



COMMERCIAL DAIRY MILK AND MILK SHED DEVELOPMENT PROGRAMME
DAIRY DEVELOPMENT DEPARTMENT-PLAN SCHEME 2015-16



GOVERNMENT OF KERALA
DEPARTMENT OF DAIRY DEVELOPMENT
ANNUAL PLAN : 2015-16



SCHEMES UNDER
COMMERCIAL DAIRY MILK AND MILK SHED DEVELOPMENT PROGRAMME
(2404-00-109-93)

(ONGOING AND CONTINUING SCHEMES OF 2014-15)

TOTAL COST - Rs 1635.836 LAKH

TOTAL PLAN OUTLAY - Rs 777.000 LAKH



1. EXECUTIVE SUMMARY

The project envisages providing assistance to dairy farmers of Kerala state to take up dairy farming as the main livelihood and also increase production of milk. Through the implementation of Milk Shed Development Programme dairy sector is showing steady growth rate. For the purpose of achieving self reliability and self sustainability of dairying sector in the state and also for ensuring the socio-economic stability of dairy farmers in the state, an amount of **Rs. 3625 Lakh** has been earmarked for Dairy Development Department for the financial year 2015-16 under the Milk Shed Development Programme with the following break ups

- Rs 3598 lakh under 2404-00-109-93-34-OC for implementation of scheme,
- Rs 16.00 lakh under 2404-00-109-93-04 TE (1) Tour TA
- Rs 8.00 lakh under 2404-00-109-93-05- OE-4
- Rs 3.00 lakh under 2404-00-109-93-45 POL

As per the plan document 2015-16, out of the total amount of Rs 3598 lakh under MSDP, an amount of Rs 1275 lakh is set apart for implementation of Integrated Dairy Development Programme in 2 districts. Separate provisions are included for assistance of purchase of milch animals (Rs 1500 lakh - upto 10 cow units), heifer units (Rs 275 lakh), support to women cattle care programme (27 lakh), external evaluation (Rs 25 lakh), Hi-Tech Fodder Development Programme (Rs 50 lakh), Modernisation of cattle shed and assistance for purchase of milking machine (Rs 473 lakh).

The following ongoing and continuing schemes of 2014-15 which has no modification are included in this DPR

The assistance will be provided for items as follows:-

- Heifer Rearing Units (5 heifer and 10 heifer units).
- Need Based Assistance to Progressive Dairy Farmers.
- Assistance for the Purchase of Milking Machine.
- Scheme for Providing Assistance for the Construction and Modernisation of Cattle Shed.
- Provision for Woman Cattle Care Worker.



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ONGOING SCHEMES OF 2014-15					
TOTAL COST - Rs 1635.836 LAKH			TOTAL PLAN OUTLAY - Rs 777.000 LAKH		
SI.NO	SCHEME COMPONENT	NO. OF UNITS	TOTAL COST	TOTAL SUBSIDY	BENEFICIARY CONTR.
			Rs in Lakh	Rs in Lakh	Rs in Lakh
2404-00-109-93-34-OC					
I.A	5 Heifer unit	200	452.500	181.000	271.500
I.B	10 Heifer unit	52	235.560	94.224	141.336
2	Need Based Assistance to Progressive Dairy farmers	350	350.000	175.000	175.000
3	Assistance for purchase of Milking Machines	280	140.000	70.000	70.000
4	Construction of cattle shed	402	402.000	201.000	201.000
5	Support to Woman cattle care programme	152	27.360	27.360	0.000
6	Documentation Charges	Lumpsum	1.416	1.416	0.000
SUBTOTAL - 2404-00-109-93-34-OC			1608.836	750.000	858.836
7	2404-00-109-93-04 TE (1) TOUR TA	Lumpsum	16.000	16.000	0.000
8	2404-00-109-93-05- OE – 4	Lumpsum	8.000	8.000	0.000
9	2404-00-109-93-45 POL	Lumpsum	3.000	3.000	0.000
GRAND TOTAL			1635.836	777.000	858.836



