

Number of chickens: 150

Laying rate: 50%

Number of eggs per chicken per year: 170-240

Price per egg at farmgate: Rs 7

Price Per Hen at Farmgate: Rs. 500

Price Per Hen at Farmgate: Rs. 500							
					Mother Stock will be sold		
	Year 1		Year 2		Year 3		
Particulars	Details	Qty	Details	Qty	Details Qty		
Initial Number of Chickens		150	135		122		
Survival Rate		90%	90%		90%		
Remaining Chicken		135	122		108		
Total Eggs Produced	135 * 250	33,750	122*200	24,400	108 * ₹ 400/chicken		
Revenue	33,750*₹7	₹ 2,36,250	24,400*₹7	₹ 1,70,800		₹43,200	
Expenditure				₹ 40,000		₹ 30,000	
EMI				₹ 2,450		₹ 2,450	
Net Profit		₹ 2,36,250		₹ 1,28,350		₹ 10,750	

### 11.1 Indicators

**Economic Impact:** Assessing the economic impact of the program on the local and state economy is crucial. This can include job creation, increased economic activity in the poultry sector, and improved food security due to increased egg and meat production.



**Social Impact:** In addition to economic factors, the program should evaluate its social impact, including the empowerment of poultry entrepreneurs, improved livelihoods, and the potential reduction in malnutrition among participating households

### 11.2 Cost-Benefit Analysis

- **Costs:** This encompasses expenses related to training, financial aid disbursement, program administration, and other operational costs.
- **Benefits:** The benefits encompass the increased income generated by participating poultry entrepreneurs, the contribution to local and state economies through egg and meat production, and the potential reduction in malnutrition through increased food availability.

### 11.3 Economic Impact

Assessing the economic impact of the program on the local and state economy is crucial. This can include job creation, increased economic activity in the poultry sector, and improved food security due to increased egg and meat production.

### 11.4 Social Impact

In addition to economic factors, the program should evaluate its social impact, including the empowerment of poultry entrepreneurs, improved livelihoods, and the potential reduction in malnutrition among participating households.

### 11.5 Suggestions for maximizing profit in Poultry

- a. **Enhance Reproductive Performance:** Improving the reproductive performance of poultry can be achieved through ensuring comfortable and clean housing conditions and providing them with a balanced and nutritious diet.
- b. **Optimize Hatch Rates:** Increasing the number of eggs hatched successfully can be achieved by selecting healthy and genetically suitable breeding stock (hens and roosters).
- c. **Timing of Breeding:** Ensuring that mating is timed correctly according to the reproductive cycle of the hens can improve hatch rates and overall production.
- d. **Nutrition for Ovulation and Fertilization:** Providing hens with the right nutrients is essential for successful ovulation and fertilization.
- e. **Minimize Embryonic and Fatal Mortality:** Creating a clean and disease-free environment is crucial to minimize the mortality rate among developing embryos and foetuses.

### 12 Role of The Animal Husbandry & Veterinary Department

The department is responsible for making sure that the scheme is implemented effectively and that entrepreneurs are successful. As part of this effort, they need to do the following:

- a. The department will provide technical support to entrepreneurs on poultry farming practices, such as feeding, breeding, and disease prevention.
- b. The department will help entrepreneurs get access to high-quality poultry birds and breeding stock, so that they can improve their poultry farming practices.
- c. The department to organize training programs for entrepreneurs on poultry farming to help them improve their skills and knowledge.



- d. The department will monitor the Poultry sector to identify and address any problems that may arise.
- e. The department will facilitate convergence with other departments and schemes from time to time for the benefit of poultry farming entrepreneurs.

### 13 Terms and Conditions

- a. A tripartite contract shall be signed at the time of sanctioning of the loan by each entrepreneur with the department and bank responsible for Program implementation.
- b. Must attend any training programs whenever provided by the government.
- c. Government of Meghalaya has the right to terminate the contract with entrepreneur if he/she is found not to abide by the terms and conditions of the contract and is found to be engaged in fraudulent /illegal/criminal activities.



