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PARIVARTAN

J. K. Trust Gram Vikas Yojana

Jan 2014

Annual meeting



The Annual Sr. Management Review Meeting of the J.K Trust Gram Vikas Yojana was held on 25th & 26th October 2013 at Srinagar. The meeting was chaired by Dr. Shyam Zawar, CEO, J K Trust Gram Vikas Yojana.

The meeting was attended by the entire Senior Management Team including Directors and RPMs. All State Project Managers presented the progress report of their concerned states. Dr. Shyam Zawar reviewed the present performance and elaborated future plans of expansion and diversification. He encouraged each person to put forward creative ideas / innovations for improvement.

All the participants shared their wealth of field experiences and presented their valuable views on various issues.



Message from CEO **Optimism**

In today's scenario; if you're not making mistakes, then you're not doing anything. As per me the one who make a mistake is an Optimist who has an attitude of doing something. The best example is an Ant who always keeps on trying and finally achieves what it wants.

Optimism decides the future of an employee in an organisation. I would suggest everyone see the positive possibilities, redirect the substantial energy of your frustration and turn it into positive, effective, unstoppable determination. And I guarantee You will see and feel CHANGE.

Dr. Shyam Zawar

Progress - Review of CBIP by DLRCs in Odisha



The performance of the ILD Centres and achievement of targets fixed for the districts under Odisha Tribal Livelihood Project were reviewed by the District Level Review Committees (DLRCs), set up in each of the districts under the chairmanship of the Project Director-DRDA. CDVO is the Member Convener and PA-ITDA, DWO, GM-Milk Union, Nodal Officer-NPCBB, District Monitoring Officer and Project Manager of JK Trust and 2 farmers of the project area are the other members of the DLRC. The DLRC meetings have been organized regularly and in last 1 ½ months period, such meetings have been organized in 8 districts of Odisha viz. Nuapada, Baragarh, Boudh, Koraput, Malkangiri, Nawarangpur, Mayurbhanj and Keonjhar. The DLRC meeting for Malkangiri district was held on 19th November at the Zilla Parishad conference hall at Malkangiri. Members of the DLRC interacted with all 75 Gopals on different aspects of their activities and appreciated their work performance. They expressed satisfaction about the progress of the project in the district exhibiting 9037 AIs, 81 calf births, 34643 vaccinations and other veterinary services performed till Oct. 2013. All the members including the Chairman, PD-DRDA, Sri Biswa Mohan Ray, presented their valuable suggestions and motivated Gopals to maintain their performance with the same zeal and positive attitude. The members were visibly impressed after reviewing each Gopal's performance. This meeting was also attended by Dr. PVK Panicker, Regional Director, Sri Arun Upadhyay, SPM and Sri I. Tulasi Das, Dy. SPM

Mobile Veterinary Unit - Gowardhan Express

We have an active Mobile Veterinary Unit(MVU) operating under the project of Chhattisgarh Rajya Sahakari Dugdh Mahasangh under RKVY (Rashtriya Krishi Vikas Yojana) scheme in Mahasamund and Raigarh districts. The name of MVUs is "GOWARDHAN EXPRESS", These MVUs are organizing the health camps in the villages and also provide veterinary treatment to the cattle / buffaloes owned by the farmers of the project area in general and those who are milk society members, in particular. There are three Mobile Veterinary Vans presently operating in the project. Since their inception, livestock owners have been getting many services including first aid, prophylactic treatment by vaccination, , de-worming, & de-ticking, curative treatment of common diseases & infertility in females and castration of males etc. In a significant achievement, one day our unit received a call from Mr.Digambar Patel, S/o. Vijay Lal Patel, a farmer of Village-Ujani, Dist. Mahasammund . The MVU in-charge was told that the cow was suffering from milk fever and in critical condition. The cow was about to collapse and there was not much hope of its recovery. Our MVU in-charge, Dr. Vinay Mishra and his team rushed to the location and checked on the cow immediately. With a proper line of treatment and medication, the cow recovered successfully. It actually started giving milk within 2 days. After this incident, all the villagers have taken notice and started expressing their gratitude to the MVU services. They are now fully persuaded and convinced with regard to our MVU services and more & more of them are now accessing our services.





"Fodder Multiplication Center- FMC" (11 districts covered under 1 project)

This project was started with the aim of increasing the responsiveness to initiatives of deployment and use of improved fodder-seeds amongst farmers to consequently reduce the milk production cost and improve the health of cattle. Under this project, we distributed the seeds to farmers for sowing (Barseem in rabi season, & oat, maize & sorghum in khaki season) in their land and cultivate the green fodder for their cattle.