02. INTRODUCTION

Kerala is a land gifted with natural amenities for the dairy development and there is ample scope for rearing Cattle, Buffaloes and Goat. The dairy sector has made significant contribution to the GDP of Kerala over the past years. Dairy production in Kerala has immensely benefited from the genetic up gradation programmes undertaken by the state during the period from 1972 to 2000 and thereby resulting in cattle population with above 80% cross breeds. The implementation of cattle induction schemes like Pasugramam and Milk Shed Development Programme (M.S.D.P) of the Dairy Development department has created an upward trend in milk production since last five years. But our demand for milk is much higher than the domestic production. Hence it is necessary to find immediate solutions to meet the domestic demand as well as to check quitting of farmers from this field. The project Milk Shed Development Programme is aimed at bringing more farmers/entrepreneurs, Self Help Groups into the sector and to maintain the productivity of crossbred cow and to create awareness to the farmers in adopting scientific management in cattle farming. In the awake of FSSA, hygienic milk production, and proper care during procurement & distribution has to be maintained. In order to achieve the above goal the department intends to provide assistance for purchase of milch animals (up to 10 milch cow units), Heifer rearing units (5 heifer unit and 10 heifer unit), Need based assistance to progressive dairy farmers, assistance for purchasing milking machine and construction/modernisation of cattle shed

The Herd induction programmes (milch cow units and heifer units) of the Dairy Development Department through various schemes like Pasugram, MSDP, tsunami rehabilitation programmes, RKVY programmes etc during the last 5 years have helped the state to stabilise the milk production of the state and has helped to march forward towards the dream of attaining self sufficiency in milk production of the state. The milk production has increased from 25.37 LMT (2009-10) to 29.78 LMT (2014-15). The percapita availability in the state has hiked from 198 gms per day (2009-10) to 244 gms per day (2014-15). Its noteworthy that Kerala is now producing 80.08 % of internal milk requirement of the state. Kerala has recorded an increase of 12.67 % annual milk production during the period from 2011-12 to 2014-15.



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Year	Kerala Milk Production LMT	Per capita availability - Kerala gms/day
2009-10	25.37	198
2010-11	26.43	217
2011-12	27.16	223
2012-13	27.92	229
2013-14	29.03	238
2014-15	29.78	244

The NABARD has revised the rates and norms for establishing milch animal units (1cow unit, 2 cow unit, 5 unit and 10 cow unit). Hence the milch animal induction schemes under MSDP programme of the department needs sanction from the government.

03. OBJECTIVE OF THE MSDP SCHEME

- *Encourage farmers in adopting scientific management practices in cattle farming.*
- *To provide self employment opportunities as well as livelihood for the rural youth.*
- *To provide incentive to the stakeholder farmers of this sector.*
- *To provide safe milk to consumers.*
- *To attract more farmers and new entrepreneurs in to this sector.*
- *To encourage farmers to take up dairying as a business activity.*
- *To increase the number of productive animals in our cattle wealth.*
- *To assist self help groups or farmers to start heifer rearing units.*
- *To support women cattle care workers involved in Dairy extension work.*



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04. FINANCIAL OVERVIEW

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ONGOING SCHEMES OF 2014-15						
TOTAL COST - Rs 1635.836 LAKH			TOTAL PLAN OUTLAY - Rs 777.000 LAKH			
SI.NO	Scheme Components	NO. OF UNITS	ONE UNIT		TOTAL UNITS	
			TOTAL COST	UNIT SUBSIDY	TOTAL COST	TOTAL SUBSIDY
		Rs	Rs	Rs	Rs in Lakh	Rs in Lakh
2404-00-109-93-34-OC						
I.A	5 Heifer unit	200	226250	90500	452.500	181.000
I.B	10 Heifer unit	52	453000	181200	235.560	94.224
2	Need Based Assistance to Progressive Dairy farmers	350	100000	50000	350.000	175.000
3	Assistance for purchase of Milking Machines	280	50000	25000	140.000	70.000
4	Construction of cattle shed	402	100000	50000	402.000	201.000
5	Support to Woman cattle care programme	152	18000	18000	27.360	27.360
6	Documentation Charges	Lumpsum			1.416	1.416
SUBTOTAL - 2404-00-109-93-34-OC					1608.836	750.000
9	2404-00-109-93-04 TE (1) TOUR TA	Lumpsum			16.000	16.000
10	2404-00-109-93-05- OE – 4	Lumpsum			8.000	8.000
11	2404-00-109-93-45 POL	Lumpsum			3.000	3.000
GRAND TOTAL					1635.836	777.000



