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PARIVARTAN

a quarterly magazine published by J K Trust

J. K. Trust Gram Vikas Yojana

July 2015

The J K Trust adds 3600 new Integrated Livestock Development Centres from 4 new states - Maharashtra, Rajasthan, Telangana and Jharkhand.

Launch of RKVY project in Jalgaon



RKVY funded Cattle Breed Improvement Project of Maharashtra state was inaugurated by the Hon'ble Minister of Agriculture, Mr. Eknath Rao Khadse on May 3, 2015 at a grand function held in Jalgaon. Mr. Sanjay Sawkare - Minister of State for Agriculture, Dr. A T Kumbhar –Commissioner, Animal Husbandry, Govt. of Maharashtra, Dr. H D Gaikwad - CEO, MLDB and Dr. S Sawant – Additional Commissioner of Animal Husbandry were the eminent guests present on the occasion. The programme was a huge success with about 5000 farmers attending the function.

The Work Order of the project for working in 27 districts of Maharashtra was handed over to Dr Shyam Zavar, CEO, J K Trust by the Honorable Minister, Mr. Eknath Rao Khadse.

The Chief Guest expressed concern on the prevailing financial status of farmers of those districts and was hopeful that the RKVY project entrusted to J K Trust will enhance the milk production of cattle and help in improving the economic conditions of the beneficiary farmers of the area.

Dr. A T Kumbhar, Commissioner of Animal Husbandry, informed the gathering about the Toll Free number which can be used by farmers of Maharashtra to get free AH services.

Dr. Shyam Zavar –CEO, J K Trust spoke about the performance of J K Trust, the various services rendered to the farmers and future plans of the Trust for the farmers of Maharashtra.

The trust has already started setting up ILD centres and we hope to establish a total of 978 centres by the end of September.

Recent Happenings



JK Trust enters Jharkhand

One of our major achievements in spreading our footprint in eastern India was the signing of an MOU between the J K Trust and JSIACBD (Jharkhand State Implementing Agency for Cattle and Buffalo Development) on April 30, 2015 to operate 430 AI centres. The JSIACBD is an agency promoted by the Animal Husbandry Department (AHD), Jharkhand for formulating policies, conducting trainings and creating various assets for cattle and buffalo development in Jharkhand state.

This new initiative by the Jharkhand Govt. has given the JKTGVY a big responsibility of producing CB/upgraded calves in the state known for a sporadic cattle population. Selected centres from all the districts are covered under this program.

As a first step towards operationalization of the project, the selection of Gopals has been done through a walk in interviews in all the districts from June 25 to June 30, 2015.. The interviews were completed in 5 days by teams comprising of senior managers from Orissa, Maharashtra, Chhattisgarh and AP under the guidance of Mr. S.K. Chandrakar (Regional Project Manager). A total of 1700 candidates appeared for the interviews, out of which 95% were trained candidates from JSIACBD, BAIF and others. We have selected 355 experienced candidates while the rest are freshers. A 10 days refresher training programme will be arranged by AHD in Ranchi to polish the skills of the already trained candidates.

The head office and divisional office location has been finalised near Khelgaon, Jharkhand state museum and another divisional office is going to come up in Deoghar. The manpower selection for Jharkhand is already underway and we hope that all 430 AI Centres will be in operation within the next 5 months.

Spreading our wings to Rajasthan



The J K Trust won the bid to establish 2000 Integrated Livestock Development Centres in Rajasthan for providing services of Artificial Insemination and veterinary first aid to cows & buffaloes at the doorstep of the farmers.

An agreement was signed between the CEO, Rajasthan Livestock Development Board, Jaipur & the Director, Department of Animal Husbandry, Government of Rajasthan, **as one part** & J K Trust, **as the second part** on June 1, 2015 for the establishment of 2000 ILDC centers in 30 District of Rajasthan.

Steps have been initiated to start the project at the earliest. A series of walk in interviews were conducted at Chittaurgarh, Kota, Jodhpur and Bharatpur Divisions for the selection of suitable candidates. Selected candidates have been sent for a session of one month in paravet training.

Expanding our network to Telangana

The Ministry of Tribal Affairs - Govt. of India has sanctioned a project under Article 275 (1) to the J K Trust for establishment of 192 ILDCs in the Tribal Districts of Adilabad (110), Khammam (72) and Warangal (10) of the recently formed Telangana state.

