DEPARTMENT OF ANIMAL HUSBANDRY
LIVESTOCK SUPPORT SERVICES IN MACP

WELCOMES YOU
OBJECTIVES OF LIVESTOCK SUPPORT SERVICES

- Strengthening of 20 LSM and 4 SRM will be done during project period
- Marketable surplus through sustainable and rapid growth and development of livestock sector.
- Providing extension support to AHD & livestock farmers by inducting lady link workers.
- Small Ruminant Farmers are brought together in a group and trained for the healthcare of their animals & their problems would be better addressed by creating healthy marketable surplus.
- Considering the huge demand for consumption of meat, a study of meat trade in Pune will deal with issues of setting of modern slaughter house, ensuring future demand for livestock and value added products.
- Dissemination of market information through a specialized cell is proposed under this component for creating livestock data base.
LIVESTOCK SUPPORT SERVICES TO BE IMPLEMENTED WITHIN CATCHMENT ZONE OF 20 LSM & 4 SRM

<table>
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<tr>
<th>Sr. No.</th>
<th>District</th>
<th>Name of livestock market</th>
<th>Sr. No.</th>
<th>District</th>
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<td>Amalner</td>
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<td>Dahiwadi</td>
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APPROVED COMPONENTS OF ANIMAL HUSBANDRY SECTOR IN MACP [LIVESTOCK SUPPORT SERVICES]

- Establishment of EMIC in Commissionerate of Animal Husbandry.
- Livestock Extension Constituency in Villages – Livestock Lady Link Workers (LLW)
- Study on Meat Trade in Pune.
- Establishment of Demonstration cum production units; Goat as a high value enterprise [in Yeotmal & Beed district]
- Animal health checkup camps
- Strengthening of State Level Training Center at Gokhale Nagar, Pune.
ESTIMATED COSTS OF COMPONENTS

- EMIC - 520.00 lakhs
- Livestock lady link worker - 100.00 lakhs
- Support to small ruminants - 130.50 lakhs
- Demonstration units - 126.00 lakhs
- Meat trade study - 015.00 lakhs
- Animal health check up camps - 446.40 lakhs
- Strengthening of SLT Pune - 27.00 lakhs

Total project support - 1364.90 lakhs
Livestock Extension Constituency in Villages – Lady Livestock Link Workers (LLW)

- Village level lady workers.
- One each for a cluster of 5-6 villages.
- 10,000 villages to be covered during the project period.
- 2500 LLW to be inducted in a phased manner.
- Transfer of Technology & training to LLW.
- Training on vaccination, deworming of poultry and small ruminants.
- Distribution of the vaccination kits to LLW.
- Self sufficiency of LLW by moderately charging for the services provided.
- To create livestock extension constituency in 10000 villages.
SELECTION CRITERIA FOR LADY LIVESTOCK LINK WORKER

- Should be the permanent resident of the village.
- Should be literate and in the age group of 18 - 40 yrs.
- Should have good communication skills.
- Should travel 4-5 villages in a cluster.
- Should have preliminary knowledge of poultry and small ruminant management.
- Should be a member of SHG.

- Sheep & Goat are densely found in Ahmednagar Sangali, Pune & Satara Districts.
- To introduce a concept of Producer’s Group (PG) in small farmers.
- Strengthening of SR Farmers’ Groups through NGO & imparting training to them.
- Formation of SR Common Interest Group (CIG).
- Each CIG will have 15 SR farmers as a members.

- Total no. of 600 CIGs together in four districts are to be established.
- Induction of 3 breeding bucks per CIG on 50% project share.
- DAHO of AHD through an accomplished NGO, will act as a service provider.
- SR farmers for support will be identified by SP/ LDO / LEA of the AHD in consultation with Gram Sabha.
- Total No. of 9000 identified SR farmers will be trained in the batches of 20 by the SP in KVK arranged by ATMA & AHD for the period of seven days during the project period of 6 years.
Study on Meat Trade in Pune

- To introduce the concept of hygienically clean meat production.
- Study through consultant with help of ABPF
- Basic aim of study would be to have a closer look at entire meat value chain in Pune city starting from livestock owners to the slaughter house & finally to the urban meat retail shops and thereby to the consumers.
- Study will comprise volume of meat trade, infrastructure & supply chain up to the retail market.
Study on Meat Trade in Pune

