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# PARIVARTAN

## J.K. Trust Gram Vikas Yojana

Oct-2013

### Gau Mahaotsav at Thanod Village Attended by Agri. & AH Minister, Govt. of Chhattisgarh



A celebration of 'Gau Mahotsav' was held On 28th Aug.2013 in Village- Thanod, Block- Abhanpur, District- Raipur. The programme was chaired by Mr. Chandrasekhar Sahu, Minister, Agriculture & Animal Husbandry , Govt. of Chhattisgarh; Mr. Dharamlal Kaushik, Speaker, Chhattisgarh Vidhan Sabha; Mr. Punam Chand Jain, President, Chhattisgarh Gouseva Ayog and Mr. Rasik Parmar, Chairman, Raipur Dugdh Mahasangh. Apart from these dignitaries, Dr. S. K. Pandey, Director, Veterinary Services, Dr. Gaharwar, Managing Director, Raipur Dugdh Sangh and Dr. U. K. Mishra, Vice Chancellor, Kamdhenu Veterinary University, Anjora, Durg were also present at the function. Around 1500 farmers from different districts and surrounding villages were present at the function. The function was all about cattle development. A Chhattisgarh breed named "Kosali" was also introduced to participants in the function. The Kosali breed has been registered this year as a recognized breed of Chhattisgarh state. All the dignitaries emphasized on breed improvement and dairy development in their speeches. In this programme, J.K. Trust Gram Vikas Yojana had organized an exhibition-stall showing ILD center's model, breeds-wise specimen of cows & buffaloes and map of the state showing the trust's presence with its cattle breed improvement programme in the state. The Agriculture and Animal Husbandry Minister also visited our stall and got briefs about our programmes. Most of the farmers who came from different districts visited the exhibition-stall of the J.K. Trust and received information about the benefits of Artificial Insemination and feeding of green fodder to their animals & production of green fodder during different seasons of the year.

### Message from CEO Vision and Mission

Any individual or organisation is bound to be successful once the Vision and Mission is decided for themselves. A vision is as to what is to be achieved and the mission is as to how it is to be achieved. If we are clear on the objectives, success is inevitable wherever we are. Take example of any great person in the history of mankind; they were successful because of their clear Vision and Mission strategy. So, colleagues! Let's come together and work cohesively to achieve the vision and mission of JKTGVY, stated by our beloved Chairman, Shri Vijaypat Singhania.

**Dr. Shyam Zawar**



The Sr. Management Review Meeting of the J.K Trust Gram Vikas Yojana was held on 11th & 12th July 2013 at Lavasa . 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. All Directors & RPMs presented the progress reports of their concerned states. Dr. Shyam Zawar emphasized on the improvement of present performance, explained future plans of expansion & diversification and encouraged each person to put forward creative ideas for improvement and innovations.

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

### Establishment of New Integrated livestock Development (ILD) Centers under BRGF Scheme

110 Integrated Livestock Development (ILD) Centers have been sanctioned under the Backward Region Grant Fund (BRGF) by the concerned Zilla Panchayat District Planning Committees in Damoh and Chhatarpur Districts of Madhya Pradesh.

The process of establishment of ILD Centres at Chhatarpur & Damoh districts has been started. We have done posting of 'Gopals' for 20 centres in Chhatarpur & Damoh districts each on 16th Aug. 2013 and 16th Sept.13 respectively.

### Refresher Programme for Monitoring Officers

In continuation to the earlier orientation programmes, another orientation program was held at Om Shanti Retreat Centre, Gurgaon, Haryana from 15th July to 24th July'2013 for the Monitoring Officers of Haryana and Punjab



states. This orientation programme is basically designed for meeting our field staff workers, the ARDOs, RDOs and DMOs, to update their knowledge and ability to resolve field issues on the spot. The meeting was conducted under the guidance of Dr. B.R. Patil, Director, Project Training & ME Cell; Dr. Prem N. Singh, Exec. Asst. to CEO, JKTVGY-H.O., Thane (Maharashtra) and Dr. Vinod Patil, SPM, Chattisgarh State.

