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PARIVARTAN

J. K. Trust Gram Vikas Yojana

Apr 2013, Issue 2

Inauguration Of Mobile Veterinary Services "GOVARDHAN EXPRESS" By Dr. Raman Singh, Hon'ble Chief Minister, Chhattisgarh



Inauguration of Mobile Veterinary Service by Dr. Raman Singh, Hon'ble CM of Chhattisgarh state



Dr. Shyam Zawar, While giving speech during inauguration event

The inauguration of a Mobile Veterinary Service named "Govardhan Express" was organized at Pithora block of district Mahasamund in the state of Chhattisgarh. The Hon'ble Chief Minister of Chhattisgarh, Dr. Raman Singh was the Chief Guest at this function. The function was also graced by Shri Nanki Ram Kanwar-Minister, Home Department; Shri Brijmohan Agrawal -Minister, Public Works Department, School Education, Endowment, Culture, Legislative Affairs and Tourism Departments; Shri Chandrasekhar Sahu-Minister - Agriculture, Animal Husbandry, Pisciculture and Labour Departments; Shri Chandulal Sahu-Member of Parliament, Mahasamund.

The function was attended by more than 15,000 farmers with a huge component of female participants.

With the initiation of 'Govardhan Express', dairy farmers can avail veterinary services through Mobile Veterinary clinics for treatment of their livestock by dialing the toll free telephone number.

About 24,000 farmers will accrue the benefits brought about by the establishment of 30 Integrated Livestock Development Centers in 240 villages of Mahasamund & Raigarh districts of the state.

The following important facilities were launched at the hands of the Hon'ble Chief Minister:

- Three Mobile Veterinary clinics for providing veterinary services at the doorstep of the farmers.
- Thirty new Integrated Livestock Development (ILDC) Centers.
- State Newsletter "Parivartan" of J.K. Trust Gram Vikas Yojana, Chhattisgarh.

In the course of his speech, the Chief Minister appreciated the efforts of J.K. Trust Gram Vikas Yojana in improving the socio economic condition of farmers through the Cattle Breed Improvement programme.

WORDS OF WISDOM

Technology

I feel really proud that my grass root friends share our belief that technology can be a major instrument to bring about change in the life of our poor farmers. The initiatives like MOBILE VETERINARY SERVICES, "GOVARDHAN EXPRESS" and the preliminary idea of setting up a CALL CENTER are the winning edge technologies that can help us to achieve unprecedented goals of our organization.

As is rightly said, technology has no barriers and can reach every remote corner with better recall value.

**-Dr. Shyam Zawar
(CEO)**

MISSION GRASSROOT LEVEL CONTACT-II

Mission Grass Root Level Contact-II programs were organized in Odisha in the districts of Koraput, Ganjam, Kalahandi and Nabarangpur during the first fortnight of Feb. 2013. The meetings were conducted by Mr. Arun Upadhyay, SPM along with Dy. SPM, APM and Monitoring Officers. All the Gopals of these districts participated in the meetings. During the meetings, the SPM interacted with Gopals and discussed about various technical issues like the SOP of AI, PD, Breeding Policy etc. Besides issues like performance of AI against target, AI verification, timely supply of LN2 and Frozen semen, AI Equipment and their upkeep, supply of Mineral

Mixture and Fodder seed (Maize) etc. were also discussed. The Gopals were unanimous in their feedback that the extension meetings and film shows by using DVD players helped them extensively in generating public awareness about AI and its benefits.

The Gopals were also given the opportunity to express their views about operational problems. During the meetings, the best Gopals from each of the MOs' operational ILDCs were awarded on the basis of their performance. This programme has been very well received by the Gopals and as has been decided, it will be conducted at quarterly intervals.