- Judging Feasibility to erect modern ISO 2001 standard small ruminants slaughter house for Pune under PPP model.
- Regulatory frame work for assuring quality, quality control, hygiene and public health safeguards.
- Modernization of handling & transportation of meat., So also of the sale of meat at retail outlets.
Economic & Market Intelligence Cell in AHD

- Gathering information and intelligence on livestock and livestock products is extremely essential for enhancing livestock productivity and for facilitating greater volumes of trade in the sector.
- Livestock and livestock product market information is vital, is a key input for planning and decision-making by livestock farmers who are the market participants.
- Establishment of Export facilitation Zone under one window concept.
- Training to farmers, Dept. staff, Entrepreneurs and exporters.
Economic & Market Intelligence Cell in AHD

- Self sustainability after project period.
- Also this information will serve effective government policy making and administrative decision-making.
- For this purpose market intelligence cell is proposed to be established in the office of Commissioner of Animal Husbandry, Maharashtra state, Pune-1.
Area of Coverage

The Cell will collect and disseminate market related information from:

- All districts within the State
- All the States from the country
- Countries abroad
- To promote inter-state trade and export of animal origin products.
Cost Estimates

- Estimated expenditure for establishment of EMIC in AHD during project period is Rs. 500.00 lakhs.

- Inclusive of the expenditure on honorarium and consultancy charges, office automation under establishment of cell, establishment of export facilitation centre and imparting training to the farmers, entrepreneurs and exporters.
Benefits of the EMIC

- The farmers, entrepreneurs and exporters who are engaged with sale/trade of animal origin products viz. milk, egg, meat as well as value added animal origin products will ultimately be benefited through the knowledge of market led information.
- Subsequent upon this when such market potential will be tapped and utilized by the producers, they will receive premium price for their products.
- When the farmers and producers will get premium price of their livestock and livestock products, they will be inclined to undertake more and more animal husbandry practices, which will in turn help to achieve the targeted growth rate.
The export facilitation centre will promote export of animal origin products to the new destination which will give farmers / producers remunerative prices as well as add to the country’s foreign exchange earning.

A useful and comprehensive information database will be available as an effective tool under market intelligence.

The cell will extend all possible help and facilities for establishing animal origin product brands which in turn will help in generating premium price to the producers / farmers.
OUTCOME OF THE EMIC

- Increase in inter state marketing of livestock and livestock products
- Increase in export of animal origin products.
- Remunerative prices to the livestock products.
- More and more farmers will be inclined towards the animal husbandry activities.
- All above will collectively help to achieve the stipulated growth rate.
Components of the EMIC

- Establishment of the cell at the office of Commissioner of Animal Husbandry, Maharashtra State, Pune-1.

- Expenditure envisaged on deputation incentives / honorarium to the deputed departmental officers, consultancy charges for livestock marketing expert, livestock managing economist, I.T. experts, Computer operator, training organizer etc. and also on office automation.
GOAT AS A HIGH VALUE CROP

- Establishment of Demonstration-cum-Production farms / units, 250 each in Yavatmal and Beed Districts
- Induction of breeding buck 1 per unit on 50% project share basis
- Supply of chaff cutters 1 per unit on 50% project share basis
- Supply of fodder seed and fertilizers
- NGO support for programme.
- Training of 500 Demonstration holders.
GOAT AS A HIGH VALUE CROP

- Demonstration programme will be organized using farmers with 0.5 to 2.0 acres of irrigated land.
- Total No. of 500 farms / units to be covered in 6 yrs project period.
- Each unit will have minimum no. of 20 does maintained for breeding.
- Identification of farmers by DAHO /SP with the help of ATMA & with consent of the Gram Sabha of the area.
- Identified farmers will be trained in the batches of 20 by the SP in KKV arranged by ATMA / AHD for the period of 7 days.
ANIMAL HEALTH CHECK UP CAMPS

- Proposed to organise 2 camps in a year
- Organised in Catchment zone of 20 LSM & 4 SRM selected in MACP
- Implemented on the basis of Kamdhenu Yojana
- Total 288 camps will be organised during project period
- Project cost--------446.40 lakhs
STRENGTHNING OF SLT PUNE

- Total 500 in-service veterinarians from catchment’s zone of 20 LSM & 4 SRM will be trained.
- 5 Days training course will be organised.
- Market management, Animal disease management will be included.
- It will act as strong backward linkage to EMIC
- Project share-------27.00 lakhs
TRAINING
Training of departmental officers at IIM Ahmedbad

- Senior officers: 5
- Middle level officers: 12
- Unit cost: 3 lakhs
- Total cost: 51 lakhs