Recent Happenings, Field Visits



The signing of the MOU between Mr. Ekka, Managing Director, TRICOR (Telangana State Scheduled Tribes Co-Operative Finance Corporation Ltd.) and Director, J.K. Trust took place on April 2, 2015.

With this event, the new era of tribal development in the new state, Telangana has begun.

Gopal Training of Tribal Candidates

Local educated, unemployed youth candidates from the ST community have been identified in consultation with the concerned Integrated Tribal Development Agencies (ITDAs) to work

as Gopals in the ILD centres. The first batch of 158 candidates are undergoing a 4 months intensive Gopal Training. The first two months class room training has been provided by the Govt. Regional Animal Husbandry Training Centres (RAHTC) of Khammam and Warangal and DAHT (Khammam).



This theory training will be followed by two months of Field Training in Odisha. After thorough training in Artificial Insemination, Castration and First-Aid treatments, the successful candidates will be posted as "Gopals" at various centres. The program is expected to start by October' 2015.

Visits By External Agencies/Companies

Visit by L&T Finance Team

A 5 member team headed by Mr. Dinanath Dubhashi, MD & Chief Executive, L&T Finance, visited the J K Trust





ILD centres in Mahasamund district in Chhattisgarh on June 6, 2015 to explore the chances of collaborating with us for their CSR projects. The team interacted with the beneficiaries of the Cattle Breed Improvement Programme (CBIP) implemented by the J K Trust and saw the crossbred cows produced under the programme. Mobile Veterinary Units and Fodder development activities were also seen by the team and they seemed really impressed. The team also paid a visit to the Milk Producers Co-Operative Society at Tappa - Sevaiya village and interacted with the milk producer farmers. They appreciated the effectiveness of CBIP implemented by the J K Trust which is supporting the farmers through Breeding, Other Veterinary Services and fodder development activity. They expressed appreciation for the services provided through the Mobile Veterinary Unit to the door steps of the farmers.

Participation In National/state Level Events/programmes

Participation in Lok Suraj Abhiyan Programme, Govt of Chhattisgarh



The Govt. of Chhattisgarh organized Lok Suraj Abhiyaan Programme at the district level from April 14 to May 13, 2015 to create awareness about various government schemes amongst the farmers. Ministers,

Events, Corporate Partnerships

government officials and farmers attended this government programme in large numbers. The J K Trust actively took part in the programme in every district, distributing publicity material like leaflets and pamphlets. We showcased our calves, green fodder seed and the MVU. Our officers briefed the dignitaries and farmers about the objectives, growth and outstanding achievements made by the J K Trust and explained how the trust has been working relentlessly in the field of cattle development and fodder development. Fodder seeds and Napier slips were distributed to the farmers.



Participation in "Krishi Mahotsav 2015" in BRGF project districts in MP

The Department of Farmer Welfare & Agricultural Development, Govt. of MP, organized KRISHI MAHOTSAV & Agriculture Show from May 25 to June 15, '15 in various locations of MP to help the farmers understand the latest techniques, gain more knowledge in the field of agricultural development and share various means of helping them to improve the yield of the agricultural produce.

The J K Trust participated in the exhibition in various locations of Sheopur district and received an overwhelming response from the farmers. The event provided an excellent platform for the JKTGVY to exhibit various services.

Partnerships For Progress - Joining Hands with the Corporate Sector



Inauguration Ceremony Of Fullerton India Credit Co. Ltd CSR Project In District: Harda, MP

Fullerton India Credit Co. Ltd, one of the leading NBFCs in the country has partnered with the J K Trust to carry out the Cattle Breed Improvement Programme in Madhya Pradesh as part of its CSR projects. Mr. Samir Mishra, Chief of Fullerton India Gramshakti and Sarpanch, Mr. Ramkrishna Patel jointly lighted the lamp and inaugurated the project on **June 11, 2015** at ILDC- Ranhai Kala District, Harda. Mr. Amol Bhalerao, AVP, CSR of Fullerton was also present on the occasion. This was followed by speeches & felicitation by the dignitaries

Corporate Partnerships, Success Stories

on the dais. The event culminated with the distribution of bags and kits to the Gopals. Five Pashu Vikas centres will be opened in the rural areas of Hoshangabad, Itarsi, Pipariya and Seonimalwa Blocks of Hoshangabad district & Harda Block in Harda District. This initiative will provide services like artificial insemination, castration, fodder management, First Aid and other extension services.