MGRLC-II at Koraput



MGRLC-II at Ganjam, Seen from left are APM, SPM and Nodal Officer, NPCBB



MGRLC-II at Nabarangpur



MGRLC-II in Kalahandi

A common workshop involving the officers of the M&E, Documentation and MIS coordinators of different State-Offices was organized between March 15 – March 18, 2013. It was facilitated by Dr. Marimuthu Swaminathan and Dr. BR Patil, Advisor, with the support of Monitoring, Evaluation & Documentation Team and IT Team of the Head Office, JKTGVY, Thane under the guidance and overall supervision of Shri Shrikant Deshpande, Regional Director (South-West Region).

The objective of this common workshop was to learn and understand the demands and concerns of each of these sections, the process of generating required progress reports with the help of the ILDC System operating on a common database, the needs of a time-bound truthful monthly data entry, the purpose of different reports available in the ILDC System, data

analyses & the inferences to be drawn and their use in preparation of different kinds of narrative summary substantiated with different charts and graphs about the progress of the projects, the identification of poor centers, the identification of grey areas of operation and the preparation of the corrective work-plan and action-plan as per the needs. Besides this, it was also aimed to improve the writing skills for documentation of good practices, case studies, success stories and impact studies.



SEMINAR ON – ENHANCEMENT OF MILK PRODUCTIVITY OF DAIRY CATTLE " SCOPE & CHALLENGES"



Dr. Shyam Zawar delivering the lecture

Dr. Shyam Zawar, CEO, J K Trust, had attended a seminar on 19th & 20th February, 2013 at Jaipur for "Enhancement of Milk Productivity of Dairy Cattle- Scope & Challenges". He as a Guest Speaker delivered a lecture on "Breeding Strategies for improving milk productivity of Non-descript / Indigenous Cattle".

This seminar was inaugurated by Shri Ashok Gehlot, Hon'ble Chief Minister of Rajasthan. The occasion was graced by Shri Harji Ram Burdak, Hon'ble Minister-



Group of delegates

Agriculture & Animal Husbandry, Shri Vinod Kumar Lilawali, Hon'ble State Minister- Agriculture & Animal Husbandry & Fisheries, Shri Bijendra Singh Soopa, Hon'ble Chairman, Rajasthan Livestock Development Board.

APPRECIATED OUR WORK ON REPUBLIC DAY IN SHEOPUR DISTRICT



J. K. Trust-GVY received appreciation certificate by left to right in photo Mr. Brij Sheopur, Mr. Gyaneshwar B. Patil, Collector & Mr. S. P. Verma, CEO, Zilla Panchayat with Superintendent Police, President of Zilla Panchayat, President, Nagar Palika

2013 for providing the best veterinary services through 10 of its ILDC centers to the livestock farmers in the rural areas of Sheopur district under BRGF project. The award was given by Mr. Brijraj Singh-MLA, Mr. Gyaneshwar B. Patil-Collector in presence of CEO-ZP, SP, and President of ZP & Nagarpalika of Sheopur district. We have produced 877 Cross-Bred/Up-Graded Calves and achieved 189% CB/UG target upto Jan.13 in this district.

CALF RALLY AT REWA DISTRICT OF MADHYAPRADESH

A big calf rally was organized at Gadhai ILDC in Sirmour block of Rewa district in the presence of Collector & DDVS. The rally was attended by Mr. Shivnarayan Rupla-Collector, Additional Collector- Mr. Vijaya Datta (IAS), Mr. Rajesh Pandey- Vice-President - Gosanwardhan Board, Dr. V.D. Singh-DDVS, Rewa District. All of them had spent over two and half hours at the rally. The collector addressed the audience passionately for nearly an hour, encompassing CBIP programme and its other stakeholders. He profusely appreciated our work and expressed deep satisfaction with our performance in the rural area. The media persons also appreciated our work as was seen from the extensive positive coverage that we received in the local media.