The farmers have been very happy with the results. Since, it has got direct impact on milk production, villagers are now demanding more and more green fodder seeds.

"Fodder Seed Development Center - FSDC"

Under this project, two agriculture farms have been set up at Sarkanda and Chandkhuri. With the help of this project, it is aimed to produce qualitative seeds of green fodders for the use by the farmers. Sorghum (MP Chary) was sown in 2.8 Hectares, Maize (African tall variety) has been sown in 0.8 Ha. 15000 Napier slips (CO4) have been sown in 1.41 Ha. In the ensuing Rabi season, we have plans to cultivate green fodder in 14.40 hectares which include Oats in 14 hectares and Barseem in 0.40 hectare. On 4th December, 2013, Dr. Pandey, Director-Veterinary Services, CG Govt. and Dr. Dhruv, Joint Director, Bilaspur, have visited our Sarkanda farm and keenly observed various activities there. They were given a thorough briefing about the going on and were greatly pleased to see the crop sown in the Kharif, i.e. Sorghum, Maize and Napier. Dr. Pandey had also seen the plot of Oats, sown in Rabi season., His remark, "Your exercise is really appreciable" was greatly encouraging to us. He also advised the farm managers to extend all co-operation.



Visit by MANAGE for final Evaluation of NPY project in Madhya Pradesh



Final Evaluation of the NPY project under "Cattle Breed Improvement Programme" of J.K. Trust was undertaken by National Institute of Agricultural Extension Management (MANAGE). Some conclusive observations have been emerged out regarding the progress and impact of different activities under this project in the five districts of MP funded under Navachar Protsan Yojana (NPY).

Dr. Gunnagolmath and Mr. Manas Mahapatra from MANAGE visited the project sites and conducted a detailed study between Nov 13 to Nov 22, 2014. They hired two people from Pragma Samiti, Bhopal to assist them during their study.

Dr. Sontakke and Dr. DS Mankari visited the 17th Conference of the European Society for Domestic Animal Reproduction held at Bologna (Italy) (12-14 September 2013); preceded by the EU AI-Vets Conference (11-12 September).



Dr. Vinod Patil attended the 31st World Veterinary Congress (WVC) was held in Prague between Sep 17 and Sep 20, 2013.





MGRLC meeting of Gopals of Self-Sustainable Centres at Dahod on 1st Dec.2013

Dr. Dhiraj Mankari ,Dr. Vasant Kalariya & Mr.Jatin Shah attended the MGRLC meeting organized at Dahod district. Gopals of Dahod & Panchmahal districts attended the MGRLC meeting at this venue. Dr.Mankari interacted with them for the first time & tried to understand their problems &made an assurance to resolve them as early as possible.

Success Story

ANDHRAPRADESH

HOW AN OPPORTUNITY COULD BE BEST MADE USE OF.

For those desperate and distressed in their lives, JK Trust CBIP Program in Andhra Pradesh in 2007 has come as God given boon, which has not only provided them livelihood but has also given them an opportunity to settle and sustain their entire families.

Mr. Sanmasivaiah, present ly a Gopal of a Self Sustainable Center, Binginapalli of Prakasam district hails from a poor agriculture family from Veligonda village, a far off village of the district. He only had little education because of economic problems, even though, he had a strong ambition for higher education. It was a tough time for him and the family for their livelihood. Even to get regular labour was also a problem as the area was poor and drought stricken. Many families were bound to resort to migration to far off places.

It was at this juncture that the sanction of the CBIP Project to Prakasam district raised hopes to many educated unemployed youth of the rural areas including Mr. Sambasivaiah.

Unmindfull of the area,location and its traditions, he readily accepted the opportunity to go and work under the program at Binginapalli ILD Centre of Singarayakonda mandal of the district though, it was very far off from his native place.

Binganapalli is said to be a backward area of the district with low profile of dairy and breeding practices.

Breeding practices were most unregulated with non descript bulls in the area.

In the beginning, it was a bitter experience for the Gopal as the people of the area were totally unaware of the artificial insemination program and were neither interested nor obliging to learn.

Being a man, who knew the perils of unemployment and its hardship, Mr. Sambasivaiah strongly decided to work with the communities with the much needed dedication and devotion to the profession.

He moved close to the communities, conducted a number of farmers meetings, rendered round the clock services to gain the confidence of the people and ensured their acceptance of the breeding program.