Tie-Up with Godrej Agrovet Ltd. CSR for 10 ILDCs

Godrej Agrovet Limited (GAVL) is a diversified agribusiness company with interests in animal feed, oil palm plantations, agri-inputs and poultry. GAVL has selected J K Trust as a preferred partner to implement the Cattle Breed Improvement Programme as part of their CSR initiatives. This project involves operating 10 ILDCs in the Depalpur Block of Indore district in Madhya Pradesh.

Aditya Birla GBTL Jan Kalyan Trust signs up for 5 ILDC's in the Bhiwani district of Haryana

Aditya Birla GBTL Jan Kalyan Trust has tied up with the JK Trust to provide Artificial Insemination (AI) & other veterinary services to the cattle farmers of Bhiwani. This activity will be carried out under the CSR of Grasim Bhiwani Textiles Ltd through 5 ILDCs at different locations in the Bhiwani District of Haryana for a period of 5 years.

CSR project agreement with JK Tyre and Industries Ltd

JK Tyres and Industries Ltd signed an agreement with the JK Trust to start two ILDC Centres in the vicinity of their tyre manufacturing unit at Banmore, in Morena district of Madhya Pradesh. The agreement was executed in June 2015 and the operations are expected to start soon.

Success Stories

CHHATTISGARH

Farmer Name: Mr. Mayaram Yadav,

District: Korba, State : Chhattisgarh

In district Korba, we are operating 10 Cattle Development Centres (CDCs) and 5 Fodder Multiplication Centres (FMCs). Under CDC, we provide services like AI, Infertility camps, Castration etc., whereas in the FMCs, we distribute high quality fodder seeds (Kharif season – maize & sorghum, Rabi Season – oats & berseem) and planting material – Hybrid Napier (CO-4) slips to the farmers. We also conduct Azolla & Urea Straw Treatment (UST) demonstrations.

Mr. Mayaram Yadav from village Badebanka, has 3 cows and 3 buffaloes. He earns his livelihood by selling milk in the local market. Some time back, he noticed that his cows are not yielding sufficient quantity of milk. From one of his neighbours, he came to know about the activities conducted by the J

K Trust in the area of animal husbandry and enhancement of milk production. Listening to his advice, Mr. Mayaram approached the J K trust Gopal in his locality with his issue. The Gopal provided him with the UST kit (4 Kg. Urea, 12 x 10 polythene sheet) and demonstrated the treatment method to him. After 20 days, he started feeding his cows with treated straw. He was surprised to see the results. The milk production of his cows has become much better than before. He is now an advocate of Urea Straw Treatment and keeps spreading the news about the good work done by the J K Trust in the locality.

HARYANA

Farmer Name: Mahendra Singh

District: Fatehabad, State - Haryana

"With someone to guide us, dreams become a reality at a faster pace. I don't need to go anywhere for daily wage"

labour now. This is what I am going to teach my children too. I will try to bring a positive change in the lives of my fellow farmers, the kind of change that the JK Trust has brought about in my life"



Mahendra Singh (48), a landless farmer from Bhodia Kheda village of Fatehabad District, Haryana is the sole earner in a family of 4 members consisting of his wife and two sons. Despite having one cattle and one buffalo, he was majorly dependent upon daily wage labour for sustaining his family as both the animals belonged to the non-descript breed. Poor economic conditions constrained him from taking any initiative towards strengthening their livelihood standards any further. Socially, he had to face the embarrassment of being the poorest farmer amongst the villagers and his relatives.

In 2011, Mahendra Singh happened to visit an ILDC centre run by the JK Trust in his village and was surprised to know about the host of services available for farmers. The Gopal of the centre explained to him about increasing the milk production of his animals by using cross breeding. This was the first time, he heard about breed improvement and the technique of artificial insemination. Mr. Singh was convinced about the benefits of adopting AI for his non-descript animals

and the Gopal did the handholding and extended his whole hearted support. In the past four years, he has availed the AI services for his herd (his initial stock of 2 animals and their progeny) for a total of 15 times.