J. K. Trust-GVY received appreciation certificate Sheopur Collectorate on auspicious occasion of Republic Day of year 2013 for providing best veterinary services through 10 ILDC centers in rural areas of Sheopur district under BRGF project

The J K Trust Gram Vikas Yojana received a certificate of appreciation from the Sheopur Collectorate on the auspicious occasion of our Republic Day in the year

Mission Grass Root Level Contact Meeting of Gopals of Pavijetpur and Sankheda Block was held at Bodeli on Feb 26, 2012. The following participants were present in the meeting.

- **Dr. Kalariya - Project Manager, J. K.Trust**
- **Mr. J. M. Patel - Asst. Project Manager, J. K. Trust**
- **Mrs. Suhag Jani - Trainer - Deepak Foundation**

- **Mr. Vishnu Bharwad - DMO, J. K. Trust**
- **Mr. Harish Patel - RDO, J. K. Trust**
- **Mr. Vinu Tadvli - ARDO, J. K. Trust**

A total of 40 Gopals from Pavjetipur and Sankheda blocks were present during the meeting.

A presentation about the Scenario of Animal Husbandry and Management of milking animals was given by Dr. Kalariya on the occasion.



A presentation on Capacity building of Self Help Group was given by Mrs. Suhag Jani-Trainer from Deepak Foundation to our Lady Gopals on same day afternoon.

GOPALS' MEETINGS ON THE SSC CONCEPT

The month of December, 2012 saw the organization conducting awareness meetings for all the 291 Gopals of the eight districts of Andhra Pradesh to create awareness amongst them about the Self Sustainable Centers (SSCs) and the need to convert all the ILD Centers into Self Sustainable Centers after completion of the project tenure.

The meetings were conducted at three places, the first one at Ichodain the Adilabad district on Dec 14, 2012 for the Gopals of Adilabad and Nizamabad district. The second Meeting was conducted at Hyderabad on Dec 15, 2012 for the Gopals of Khammam, Medak and Mahaboobnagar districts and

the third one was conducted at Kadapa on Dec 16, 2012. All the Gopals were invited for the meeting.

The Regional Project Manager, Dy.State Project Manager (I/C) and the Project Manager attended all the three meetings and explained the concept of the Self Sustainable Centers (SSCs on cost basis) and the need to convert all the ILD Centers into SS Centers after the completion of the project tenure. Gopals of all the districts actively participated in the meetings and discussions, enabling a very good interaction over the concept. Gopals had a lot of appreciation for the efforts put forth by the organization. All the Gopals have welcomed the proposal with an overwhelming enthusiasm.



MGRLC Meeting

In continuation to the earlier phase meetings with Gopals under the Mission Grass Root Level Contact (MGRLC), the next phase of MGRLC meetings in the month of Feb'13 has been started in the state of Andhra Pradesh. The meetings were conducted for Gopals of Adilabad, Nizamabad, Medak, Mahaboobnagar, Kadapa, Ongole and Nellore districts.

The MGRLC is basically designed to meet our ground level worker i.e. 'Gopal' and to update his knowledge and his ability to resolve field issues on the spot. These meetings were conducted under the guidance of Dr. P. V. K. Panicker (Regional Project Manager) with the active participation of P. V. Sharma (I/C Dy. State Project Manager) and Dr. Gopal Reddy (Project Manager)

In these meetings, Gopals have been oriented with technical aspects & new advancement in AI, infertility and other affiliated services. Other similar topics about 'Self Sustainable Centers' (SSCs) and their up-gradation have also been discussed with the Gopals.



All Gopals participated in the meetings and gave valuable suggestions to improve SSCs by enhancing the center's role in villages for providing Mineral Mixture, Medicines, Food, Food supplements and fodder seeds etc.

New innovative Concept - 'CALL CENTRE'

Technology is what makes the world go round today. It is the factor for the exponential growth of markets,

industries, companies, and products. Right Technology is what eases the lives of the people.

Call Centers make our life easier by helping us in efficient garnering of the technical services en masse. Beyond the technical support, the help or complaints desk, the billing service etc. of the call centers play a more important role in the dynamics of consumer satisfaction and even enhances sales beyond what one can imagine. Call Centers actually have several other services that encompass all consumer needs that the world's industries have been able to identify so far.