It was a two day assignment for each of

the groups and a group was comprised of 25-28 members. In all, there were 133 officers who were divided into five groups with a design to represent their respective zones. By taking this initiative, JK Trust illustrated its continued faith in its Officers who had refreshed their knowledge and gained new ideas and skills to achieve their goals and objectives. The sessions were started with the introduction & practice of the meditation to help them experiencing proper & holistic approach about each of the issues with appropriate analysis. After this, regular sessions were followed in which officers had been oriented with technical aspects including advancements in AI, infertility & other allied services and other different issues related to the field. All the officers actively participated in the sessions and gave valuable suggestions to improve the working style for better results.

## Mobile Veterinary Unit- "Govardhan" popularity stepping-up

The Mobile Veterinary Units (MVU), named "Govardhan", has been started in Mahasamund and Raigarh Districts on 13th March-2013. All three MVUs have been giving their services to the villagers by organizing animal health camps besides, attending their calls at their doorsteps. There are so many incidences where MVU services have been proved very useful to the farmers' livestock e.g. take the case of a farmer, named Mr. Govindram Patel, resident of Berekel village of Mahasamund District, who has got high milk producing cows of Jersey and H.F. breeds. By mistake, one day, some pesticide's residue fell into the feed of his cows and that lead him in serious trouble. His three cows suddenly fell down and one of them died immediately. The other two cows were in very serious condition. He called on one of the Mobile Veterinary Unit (Govardhan) immediately and informed about the condition of his animals. When he called on, the MVU van was 40 Kms away from his village. The van rushed to this village and the MVU Van in-charge, Dr. Pradeep Tiwari, gave the treatment to both the cows and saved their lives. After this incident, the Mobile Veterinary Unit Vans have become more popular and all the villagers are very grateful to us for having provided these services in time in their area.



## Visit of Secretaries of ST & SC Development and Panchayati Raj Department, Odisha to ILDC Centres in Nuapada district-



On 31st Aug. 2013, two senior officers of the State Govt., viz. Secretary, ST & SC Dev., Sri Santosh Sarangi, IAS and Secretary, Panchayati Raj Dept., Sri D.K. Singh, IAS, alongwith the Collector, Nuapada, Shri Jaya Kumar V, IAS and various other District level senior officers visited Sialati ILDC in Komna block. They had interaction with 14 Gopals, who had gathered at the centre, on various aspects of our program and their progress. They were very happy to see our extension materials like extension calendars, door stickers etc. and appreciated the progress of the program. Besides it, they also ...

- Attended the Farmers' meeting at the ILDC and asked farmers regarding the services provided by the ILDC Centres of JKTGVY.
- Observed our equipment at the ILDCs
- Discussed regarding castrations, vaccination, fodder promotion and our other Veterinary Services.
- Visited the farmers' houses and saw some cross-bred calves born out of our program.

Nuapada is one of the most backward districts of Odisha and Sialati is one of the 28 ILDCs in this district where JK Trust has been implementing its' Cattle Breed Improvement Program. The crop of calves has started coming in and so far, 10 calves have been reported born at this centre.



## Mission Grass Root Level Contact (MGRLC) - III

The 3rd phase of organizing MGRLC meetings to promote direct interaction of senior officers with Gopals was started from 19th Sept. 2013. There have been meetings organized so far in 3 districts of Rayagada, Kalahandi and Koraput of Jeypore division. All these meetings were attended by State Project Manager, Mr. Arun Upadhyay, Technical Consultant, Dr. Chittaranjan Swain, Dy.SPM, Mr. Tulasi Das and other officers. In the 1st round, a total of 225 Gopals participated in this quarterly program. There were discussions on AI performance and

its' improvement in coming months, different technical aspects like SOP for AI, PD and 21 days follow up, calves reporting, their identification & verification, castration camps, door to door farmers contact, fodder promotion, feedback on logistic supplies and other relevant issues including sustainability of ILDCs. Based on the performance in AI & calves born, the 11 best Gopals were identified and awarded prizes as token of appreciation by State Project Manager, Mr. Arun Upadhyay, in the presence of other officers. The Gopals felt encouraged and motivated and also committed themselves for a better performance in the months ahead.

## Journey of Success.....Lady Gopal of ILDC Deroli

Name of Lady Gopal - Tadavi Daxaben Govindbhai  
Name of ILDC - Deroli  
Taluka - Sankheda  
District - Vadodara

Tadvi Dakshaben Govindbhai had started her career at Deroli center. Before joining J.K.Trust ILDC, her family's financial position was very bad. She and her family were



doing labour work @ Rs. 70/day.