05. SCHEME PROPER

05.01. HEIFER REARING UNITS

One of the main problems raised by the farmers who are interested in taking up dairy farming is the non-availability of good quality animals to purchase. The rearing cost of dry or young animals are so high that farmers tend to ignore young ones or cull dry ones, as it is profitable, due to the high demand and price for beef in the state. A farmer will have to spend nearly Rs.45,000–50,000 for the scientific rearing of a Heifer till it becomes a milch cow. It is easier for the farmer to sell the calf at a young age and purchase a cow in milk as and when required. This has led to a reduction in the good quality young stock in the state and we are forced to depend on the neighbouring states for purchasing high yielding cross bred cows. Hence this project aims to assist farmers/NGO's/Co-ops/SHG etc. to establish 5 and 10 heifer rearing units in the state.

The selection for heifer rearing unit beneficiaries shall be done by the district officer with the assistance of Dairy Extension Officers as per the general norms for the selection of the department. The selected beneficiary/SHG/Co-op has to execute an agreement that they shall obey all the instructions issued by the department from time to time and continue the scheme for three years. Selected beneficiary shall remit Rs.150/- as registration fee. The expenditure on labour has to be met by the beneficiary members. After the disposal of the first batch of animals the beneficiary/group has to continue the project for minimum three years. The housing for the animals may be kacha (temporary) sheds thatched but with provisions to provide sufficient protection and hygiene to ensure healthy growth of the Heifers. The land shall be owned by the beneficiary or on lease for a minimum five-year agreement. The group has to locate the land for fodder cultivation on lease and it will reduce the cost of feeding roughages. The subsidy for one unit shall be Rs.90,500/- for 5 Heifer units, Rs.1,81,200/- for 10-Heifer unit and the balance amount shall be raised through bank finance. The subsidy shall be released after the purchase of heifers. The heifers at an age of around one year or above are to be purchased. The beneficiary shall execute an agreement in stamp paper worth Rs.100/- in the prescribed proforma with an undertaking that the scheme will be continued for three years. ***The heifers shall be purchased from neighbouring states of Kerala (mandatory).***



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The Director, Dairy Development shall be the sanctioning authority for 10 heifer units. Duly recommended applications through the proper channel shall be forwarded to the Directorate before the cut off time.

The component wise details are noted here under.

05.01.01 Financial Outlay - Heifer rearing units

5 – Heifer Units		
Sl. No.	Item	Outlay (Rs.)
1	Cost of heifer @ Rs. 27,500 x 5 Nos	1,37,500.00
2	Transportation cost @ Rs.1500/heifer x 5 Nos	7,500.00
3	Cattle shed, Store room, Dung pit etc	30,000.00
4	Feed cost for 300 days @ 1.5kg/animal/day @ Rs.17/kg	38,250.00
5	Insurance for 2 years	5,000.00
6	Fodder cultivation (25 cents)	5,000.00
7	Veterinary care, de worming, feed supplements	2,000.00
8	Miscellaneous	1,000.00
Total unit cost		2,26,250.00
Subsidy for one unit		90,500.00

10 – Heifer Unit		
Sl. No.	Item	Outlay (Rs.)
1	Cost of heifer @ Rs. 27,500 x 10	2,75,000.00
2	Transportation cost @ Rs.1500/heifer x 10	15,000.00
3	Cattle shed, store room, Dung pit etc	60,000.00
4	Feed cost for 300 days @ 1.5kg/animal/day @ Rs.17/kg.	76,500.00
5	Insurance for 2 years	10,000.00
6	Fodder cultivation – minimum 50 cents land	7,500.00
7	Veterinary care, de worming, feed supplements	8,000.00
8	Miscellaneous	1,000.00
Total unit cost		4,53,000.00
Subsidy for one unit		1,81,200.00



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05.01.02 Financial Outlay

Sl. No.	Scheme Components	Total Units	Unit Cost	Unit Subsidy	Plan Fund (Rs. in Lakh)	Beneficiary contribution (Rs. in Lakh)	Total Cost (Rs. in Lakh)
			Rs.	Rs.			
1	5-Heifer Rearing Units	200	226250	90500	181.000	271.500	452.500
2	10-Heifer Rearing Units	52	453000	181200	94.224	141.336	235.560
Total Amount (Rs. in Lakhs)					275.224	412.836	688.060

05.01.03 Conclusion

The scheme will bring up **1520** good quality cross bred heifers adaptable to our environment. We can prevent flow of money from our state to neighboring states for the animal purchase.