By virtue of his good rapport and timely rendering valuable services, he could win over the confidence of the people and could change the trend to get the much anticipated results of the program. He made all-out efforts to make this program successful.

As a result, he was successful in convincing the farmers and could castrate all the scrub bulls present in the area which really made the job easy for him in the subsequent period.

Within no time, he could see a good turnout from the farmers towards the program and could also improve his income substantially. He has slowly consolidated the position with incremental growth in his income. He could mould the centre in to one of the potential centres of the district and made it a perennial source of income to Gopal. Life for him is no more a point of

concern. As on the date, 5600 AIs have been done and 1823 calves have been produced at his centre.

The centre has now converted in to a Self-Sustainable Centre and has been performing with the same speed and swing since, the farmers have been made well aware of the provisions under the SSC Model.

MADHYAPRADESH

Village: - Kariya under Mahod ILDC

Tahsil: - Pavai

Tilak Singh Yadav S/o Shri Uttam Singh Yadav of Kariya village is an aware farmer now. A farmer by profession, he practices animal husbandry with traditional methods. Before the intervention of the project, he had two desi Buffaloes that yielded 2.5 to 3 liters milk per day, which he used for self-consumption.

He narrates - "Earlier, there were no cross-breeding services in our village. I had never seen an artificial insemination before this. In the past, if someone wanted to avail this facility, he had to take his cow to far off places. Through awareness camps, I came to know about these doorstep services provided by J.K.Trust Gram Vikas Yojana and I could avail the benefits".

Taking advantage of this project, he got his two Desi buffaloes inseminated and got two female calves.

"The milk yield has increased from 3 litres to an average of 8 litres per day", he adds proudly. Now he is the owner of five up-graded murrah buffaloes. Out of these five up-graded murrah buffaloes, two are in milk, producing 16 litres milk per day. He sells 14 litre milk @ Rs.35 per litre in the local market leaving aside 2 lts milk for their home consumption.

Tilak Singh Yadav also got information about the feeding practices, right milking practices and other better practices for obtaining conception at an early age. Adopting these practices really helped him a lot

and he is now earning nearly ten thousand rupees per month.

He has now become the object of discussion in the village and farmers do come to him to learn. He feels proud when others come to see his dairy farm.

He uses to assure them that it is a great opportunity for them to sustain their living through this livestock development programme and he is now disseminating his learning to one and all locally and in the nearby villages.

The hard work done by the project executives and the trust shown in them by him has motivated other villagers too, who are now coming forward for availing the facilities provided under the Cattle Breed Improvement Programme of J.K.Trust Gram Vikas Yojana through its ILDC Centres.

ODISHA

Mr. Prakash Kumar Baghar, a graduate from a small village, Bishnupur under Harabhanga block of Boudh district, has been working as "GOPAL" in Laigaon ILDC of Harabhanga block established under J K TRUST GRAM VIKAS YOJANA in 2012.

He belongs to a poor family. His father, late Sribachha Baghar, was a farmer by profession and was the only earning member in his family. When Mr. Prakash Baghar was just 19, his father passed away. His mother Mrs. Laxmi Baghar is a housewife. Though, he was interested in higher studies, the financial problem was a major obstacle for him. As he had to maintain his family, he preferred to stand on his own. When we think of him, we are reminded about the proverb, "where is will, there is way".. With this strong will, he choose livestock sector as the source of his livelihood and bought two Jersey cows. To develop in this sector, he joined the Milk Co-operative Society of his village as Secretary where his work was to collect milk from villagers and give the bulk of milk to the District level

OMFED Society. He remained involved in this work for one year. After continuing for one year, he got the opportunity of training of AI worker in the Nimapada centre of Puri district. After successfully completing 50 days training, he joined as an AI worker in the OMFED Milk Society. He worked there for about 3 years from January 2009 to December 2011. During this period, he had done about 700 AIs and about 200 calves were born.

On the 27th January 2012, he attended the interview conducted by JK TRUST GRAM VIKAS YOJANA in Boudh district and got selected for the job of Gopal. He was sent for two months theory training to Lakedia in Gujrat and later for two months field training in Chhattisgarh. After the successful completion of his training in the month of June 2012, Mr. Prakash Baghar was posted in Laigaon ILDC of Harabhanga block in Boudh district.

The AI work started in August 2012 during which he performed 25 AIs. After that, he never looked back and since inception, he has done 1004 AIs with an average of 63 AI per month till November 2013.