She came to know about the advertisement in the newspaper regarding recruitment of Lady Gopal and she applied for the same. She was selected and sent for a 4-months' training programme. After successful completion of her training, she was appointed as 'Lady Gopal' at Deroli ILDC in September 2010.

During the first month, she has carried out 10 AIs and some First aid cases. Initially, the people refused to get AI from her but due to her consistent efforts, good services and hard work, she got good numbers of AIs gradually. As a result of the sustained effort over the past three years, she now does 40-50 AI as well as first aid cases per month. She is also doing other activities like castration, infertility treatment, deworming, vaccination etc. She is now able to earn about Rs.4000-5000 extra through her services besides, her sustenance allowance.

She has spent Rs. 10000 for repairing of her old house from this income and has also given Rs.30000 back to her father lent at the time of her marriage. Due to Dakshaben's better earning, the family's financial position has improved drastically and she herself is experiencing great happiness from her newfound self-esteem.

Name of the Centre - Kumhankhan  
District - Kankar (CG)

The J.K. Trust Gram Vikas Yojana is working to up-lift the socio-economical status of poor tribal people in Baster region of Chhatisgarh. An ILDC, named Kumhankhan in Kankar district, was established in June 2009. When Mr.

Vinod Kumar Jain was posted here as the Gopal of this center. The people of this village and its surrounding villages did not know about the improved breeds of cattle and the Artificial Insemination. They were not aware about the potential benefits of the animals they had. They were just keeping animals to sale for about Rs.300-500/- only to local vendors. It was the Gopal of this center, Mr. Vinod Jain, started to convince them



about rearing the improved breeds and AI. After a number of meetings, some famers agreed for AI in their cows. Mrs. Satreena Bai was one of them who allowed him for AI in her cow. When her cow came in heat, she called

the gopal and took AI service to her cow and she was inseminated with Gir breed semen. Gopal was watching her cow continuously and checking her from time to time. After nine months, her cow gave birth to a healthy male calf. She was disappointed that she got a male calf, but the gopal convinced her that she can raise it to be a precious quality bullock. After eighteen months, the calf became a bullock. She was very happy when her bullock was sold for ten thousand rupees. She used this money to make her house in the village. Now, she is living in her new and better house. Having seen the benefits, farmers of Kumharkhan village and other nearby villages have realized the benefits of this program and started taking its services themselves.

Name of the Farmer - Mr. Gulap Pradhan  
District - Sundargarh

The dairy farmers of the tribal pockets in Odisha are now dreaming about their bright future. They are no longer ready to live in the shadow of mesery, as they have found that they have options to adopt an alternative income source with low cost inputs at their door-step and which is capable of helping them and their families to realize their dreams and plans for their bright future.

Mr. Golap Pradhan, aged about 30 years, of Luabahal village of Garjanjore GPILDC, Dist. Sundargarh has a total of 6 members in his family with limited land holding of 3 acres of upland and also 3 numbers of non-descript cows. Due to lack of availability of green fodder, he can not feed the cows with green fodder. He hardly gets 1 liter milk in a day and maintains his family with great difficulty. Although, Mr. Pradhan is an energetic farmer and willing to keep cross bred cattle but he was not able to do it due to lack of financial support. In November 2012, J.K. Trust Gram Vikas Yojana established an ILDC

in his Gram Panchayat. He attended the farmers meeting and came to know that AI and other veterinary services would be given by the ILDC Centre. Having known about the benefits of AI, he got all his 3 cows inseminated in the month of December 2012. Luckily, all three cows were found pregnant on their pregnancy diagnosis.

Thereafter, he also came to know that J.K. Trust is going to supply Maize seeds for green fodder at subsidized rate. He realized that after 9 months, calves will also come-up and he has to utilize his up land with fodder cultivation for cows and calves, both. He took 10 kg of



Maize seeds from the gopal and cultivated the same in 1 acre of his high land. He got support from the RDO and the Gopal from time to time. Now, he was sure that green fodder would be available for his cows and he would be able to give 2-3 times more green fodder to their animals than earlier.