05.01.04 Monitoring

Deputy Directors of concerned districts shall monitor the scheme.

05.01.05 Calendar of Activities

Sl.No.	Activity	Month
1	Advertisement for inviting applications	June 15
2	Acceptance of Applications	June 15-July 15
3	Verification , processing of application and Finalization of beneficiary list	June 15 – Aug 15
4	Setting up of Temporary / Permanent shed and its verification	Sept 15 –Oct 15
5	Animal purchase	Oct 15 – Dec 15
6	Verification by Deputy Director	Dec 15 – Jan 16
7	Release of fund to Beneficiary	Jan 16
8	Evaluation of scheme	Jan 16 – Feb 16



05.02. NEED BASED ASSISTANCE TO PROGRESSIVE DAIRY FARMERS

05.02.01 Introduction

Majority of the livestock owning households in Kerala comprise of small and marginal farmers and landless labourers. The breakdown of joint family system coupled with rapid urbanization has resulted in many households abandoning this job. However, demand for milk is showing a steady increase. A wide gap exists between the requirement of milk in the state and its production. To exploit this situation, a lot of entrepreneurs are entering into dairy farming activity. However, the government assistances to these people are almost nil. Most of the state government assistances are limited to BPL families only.

Another problem which these private entrepreneurs face is the shortage of labour. Higher wages offered by other sectors make what offered by the dairy farms look like 'peanuts'. One solution to tide over this crisis is to intensify the level of mechanization at the dairy farm level. At present, the level of mechanization in farm activities is very low. This project envisages improving the penetration of technology into these dairy farms and thus improving productivity and overall profitability.

05.02.02 Beneficiaries

Those dairy farmers having more animals shall be the beneficiary of this project. Elite and progressive dairy farmers shall be given priority. By improving their productivity and profitability, a new set of role models can be created for the society to follow. Thus more people can be brought into this sector to do dairy farming in a major way.

05.02.03 Process

The project is kicked off by presenting the scheme to the eligible dairy farmers. Sufficient publicity shall be ensured by publishing the scheme in news papers, broadcasting in radio and also by informing the possible beneficiaries through dairy co-operatives and block level offices.

The beneficiaries who want to get the assistance must purchase dairy farm equipments and present the bill for getting the eligible 50% subsidy limited to a maximum amount of Rs.50,000/-. He can choose as per his requirements from the list. The



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farm equipment or a combination of equipments (from the provided list of equipments eligible for the aid), can be purchased. Dairy Extension Officer of the concerned block shall inspect the dairy farm and make sure that the beneficiary has actually utilized the amount for the purchase of items listed and the date of purchase. If the Dairy Extension Officer is satisfied he shall sanction and release the subsidy amount. The beneficiary shall execute an agreement in stamp paper worth Rs.100/- in the prescribed proforma with an undertaking that the scheme will be continued for three years.

05.02.04 The list of items included

1. Milk cans
2. Rubber mat
3. Automatic water bowl
4. Generator
5. Irrigation system (sprinkler system), pump and motor
6. Misters/Sprinklers
7. Cattle shed renovation
8. Slurry Pump
9. Silage bunker
10. Biogas plant
11. Wheel barrow
12. Bulk cooler
13. Solar water heater
14. Fan (to be used in the Cow shed)
15. Air compressor
16. Digging of open well or bore well
17. Organic manure – vermi-compost manufacturing unit.
18. Weighing machine
19. Veterinary care equipments
20. Hand operated packing machine
21. Bi cycle



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22. Cream separator
23. Dehorning equipments, tattooing equipments, hoof trimmers
24. Urea enrichment pit
25. Automatic shed cleaning equipments like pressure pump.
26. Transportation of dung and urine for pollution control.