The call centers have become a very important part of our lives for instant resolution of problems. There are many different terms used to describe call centers – service centers, sales centers, contact centers etc. In its basic approach, the key role of a call center is its responsibility for handling of the telephone (channel) calls to an organization for different purposes.

By consolidating a number of dispersed customers, having similar or identical needs under a call center, the organization is allowed to achieve better economies of process cost. Significant financial benefits arise from consolidating business support services. Some of these are - paying for a single location as against multiple set-ups, implementation of a single management structure and a single set of technologies. This is a very important business practice consideration now-a-days.

Considering all these facts, a call center has been opened at Ambala, which will ease the operation of calling the Gopals to obtain door to door services by their single call on the toll free telephone no. All the preparation for setting up of the call center was done with meticulous planning and the dedicated teamwork of the Haryana State team of JKTGVY under the leadership of Mr. Rajesh Patel. The telescopic vision of CEO, Dr. Shyam Zavar and the constant encouragement of our Chairman, Dr. Vijaypat Singhania went a long way towards achieving the objective of establishment of the call center for the benefit of the farmers of rural India engaged in increasing the milk production in the country. This will also be a turning point in the entire livestock Industry by catering the services as per the needs of common people..

BIHAR

Making dreams come true through breeding services under Spl. SGSY

Name of Farmer - Gaibi Manjhi

District - Bhagalpur

Block - Sahkund

Village - Badhab



BPL No. - 959/145

Gaibi Manjhi from village Badhab is a marginal Farmer. He was rearing a single desi cow with a milk yield of 2-3 liters every day. When he knew about AI facilities of JK Trust, he accessed and took the service of our Gopal at the Sajaur center in June 2009 with HF semen. After 9 months, the desi cow gave birth to one crossbred HF female calf and after 19 months, the calf became a heifer and came into heat & she was inseminated by our Gopal. Subsequently, after 9 months, a female calf was born to the F1 heifer. Now the HF cross cow is giving 10-12 liters of milk every day. Also, the desi cow again gave birth to one female calf and currently both cows are in milking and the daily milk production of the farmer from both cows is more than 15 liters. From the milk sale, approximately Rs.450/- is being earned by the farmer. Now, a HF cross (F1) has also been inseminated one and half month back and is expected to be pregnant. Thus, he will now have 3 crossbred cows and one desi cow. With the increase in his household income, the farmer is constructing a house and is also sending his child in a good school for education.

GUJARAT

A way of success ... Lady Gopal of Zari ILDC

Nayka Sitaben Kantilal is a resident of village Nani Khandi and had no source of income before joining the J.K. Trust project. She joined the J.K.Trust Gram Vikas Yojana and successfully completed her training and was posted at the Zari ILDC of Pavijetpur Block on Sep 16, 2010.

The ILDC center was 8 km away from her village and



in the beginning, due to non-availability of a bike, she had to walk 3 kms daily to reach the center. She had to face a lot of problems to convince the people to do AI in their animals and she has to carry BA-3 in her hands, going door to door on call for AI and other activities. She visits the villages like Bhabhar, Zari and Kalikoi which are situated in a hilly tract and 2 to 3 kms away from the main road. Due to her continuous efforts and dedicated work for animal welfare, people



liked to call her for any of their requirements about livestock.

Till date, a total of 1075 AIs have been carried out and 207 calves reported born. At present, she is earning on an average Rs.4500 /Month.

She is currently building her own house and has invested Rs. 6000/- in the project till date. She is also bearing the daily expenses of labors and as also her day to day home-expenses i.e. vegetables, milk etc. She used to do tailoring work during her spare time to earn some extra income. She is managing all the activities of the Mahila Mandal operated in her village.

The cow of Thakor Champaben Bhagawatsingh, resident of Village Pani was not able to conceive even by 7 attempts and repeated again and again. Finally, she called Sitaben and in the very first attempt, the cow conceived and then, calved successfully.