Mr. Sukle Behera is a happy Gopal who thinks that his dreams are going to become a reality. He thanks JKTGVY for providing services at door steps of farmers. Golap is also an example of a successful mentor of a farmer who adopted this technology in his panchayat.

### An Inspiration to the Women Folk

Smt. P. Subbalakshmi, the Lady Gopal, working at Pydikalve ILDC Center of Vallur Mandal of Kadapa district of Andhra Pradesh, has proved beyond doubt that given an opportunity, women could also perform as good as men in any field of activities.

Her first appointment was at Kalamalla ILDC Center. She was one amongst the three Lady Gopals selected by the organization in 2007. There she worked for a 10 months' period and conducted 525 inseminations and produced 118 calves. Subsequently, during September 2008, she was shifted to nearby Pydikalva ILDC Center and has been working there since then.

She made an extensive tour in all the 13 feeding villages of the Pydikalva ILDC Center right from dawn to dusk and

contacted each and every farmer at their door steps and created lot of awareness among the farmers about the artificial insemination and the dairy activities. She has taken keen interest in conducting farmers as well as Women SHG Meetings in all the feeding villages. She was highly successful in gaining their confidence, particularly the women folk. She made a sincere appeal to all the farmers to give a call whenever their animal comes into heat and ensured her attendance once she received the call.

When she joined at the Pydikalva ILD Center, the total breed-able population was around 1800 only and most of them were non-descript animals. Monthly inseminations were around 60 -70 per month only. Now, the farmers in the area have gained a lot of knowledge



and are inclined to the breeding and dairy development activities because of the efforts of the lady gopal and her visible performance. At present, breedable population of the area has increased to around 2700.

She was awarded 'Best Gopal' award for the year 2009 by the District Collector of Kadapa, Mr. T. Krishna Babu, as a recognition for the fact that she had conducted highest nos. of inseminations during the year. Again, in the year 2010, she received the nation's 'Best Gopal' award and she was rewarded with a sum of rupees one lakh by the CEO of the organization during a special award distribution function conducted at Pune. This speaks of the immense potentiality hidden in the women folk.

Apart from it, she was also felicitated with the district topper award for the year 2010 and received the same from the Regional Project Manager during the award function held at Kadapa.

Now, she has been running the center on Self Sustainable basis after completion of the project tenure with the same zeal and earning not only the honor but has also constructed a good house in her native village.

When asked about the secrets of her success, Ms. Subbalaksmi says that sincerity, promptness, rapport

with the women folk and round the clock availability to the farmers are some of the factors that are helping her in her successful career.

### Innovative Farmer

Name of Farmer- Sri Manoranjan Sah

District- Madhubani

Block- Kaluahi

Village- Bhalani

Milk in India is an elixir for almost every Indian, rich or poor. The idea of a daily glass of milk holds a potent and emotional feeling and goes on to keep well-being and health. It is the primary nutrient for the young and the old. Nearly 63 percent of animal protein in the Indian diet comes from dairy products; for vegetarians, there is simply no alternative. Milk is balanced diet and good source of income for poor and marginal farmers.

It happened with one of the poor farmers, Sri Manoranjan Sah, Village-Bhalani, Block-Kaluahi, District-Madhubani. Shri Sah had a desi cow giving 2 to 3 liters of milk five years back. Shri Sah had keen desire to hold a good small herd, but poverty did not permit him; it is a matter of chance and destiny that he came in contact with the J.K.Trust gopal. One female calf was born by Artificial Insemination done by our gopal in the year 2009. He kept continuing the process, performing the AI of the Desi cow as well as the cross bred heifer at her maturity age. As he says, by good grace of God, in majority of cases, he was blessed with female calves and after a 5 years' span, he is now the owner of 5 crossbred cows. Out of 5 crossbred cows, 3 are in milk, producing 28-30 liters of milk daily. He sells 25-26 liters milk @



Rs.30/- per liter to private shops in local market. He holds 2 liters of milk for home consumption. Now, his whole family is engaged in this business and earning a minimum Rs. 750/- daily. He has calculated the incurred expenditure of about Rs.350/- and net profit Rs. 400/- per day i.e. 400X30= Rs.12000 Per month. Now, he is very happy and enjoying with dairy business. His children are going to school for their education. All of his family members are thankful to J.K.Trust for creating



awareness among other poor farmers. Its efforts are now visible at his village bringing in the same benefit to other poor and marginal farmers. They have adopted AI suggested by the J.K.Trust gopal and are happy with the performance of gopal.