27. Seed cost, electricity charges and other maintenance charges for compact machine type hydroponic units funded by department during the previous year

28. Any other items suitable for dairying subject to the approval of Deputy Director of Dairy Development of the District

Progressive farmer can avail this scheme by purchasing any one or combination of items mentioned above. The farmer will get assistance of 50% of the cost subject to a maximum limit of Rs. 50,000/. Registration fees shall be Rs 150 per beneficiary

05.02.05 Financial

Scheme is meant for assisting 350 dairy farmers. Preference shall be given to elite and progressive farmers having 5 or more milch animals.

Financial Outlay

Unit Cost Rs.	Unit Subsidy Rs.	Total Units	Plan Fund (Rs. in Lakhs)	Loan/Beneficiary contribution (Rs. in Lakhs)	Total Cost (Rs. in Lakhs)
1,00,000	50,000	350	175	175	350

05.02.06 Conclusion

This project aims to help the progressive dairy farmers with an attempt to reduce their manual labour and increasing the productivity. The project aims at motivating the farmers and thereby to produce a better quality product. The adoption of modern technology will also help to attract educated youth to the sector and also ensure hygienic handling of the nature's perfect food.



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05.02.07 Monitoring

Deputy Directors of concerned districts shall monitor the scheme.

05.02.08 Calendar of Activities

Sl. No.	Activity	Month
1	Advertisement for inviting applications	June 15
2	Acceptance of Applications	June 15 – July 15
3	Verification , processing of application and Finalization of beneficiary list	July 15 – Aug 15
4	Dairy Farm verification	September 15
5	Verification of purchase bills	Sept 15 – Oct 15
6	Release of fund to farmers	Oct 15 – Nov 15
7	Evaluation of scheme	Nov 15 – Jan 16

05.03 ASSISTANCE FOR THE PURCHASE OF MILKING MACHINE

05.03.01 Introduction

One of the major problems faced by the dairy farmers is the lack of efficient milkers. The production potential of an animal can be completely utilized only if milking is completed within the stipulated time. Milking is a skilled job, the action of the letting down hormone named *oxytocine* lasts for 7-8 minutes only and the milking has to be completed within this time. In the case of high yielding cross bred animals producing more than 15 litres of milk is quite impossible to complete the milking efficiently within the time, manually. So such animals should be milked with the help of milking machines. Milkers also act as carriers of many zoonotic and contagious diseases from farm to farm. Complete hygienic milking is very essential to prevent occurrence of diseases like mastitis. It may be noted that many dairy farmers left this sector mainly due to the difficulties experienced by them for arranging milkers, whose services are not adequate and timely.



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Completely automatic milking machines are available in the market which is very useful to the farmers. But such machines are mostly imported from foreign countries and are highly expensive and not affordable to the common dairy man. The production cost of milk can be reduced by introducing Milking Machines. At present a farmer has to pay Rs.10/- per animal per shift towards the cost of milking. This cost factor can be reduced and hygienic practices of milking can be ensured by popularizing milking machines.

Nowadays more farmers are coming forward to start commercial dairy units. The limiting factor for such farmers is the high cost of milking machines. This scheme envisages providing financial assistance for purchase of milking machines by dairy farmers who own more milch animals. Cost of the machine is estimated to be Rs.50,000 per unit (Single Bucket unit). The eligible farmer has to register at Dairy Extension Service Units in the concerned blocks. Selected Beneficiary can purchase machines from companies of his choice with the approval of the Dairy Development Department. The subsidy amount will be 50% of the total cost subject to a maximum of Rs. 25,000/-. If any beneficiary wants a higher version with a higher cost (double bucket with milk pipe line unit) they may purchase it but the maximum subsidy amount will be limited to Rs.25,000/-

Reg fees per beneficiary shall be Rs 150/-

05.03.02 Financial outlay

Cost of the milking machine inclusive of installation expenses (plumbing materials, electrical fittings, minor civil works etc.)	No. of Units	Subsidy per Unit @ 50%	Total Outlay	Beneficiary contribution	Plan Outlay
(Rs.)	No.	(Rs.)	(Rs. in Lakhs)	(Rs in Lakhs)	(Rs in Lakhs)
50,000	280	25,000	140	70	70



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05.03.03 Conclusion

The implementation of the scheme will contribute towards improving the milk production of the state. The scheme will be a great help and relief to farmers who are depending on milkers.