He started getting result of AIs when the first calf came in the month of May 2013 in the house of Mr. Biren Baghar of Bishnupur. Till the end of November 2013, 129 calves have been reported with an average of 18 calves per month. He is also providing other vet. services like Castration, infertility treatment, deworming, vaccination and first aid. This is one of the best performances by any gopal in the Odisha state. He is now able to earn more than Rs. 10,000/- per month which is a big support to his family.

He is also the best performer of Boudh district and has received three times, the best gopal awards in the district level review meetings. Govt. officials like VAS of Purunakatak VD, Former CDVO and Nodal Officer, Boudh has already visited the ILDC and given their

valuable suggestions for faster development of the activities in the area. SPM, Mr. Arun Upadhyay and Consultant Dr. Chitranjan Swain of JK Trust have also visited and found Mr. Prakash Baghar to be very positive, sincere and hard working. He has not only maintained ILDC but the centre documents were also very well maintained. According to Mr. Baghar, the only mantra behind his success to reach the goal is creating awareness among the people of the project area..

Livestock are valuable assets of the rural poor and are critical in supporting their livelihoods particularly during unfavourable times. Mr. Zohaib of Jalalpur village of Mewat district is a small and traditional dairy farmer for the last twenty years. He possesses about 2 acres of land which includes his house and cattle shed. He was struggling to fulfil the needs of his family members including the education of his children as he was getting an income of Rs. 2000/- per month only from his traditional way of livestock rearing. This income was also not regular, as cattle were not in milk throughout the year. Therefore, for the maintenance for his family, he was supplementing income by working as labour, as and when the work was made available.

One day, he came in contact with the workers of JK Trust Gram Vikas Yojana, Mewat and was advised to attend a Mission Grass Root Level program (MGRLC) on dairy farming. He subsequently attended a one-day training program on Income through Cattle Breeding through Artificial Insemination in 2011, organised by the JK Trust under the leadership of Mr. Rajesh Patel.

After joining the program and with the support of high quality semen and other facilities provided by the project ILDC centre at Nai Nangla, he started the cattle rearing in scientific manner.

Before joining the project, the production of his cows was very poor as he was getting only 4-5 kg of

milk/cattle/day and his expenditure was high on animal health. But, he is now getting 10-12 kg of milk per Cattle/day. He is selling about 24 liters milk per day keeping aside the milk of one cow for family consumption. Besides increased milk yield, he is also benefitted by the project in getting scientific guidance on feeding and management of cows, receipt of good quality semen along with door-step facilities of AI, preventive health care, first aid and feed supplements for his animals.

Now, Mr Zohaib maintains five adult cows and their progeny in his herd and ensures that at least three cows are in milk throughout the year. Thus, additional income has helped him to convert a temporary shed in to a permanent tiled cattle shed with sufficient space for each animal. His family is also enjoying good socio-economic status in the village and they are all leading a comfortable life.

His whole family feels indebted to the project unit at Haryana for bringing happiness and change in their life. Mr Zohaib has become a live example and role model for a number of unemployed youth. Many farmers like Mr Zohaib in Mewat district are enjoying benefits of dairy farming on scientific lines under the JK Trust Gram Vikas Yojana in Haryana State.

HARYANA

SCRIPTING SUCCESS STORY THROUGH DAIRY FARMING

Many educated people feel that agriculture is meant only for illiterate people. However, here are two brothers who have scripted a success story in dairy farming through sheer hard work and dedication. Deserting their life in Jodhpur city, the two brothers stepped into an unknown field and have achieved success. Satender Kumar and his brother Umesh in Block Sah have become models for other farmers in

the State.

Satender was working as a fitter in a private firm in a Gurgaon based MNC. Their father, late Purushottam Das, used to visit the family deity at Ambala, 40 years ago. After the death of his father, the family shifted to Ambala. Over the years, they purchased 10 acres land in Sah.