### 14 Annexures

## 14.1 Annexure 1 - Application form (Individual)

S.N.	Questions	Answers
1.	Name	
2.	Mobile Number	
3.	Age (attach birth certificate, and so on)	
4.	Gender	
5.	Address	PIN:
6.	Current occupation	[]Farmer   []Govt./Private job     []Not Working
7.	Sector applied for	[ ] Poultry [ ] Poultry [ ] Goatery
8.	Land availability (enclose land availability certificate as per given format)	[] Self-owned   [] On lease     [] Others
9.	How many years of experience do you have as a poultry/ poultry/ goat farmer?	
10.	Do you have Training Certificate issued from Government Institution or others ( <i>attach a</i> copy)	Government []Yes []No Other institutes []Yes []No
11.	Nearby market to market your product	Name of the Market     Location       Image: Second



1	12.	Pan Card	Please attach
1	13.	Any of the following officially valid documents (OVDs)	<ul> <li>[ ] Voter ID</li> <li>[ ] Aadhar</li> <li>[ ] Passport</li> <li>[ ] Driving License</li> </ul>
1	14.	Latest Bank statement for minimum 6 months	Attach
1	15.	Preferred Bank	<ul> <li>a. Meghalaya Rural Bank (MRB)</li> <li>b. State Bank of India (SBI)</li> <li>c. HDFC Bank</li> <li>d. Northeast Small Finance Bank</li> <li>e. The Shillong Co-operative Urban Bank Ltd.</li> </ul>



## 14.2 Annexure 2 - Application form (Registered Entity)

S.N.	Questions	Answers			
1)	Entity (Check one)	[ ] Cooperative Society Any other	[ ]FPC	[ ]FPO	[]
2)	Name of the organization				
3)	Address	PIN:			
4)	Name of President/ Secretary/ authorized representative of organization				
5)	Mobile Number				
6)	How many members are there in your organization?				
7)	How many members interested to avail the Program?				
8)	Sector applied for	[ ] Poultry [ ] Goatery	[ ] Poultry		
9)	Land availability (enclose land availability certificate as per given format)	[ ] Self-owned [ ]Others	[ ] On lease		
10)	How many years of experience do you have in poultry/ poultry/ goat farming?				



11)	Do you have members having Training Certificate issued from Government Institution or others (attach a copy)	Government[] Yes[] NoOther institutes[] Yes[] NoHow many members:
12)	Nearby markets to your products	Name of the Market     Location
13)	If you have taken any Ioan, are you a defaulter?	[ ]Yes [ ]No
14)	Pan card	Attach
15)	Latest Bank statement of the Organization for minimum 6 months	Attach
16)	Please submit whichever is applicable	<ul><li>[ ] Incorporation Certificate for cooperatives</li><li>[ ] Registration Certificate for companies</li></ul>
17)	Preferred Bank	<ul> <li>a. Meghalaya Rural Bank (MRB)</li> <li>b. State Bank of India (SBI)</li> <li>c. HDFC Bank</li> <li>d. Northeast Small Finance Bank</li> <li>e. The Shillong Co-operative Urban Bank Ltd.</li> </ul>



## 14.3 Annexure 3 - Application form (Un-registered Entity)

S.N.	Questions	Answers
1.	Entity (Check one)	Self Help Groups Community-based organizations (CBOs) Traditional institution Village organization Any other
2.	If any other, kindly specify:	
3.	Name of the organization	
4.	Address	PIN:
5.	Name of President/ Secretary/ authorized representative of organization	
6.	Mobile Number	
7.	How many members are there in your organization?	
8.	How many members interested to avail the Program?	
9.	Sector applied for	[]Poultry []Poultry
		[ ]Goatery
10.	Land availability (enclose land availability certificate as per given format)	[] Self-owned   [] On lease     [] Others



11.	How many years of experience do you have in poultry/ poultry/ goat farming?	
12.	Do you have members having Training Certificate issued from Government Institution or others (attach a copy)	Government []Yes []No Other institutes []Yes []No How many members:
13.	Nearby markets to your products	Name of the Market     Location
14.	If you have taken any Ioan, are you a defaulter?	[ ]Yes [ ]No
15.	Pan card of the President of the entity, I available	Attach
16.	Latest Bank statement of the President for minimum 6 months	Attach
17.	Preferred Bank	<ul> <li>a. Meghalaya Rural Bank (MRB)</li> <li>b. State Bank of India (SBI)</li> <li>c. HDFC Bank</li> <li>d. Northeast Small Finance Bank</li> <li>e. The Shillong Co-operative Urban Bank Ltd.</li> </ul>