05.03.04 Monitoring

Deputy Directors of concerned districts will monitor the implementation of the scheme.

05.03.05 Calendar of Activities

Sl. No.	Activity	Month
1	Advertisement for inviting applications	June 15
2	Acceptance of Applications	June 15 – July 15
3	Verification , processing of application and Finalization of beneficiary list	July 15 – August 15
4	Verification of the Unit	September 15
5	Verification of purchase bills	Sept 15 – Oct 15
6	Release of fund to farmers	Oct 15 – Nov 15
7	Evaluation of scheme	Nov 15 – Jan 16

05.04 SCHEME FOR PROVIDING ASSISTANCE FOR THE CONSTRUCTION / MODERNISATION OF CATTLE SHED

05.04.01 Introduction

One of the major reasons for production loss of our cross bred cattle is the occurrence of diseases like Mastitis, foot and mouth etc. which occurs due to the unhygienic conditions of the cattle shed and surroundings. A large number of cattle sheds were not properly constructed or maintained. The recent developments in ensuring food safety also make it mandatory that good farming practices are adopted by farmers. Majority of dairy farmers are not financially capable to construct or repair the cattle shed. Hence they have to be assisted financially.



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05.04.02 Objective

The main objectives of the scheme are to

- ensure that the animals are housed properly and hygienically.
- ensure clean and safe milk production.
- prevent economic loss by preventing diseases.
- Helps to comply with FSSA standards.

05.04.03 The Scheme

Beneficiaries shall be selected by Dairy Extension Officer by giving proper advertisement through Media. Deputy Director of district office shall approve the selected beneficiary list submitted by Dairy Extension Officer. It shall be ensured that the floors of the sheds are made of concrete and that the urine pit, dung pit and provision for drinking water are constructed as per the standard requirements.

Dairy Extension Officer or Dairy Farm Instructor has to verify the site before and after completion of work. The applicants (Dairy farmers) have to submit a detailed estimate and plan of work prepared or approved by a qualified / licensed civil engineer. 50% of the total estimate amount subject to a maximum of Rs.50,000 will be provided as subsidy to the selected beneficiaries. Registration fees shall be Rs 150/- per beneficiary

05.04.04 Financial Outlay

Unit Cost Rs.	Unit Subsidy Rs.	Total Units	Plan Fund	Beneficiary Contribution	Total Cost (Rs. in Lakhs)
			(Rs. in Lakhs)	(Rs. in Lakhs)	
1,00,000	50,000	402	201.000	201.000	402.000



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05.04.05 Calendar of Activities

Sl. No.	Activity	Month
1	Advertisement for inviting applications	June 15
2	Acceptance of Applications	June 15 – July 15
3	Verification, processing of application and finalization of beneficiary list	July 15 – August 15
4	Verification of the Unit	September 15
5	Verification of purchase bills	Sept 15 – Oct 15
6	Release of fund to farmers	Oct 15 – Nov 15
7	Evaluation of scheme	Nov 15 – Jan 16

05.05. WOMAN CATTLE CARE WORKER SCHEME - 2015-16

05.05.01 Introduction

Dairying to be successful requires scientific knowledge of the cattle rearing practices to be adopted, suitable for each area based on the socio-economic and climatic conditions of the region. The primary responsibility of any agency involved in promoting dairying is to extend the sufficient information to dairy farmers at the right time and to help them to adapt cattle rearing techniques based on scientific know-how and proven technology. Even though the Dairy Development Department has an efficient extension programme, it is felt that the existing pattern of extension activities does not satisfactorily reach every farmer in time. Hence it is hereby suggested to engage women Dairy Group Leader who will act as promoters of dairying in villages. As women play an important role in dairy activities, women linked workers programme improve the transfer of technology easily so as to achieve better milk production. These women group leader will be engaged in association with the Dairy cooperatives under the close supervision of Dairy Extension Officers of the Area.