This training will include the components of Livestock Marketing strategy and Strategic research on extension program. The trained officers will be useful for running EMIC.
TRAING OF DEPARTMENT OFFICERS

- Training of field Extension functionaries
- Batch of 30 officers
- Total 1080 persons will be trained
- Unit cost----0.03 lakhs
- Total cost---32.40 lakhs
- The training will include marketing of Livestock and livestock products as well as by-products, Livestock Marketing Management, Value Added Technology, Cluster Village Development and Goat Husbandry.
- The officers working in the catchment zone of 20 LSM & 4 SRM will be trained.
MOBILIZATION OF CIG of SR FEDERATION AT AHMEDNAGAR, SATARA, SANGILI & PUNE

- Farmers Training related to market improvement activities
- Training of CIGs of Small Ruminant Farmers
- Batch of 30 farmers
- Each year 50 batches
- 9000 farmers will be trained
- Unit cost----0.13 lakhs
- Total cost---58.50 lakhs
- The training will be organized by Dist. Dy. Commissioners of AH Deptt. and SP as well as by ATMA.
- The training will include management of green fodder, vaccination of SR, marketing management of SR etc.
MOBILIZATION OF DEMONSTRATION HOLDERS IN BEED & YAVATMAL DISTRICTS

- Farmers training related market improvement activities
- Training of farmers of Goat Demonstration unit
- Batch of 25 farmers
- Total number of batches 20
- 500 farmers will be trained
- Unit cost----0.13 lakh per batch
- Total cost-----6.5 lakhs
- The training will be organized by Dist. Dy. Commissioners of AH Deptt. and SP as well as by ATMA.
- The training will include management of green fodder, vaccination of SR,, marketing management of SR etc.
EXPOSURE VISITS FOR FARMERS
EXPOSURE VISITS FOR FARMERS WITHIN THE STATE

Within state visit:

- Batch of 30 farmers
- Every year 8 batches will have Exposure visit
- Total no. of 1200 Farmers will be visited during project period
- Unit cost --- 0.45 lakhs
- Total cost—18.00 LAKHS
- The exposure tours will be organized by DDCs & ATMA. These tours will be arranged covering the research institutes of AHD, technically well organized farms, livestock markets etc.
EXPOSURE VISITS FOR FARMERS OUTSIDE THE STATE

Outside state visit:
- Batch of 30 farmers
- Every year 1 batch will have Exposure visit.
- Total no. of 150 Farmers will be visited during project period
- Unit cost --- 1.80 lakhs
- Total cost--- 9.00 lakhs
- The exposure tours will be organized by DDCs & ATMA. These tours will be arranged covering the research institutes of AHD in Gujrat, AMUL dairy, SAFAL market in Karnataka, CPDO, Hessarghatta, Bangaluru, technically well organized farms, livestock markets etc.
DEMONSTRATIONS
DEMONSTRATION ON LIVESTOCK MANAGEMENT PRACTICES

- 300 Demonstrations will be conducted every year
- Total no. of 1500 Demonstrations will be conducted during project period
- Unit cost---0.035 lakh per demonstration
- Total cost---52.50 lakhs
- The demonstrations will include dissemination of knowledge about timely vaccination and de-worming of Livestock, SR, Poultry. de-horning, eradication of ecto-parasites etc.
- These demonstrations will help in generating awareness among the farmers/livestock owners regarding improved & scientific management practices of Livestock & Poultry.
- The demonstrations will be organized by DDCs & ATMA.
DEMONSTRATION IN FODDER PRODUCTION TECHNOLOGY

- 500 Demonstrations will be conducted every year
- Total no. of 2500 Demonstrations will be conducted during project period
- Unit cost---0.07 lakhs
- Total cost---175.00 lakhs
- The demonstrations will include dissemination of knowledge regarding pre-sowing operations, irrigation, judicious use of chemical fertilizers, pesticides & seeds, harvesting techniques etc.
- The demonstrations will be organized by DDCs & ATMA.
<table>
<thead>
<tr>
<th>Description</th>
<th>Cost (Lakhs)</th>
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<tr>
<td>Training of field Extension functionaries</td>
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<td>Training of departmental officers at IIM Ahmedabad</td>
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<td>Outside state visit</td>
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<td>Within state visit</td>
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<td><strong>Total cost</strong></td>
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TOTAL AHD COMPONENTS SHARE

- Livestock support service - 1364.90 lakhs
- Training component - 0357.40 lakhs

Total share - 1722.30 lakhs
THANKS