### AI activity changed life pattern of Rural Tribal

Dhar is a tribal dominated district in Madhya Pradesh. Mr. Phool Singh Chouhan belongs to Meharati village of Kukshi Block in Dhar district.

Among all the blocks, Kukshi block has got highest tribal population. Mr. Phool Singh is poor tribal community member, having a small piece of land. Except production from land, he has no other income source. During the project period, the Gopal of the I.L.D centre, Longsari has given him awareness regarding the cross breeding program during a farmers' extension meeting. After some time, when his desi cow came in heat, he approached to Gopal for AI and got his cow inseminated by Sahiwal bull semen in the 1st week of Jan, 2011. The cow gave birth to a male calf in the 1st week of Oct, 2011.



Thereafter, by selling this male calf at the age of two years in the month of July 2013, he earned Rs 18000.

### Beneficiary delighted with Sahiwal Male Calf

Everyone in the tribal community has been benefited by various diversified activities implemented during the project period with a holistic approach by the J.K.Trust team. Along with A.I. activity, the other subsidiary activities like deworming, first aid, castration are rendered by the I. L.D. centres of the J.K. Trust.

Mr. Phoolsingh is now happy to see the impact of A. I. activity. He expressed his deep sense of gratitude for the services delivered at his doorstep. It played an important role in the strengthening of his livelihood. Here is a farmer who is happy by getting upgraded Sahiwal male calf from his nondescript cow. All the farmers have realized that the market value of a Sahiwal male is more than that of N.D. male. Moreover, as far as working efficiency is concerned, Sahiwal is much more

suitable for draught purpose. Here, the Gopal is rendering his services in a realistic approach, especially where literacy & non- irrigated land are the problems. Before project intervention, the rural community was ignorant about the cross breeding program. The effectiveness of program is mainly due to establishment of I. L. D. centre in the local area.

### Farmer received an award of Rs 21000/= through CBIP Programme

Name of the ILDC- Gaybiyan,

Village - Choras

Block - Udaipura

District - Raisen

The integrated livestock development centre, Gaybiyan, running under the Navachar Protsahan Yojana, Madhya Pradesh, is situated 100 km away from Raisen District.

A calf production award scheme is being implemented by the Department of Animal Husbandry here. In this scheme, they have selected those farmers who have up graded calves of Sahiwal or Gir from desi/non-descript Cattle through artificial insemination.

Confirm Milk Yield during competition

Name of Beneficiaries for 1st Prize: - Mr. Laxman Singh Rajput, son of Mr. Jharkran Singh Rajput for Sahiwal calf.

After block level competition, the same calf again participated in District level completion and won prize

Mr. Manohar Singh Chouhan, District Monitoring Officer, Raisen was also one of the members of the selection committee.

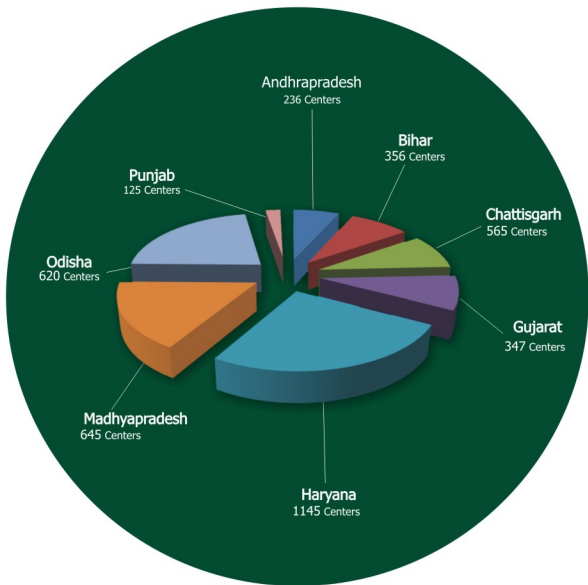
This award created vast awareness amongst other farmers about the benefits of artificial insemination. It made them very curious to know about our activities introducing new technologies in animal husbandry sector.

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## PAN INDIA PRESENCE



Total No. of ILD Centre 4039 (As on 30th september 2013)

To,

परिवर्तन

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