05.05.02 Objective

The objective of the programme is to improve socio economic status of dairy farmer and to impart technical know-how at their doorstep and also to provide employment opportunity for the above said women Group leaders. This scheme envisages engagement of women group leader in 152 blocks of the state.

05.05.03 Selection

Application will be invited from women dairy farmers who have passed matriculation and who are member of a DCS in the block. From the list of applicants, one person will be selected by a committee constituting of the Deputy Director of the district, Assistant Director/T.A./QCO and the Dairy Extension Officer of the concerned block, based on personal interview. Priority will be given to those women who have under gone skill development training programme by the department during the previous years.

05.05.04 Training

The task of WCCW is to conduct regular farmhouse visits to discuss different topics related to Dairying with the farmers. So training should be given to them on the following aspects. Extreme care should be taken during the training programme that nothing wrong or confusing should be passed on to farmers through WCCW.

05.05.05 Topics to be included

- Clean milk production
- Scientific feeding practices
- Correct milking practices
- Cultivation and management of different fodder crops
- Azolla cultivation
- Utilizing locally available feed stuff



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- Facilitation for prevention and control of animal diseases
- Calf rearing
- Care and maintenance of animals during summer and rainy season
- Timely detection of heat and AI

Each trained WCCW is supposed to visit an average of 5 farmhouses per day thus not less than 30 houses per week. She shall report to the Dairy Extension Service Unit thrice a week. There should be separate registers and proforma for noting down details of house visits and the problems faced by the farmers and their suggestions. Farmer's signature shall be collected both in proforma and in register.

They shall organize group meetings of farmwomen in the village or in the dairy co-operative societies during the collection time. Being women extension workers they can meet the farmwomen at the kitchen as well.

They shall summarize and submit in nutshell about their activities and farmer's suggestions to Dairy Extension Officer thrice in a week and any intimation or message from the unit should be conveyed back to the farmers as a follow up action. Leaflets, brochures etc. should be distributed to the farmers. Rather than going randomly all over the block, the specific area based on the DCS functioning in the area will be assigned timely by the DEO. They may also be assigned to conduct surveys regarding various aspects as per the directions from the department.

During training an action plan and working calendar will be set up and shall strictly be followed by WCCW.

For conducting all the above activities they will be given an incentive of Rs.**3,000** /- per month. The selection of WCCW shall be only for the project period of six months and every year fresh selection shall be made as per the approved project proposal.



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05.05.06 Financial Outlay

Sl.No.	Items	Outlay(Rs.)
1	Women Cattle Care Worker incentive @ Rs.3000/- (For 152 blocks, for 6 months)	27,36,000.00
TOTAL		27,36,000.00

05.07 Documentation Charges

Rs 1.416 lakh is benchmarked for documentation of scheme components included in this DPR

06. CONCLUSION

For successful, viable and profitable dairy farming improvement in production potential, reproductive management and general management practices plays key roles. Housing & feeding of milch animals, milking of animals, protection against diseases, breeding management, care during pregnancy, calf management, Hygienic handling of milk needs to be improved for profitable dairying farming. With the effective implementation of the programme the existing gap in effective Dairy extension can be bridged easily.

07. IMPLEMENTATION AND MONITORING

The Dairy Extension Officer shall be responsible for block wise implementation of the scheme. The Deputy Directors shall be responsible for district level implementation and shall periodically report to the undersigned. The Director of Dairy Development shall be responsible for state level monitoring and evaluation of scheme components included in this DPR.



08. SUMMARY

The various components of MSDP 2015-16 schemes will help in adding up milch animals to the cattle population of the state which will result in a significant increase in milk production of the state. The mini dairy farms will be a role model for the prospective entrepreneurs willing to invest in the dairy sector. It will also create employment opportunities to the local people. The existing progressive dairy farmers can be motivated to remain in this sector and improve milk production by providing assistance to their need. Heifer rearing units will ensure 1520 good quality high producing animals are made available in the state and prevent money from flowing into the neighbouring states for the purchase of animals. Modernisation of infrastructure for the dairy farms and dairying activities will boost the development of dairying sector. By engaging women cattle care worker in 152 blocks will improve the socio economic status of dairy farmer and make possible of imparting technical know-how at farmer's doorstep.


DIRECTOR