Door to door deworming and first aid treatment done by Sitaben is beneficial to animal owners. She has also got very good results in various anoestrus cases by the use of Lugol's treatment. She is very happy to work with the J.K.Trust and also ready to run her center on self-sustainable basis in future.

HARYANA

Magruddeen, aged 22, studied up to the twelfth standard and had an early marriage. Accepting this as a harsh reality, he worked as an agricultural labourer while helping his father in daily chores. The first change came in his life when JK Trust Gram Vikas Yojana was propagating the scheme of Gram Vikas Yojana to earn Livelihood by AI Techniques to boost milk production in his village, an opportunity for him to become a member.

While attending the meetings of the group, he came to know about the Gopal-course and expressed his willingness to join it. Although, his father was initially reluctant but after persuasion by JK Trust staff members, he changed his mind and enrolled for the course. When Magruddeen came to Gopal Nagar, Raipur, Chhattisgarh for the course, he was ignorant. He had forgotten even the basic writing skills. He slowly regained his skills in technical activities and at the same time, improved his reading skills. He took keen interest in the course activities including the AI techniques.

With regular counselling and motivation, he gained confidence. On completion of the course, he took up a Center in his District named Mahu village. Initially, he had difficulties in persuading the village people for AI but after repeated farmers meetings as well as meetings with the higher officials of JK Trust, and Government and chats with the local elders, he succeeded in performing AIs for having better offspring that would alleviate their poverty by becoming a source for their income.

He joined the center in June 2009. At that time, the AI figures could be counted on one's fingers but after the

intervention and gradual participation, the work has increased to 2869 AI's till date. The calves reported to be delivered were 856 for the period from May 2010 to February 2013. They all were of very high quality. With the money saved and confidence gained, Magruddeen wanted to improve his lifestyle and presently he is educating one of his children to pursue Engineering course and the other child is undergoing training of AI. Presently, his son has got a center in hand, resulting in added income to his family.

Today, the family is better off financially with the help of JK Gram Vikas Yojana. He gives full credit to the Trust that enabled him to earn his livelihood with prestige and status. There were days when Magruddeen used to find his idle days boring and too long, but they are now not so, anymore.