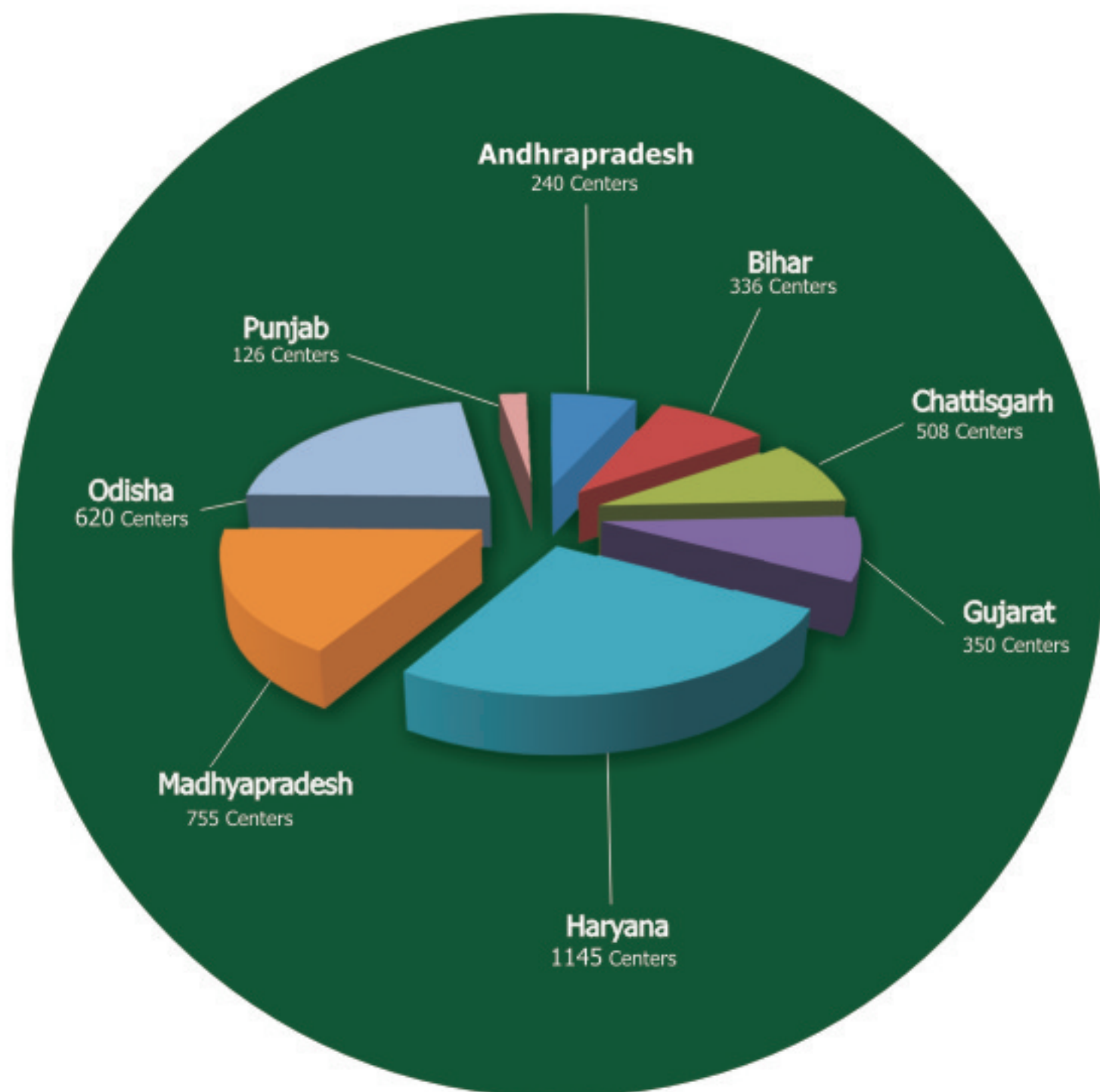
The family sold their house and land in Jodhpur and settled down in Sah Block. At a time when Jodhpur was reeling under drought situation and farmers were engaged in selling their cattle, he purchased HF breed cattle from Ambala with the advice given by Dr Ravi Shankar Yadav, engaged with JK Trust Gram Vikas Yojana as Project Manager at Ambala and ventured into dairy farming. "I purchased five cows by paying Rs 40,000 each. On the guidance of Dr Ravi, he purchased 4 more cows."

"To ensure that there was no shortage of fodder, we started growing fodder in our estate. We were purchasing fodder when we fell short of it," they said. Using cow dung and organic wastes available from the cattle shed, we have started preparing compost and has been selling 1 tonne compost once in six months and 5 quintals vermi-compost once in three months. At present, there are 12 cows in their dairy farm. They supply 200 litres milk to Vita Milk Procuring Centre at Ambala and have been fetching Rs. 1.2 Lakh profit per year.

The family members with the help of two labourers clean the cow shed saying that, "If we respond to our needs, then we will not face shortage of labour."

The brothers attributed their success to the support they received from their family in general and from JK Trust Gram Vikas Yojana, in particular.

PAN India Presence



TOTAL NO. OF ILD CENTRE 4080

(As on 31st Dec 2013)

To,

From,

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