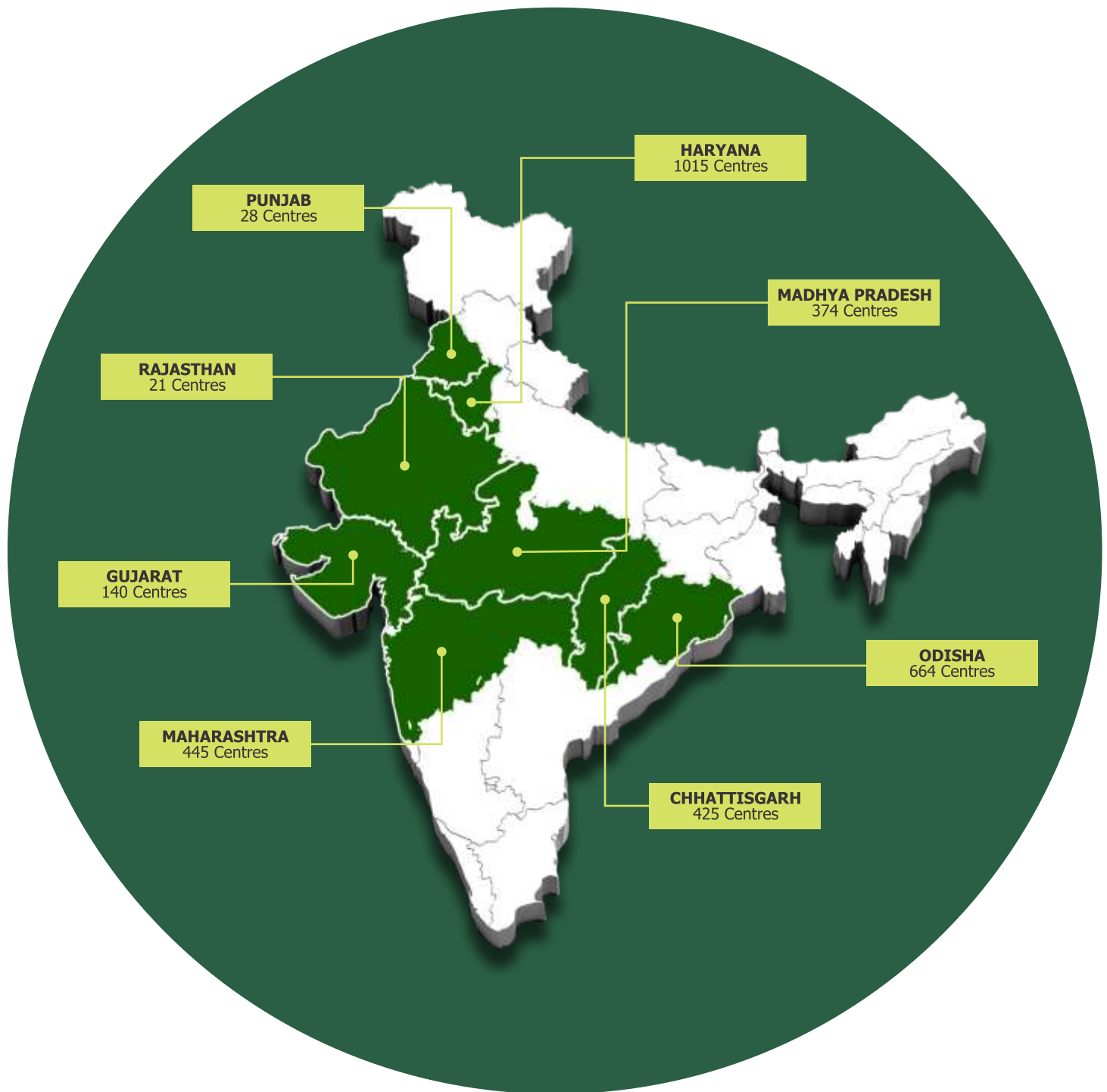
In addition to providing AI services, the Gopal also provided him with information regarding the latest scientific feeding practices. Based on the Gopal's advice, Mahendra started feeding a balanced diet including mineral mixtures to his animals and this ensured the early maturity of his heifers.



Because of the JK Trust's intervention in the areas of animal breeding and feeding practices, Mahendra is today able to get 74 litres of milk per day from a total of five cross bred animals. Today, he is a happy man, admired and respected in the village for his wisdom and wealth. With the money earned from livestock farming, he has opened a tea stall, which serves as a secondary source of income for his family. His annual income has risen from Rs. 75000 to Rs. 5, 50, 000 in a span of 5 years.

Mahendra says 'JK Trust jaise agar aur sanstha aaye apne gaon me to gaon ka naksha hi badal jayega' (If more institutions like the JK Trust come to our village, then the entire landscape of our village will bear a changed look!!)

Pan India Presence



TOTAL NO. OF ILD CENTRES : 3112

(As on 30th June 2015)

To,

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