HARYANA

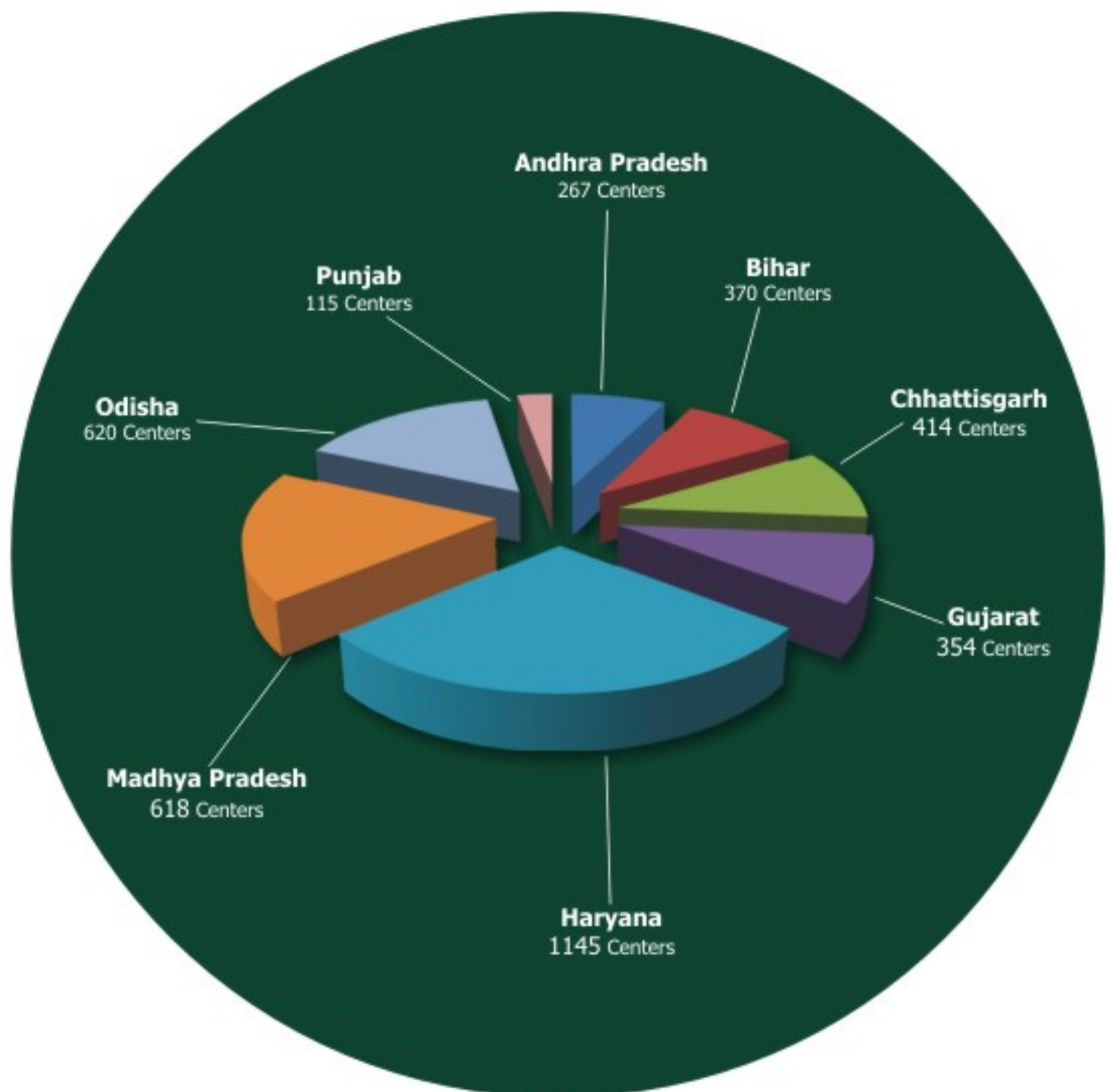
Gulzari Lal Yadav, a self-motivated farmer is now a proud father and a respected husband to his wife. But, 3 years down the line, he was not the same happy going person. He was unemployed, had a family of 5 members whom he had to take care of. To look after their studies, their general well-being and to give them a better future, he had to earn but alas! he was not able to do so. He tried hard to get a job but his hard work and loyalty were not capable of providing any menial job also.

To his surprise, one day, an advertisement was appeared inviting people for a service that was different in the nature of the work involved. That was the turning point in his life. Earlier, he thought that it was just another rural work that was intending to amass wealth and walk off. But after joining it and having the training at Gopal Training Center, Raipur, Chhattisgarh, he came to know about the real benefits that he can bring to his homeland.

He came back after training and joined the center at DohraKalan, Block Narnaul, District Mahendragarh, Haryana as a Gopal. According to him and the villagers, this programme is a boon to the farmers as well as to the nation since it will boost the milk production by harnessing the local non-descript cows for mating with pedigree bulls of high yielding breeds' to produce calves that will increase the milk production with the reduced cost of maintenance.

By this project, a clean and sustainable White Revolution will start by providing the livelihood to the farmers and boost the economy. He is extremely grateful to this Trust as its programme has given him a successful and happy life from an unemployed youth to a successful entrepreneur.

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TOTAL NO OF ILD CENTERS 3903

(As on 28th Feb 2013)

To,

From,

J. K. Trust Gram Vikas Yojana

Pokhran Road No. 1, Jekegram,

Thane - 400 606 (Maharashtra), India.

Phone: 91-22-4036 7000 Fax: 91-22-2537 5840

Email: jktgvy@jktrust.org Website: www.jktrust.org

PARIVARTAN