

Contents

- Successful completion of Lam Farm Project
- New agreement signing at AP-156 centres
- Pashumela Programme in all districts of Rajasthan
- MVU-CG
- CSR Activities
- Case Studies
- Pan India presence

PARIVARTAN

a quarterly newsletter published by J K Trust

JK Trust

OCT 2017

JK BovaGenix is proud to declare 1st OPU-IVF project with Sri Venkateswara Veterinary University (SVVU), Tirupati, Andhra Pradesh – a great success

An OPU-IVF project was signed between Sri Venkateswara Veterinary University, Tirupati, Andhra Pradesh and JK Trust on 1st February, 2017 to initiate IVF activity in the State by implementing a Project titled - "Usage of Ovum Pick Up (OPU) and In-Vitro Fertilisation (IVF) Technology for Conservation & Propagation of Indigenous Cattle Breeds of Andhra Pradesh". As per the MoU, JK Trust shall produce a minimum of 510 freezable IVF embryos of Ongole and Punganur breeds.



Ongole (Nelore) Cow



Punganur Cow

During the month of September 2017, JK Trust successfully completed this 1st OPU-IVF project with a good success. Against the target of 510 IVF embryos, 534 embryos (520 Ongole and 14 Punganur embryos) were produced and handed over to the university. The entire process from oocyte production to IVF embryo production and subsequent freezing was done at the IVF laboratory of Lam Farm, Guntur, Andhra Pradesh.

An MoU has been signed with Andhra Pradesh Government to establish 156 ILDCs

On 9th August, 2017, JK Trust had been sanctioned a project by the Government of AP for its implementation to carry out the activities of "Cattle Breed Improvement" through breeding of cattle and buffaloes using the technique of Artificial Insemination (A.I.) with high-quality frozen semen of selected bulls. In that context, an MoU has been signed



with Director- Animal Husbandry (DAH) of Andhra Pradesh for execution of 156 ILDCs in 8 districts (Srikakulam, Vizianagaram, Visakhapatnam, Anathapur, Kurnool, Krishna, East Godavari, and West Godavari) of AP. This agreement is initially for 6 years from the date of establishment of each ILDC Centre. The proposal includes additional components of geo-tagging and online reporting for all the 156 ILDCs. A target of 700 cross-bred & upgraded calves per ILDC is to be produced during the project period of 6 years.

RAJASTHAN

Participation in Cattle Fair (Pashu Mela & Pashu Pradarshani) at different districts of Rajasthan

An initiative by the Department of Animal Husbandry, Rajasthan and JK Trust, Rajasthan team for creating awareness among the people by organising "Pashu Mela" at different district headquarters.

The Animal Husbandry department in collaboration with JK Trust has organised districtwise "Pashu Mela and Pashu Pradarshani" event during the month of September as a platform to transform and catalyse the process of improving the sustainability and economic viability in the field of Animal Husbandry and related activities.

JK Trust was invited by the district authority of Department of Animal Husbandry of all 30 working districts to participate in the event to showcase their activities in the field of cattle and buffalo breed improvement programme. A stall in the exhibition area had been allotted for JK Trust in each district.

We had participated in all the 30 districts by helping in gathering farmers and spreading the information through our network of 1,044 ILD Centres currently operating in Rajasthan. In many districts, we had been given the stall and each stall was well designed with sun-board showing lively photographs about JK BovaGenix containing IVF technology, training Institute, and information of current CBIP-2000 Rajasthan project. We also distributed pamphlets containing our presence and activity performed by JK Trust in the district and benefits to the stakeholders.

The programme was done on different dates in various districts during the month of September 2017. During these two days programme, approximately 10,000 people per district had visited our stalls which included farmers, progressive dairy farmers, milk and allied products businessmen, Sarpanch, Panchayat Samiti Pradhan, Zila Parishad members, Nagar Palika Chairman, and other local Jan Pratinidhi etc. from the respective districts of Rajasthan. Besides that, Government officials including Director, Additional Directors, Joint Directors, Deputy Directors from Department of AH Rajasthan and many other officials visited our stall. Apart from these, MPs of concerned areas and Chairman of Pashu Kalyan Board, Rajasthan visited the mela and witnessed the various activities.

Among the visitors, maximum of them had enquired about sexed semen and how to get it. Other enquiries were related to milk production, how to increase fat % in milk, infertility treatment, about AI technicians of their respective areas, etc.

In Pashu Mela and Pashu Pradarshani of Sirohi and Pali districts, the stall of JK Trust was the 2nd best stall and was awarded a certificate and a token of appreciation.

It was a good platform for JK Trust to showcase its activities. The event provided an excellent platform for JK Trust to exhibit the various veterinary services including its new initiative IVF technology to all grassroots level stakeholders.



Mobile Veterinary Unit – an alternative model of rural animal healthcare delivery system



In order to ensure an effective veterinary service delivery to rural areas, JK Trust in collaboration with Chhattisgarh Rajya Sahakari Dudh Mahasangh under RKVY (Rashtriya Krishi Vikas Yojana) scheme has initiated a pilot project to provide mobile veterinary services through 3 MVUs in Mahasamund and Raigarh district of Chhattisgarh state. The project was initiated during the year 2014 only and these MVU units are known as **"Gowardhan Express"**. All MVUs are equipped with the requisite tools to deliver the veterinary services to a select group of villages identified under the project. It is designed to provide preventive, curative services as well as breeding facilities in the project area which is underserved under normal circumstances. These MVUs are organising health camps in various milk society villages and give supportive veterinary treatment to the cattle & buffalo owners of the area. A unique telephone number has

been allotted to each MVU to provide services on call which is one of the specialities of Gowardhan Express.



Until September 2017, a total of **2,625 camps were conducted and 47,250 farmers have been benefited from these camps.**

Launching of IDFC CSR project in Karnataka State



The IDFC Foundation, a wholly-owned subsidiary of IDFC Limited, intends to support financially the efforts to strengthen cattle breed improvement programme in the states of Madhya Pradesh and Karnataka. With that objective, it has partnered with JK Trust to carry out the Cattle Breed Improvement Programme in various districts of Karnataka and MP by establishing 25 and 45 ILDCs respectively. Already, 25 ILDCs are operational in MP which was established during the year 2016 (Phase-I) and another 20 ILDCs were established during the 1st quarter of 2017 (Phase-II). The project is for 36 months.

In Karnataka, IDFC CSR project (25 ILDCs) was inaugurated on 28th September, 2017 in the Agadi ILDC Centre village of Hubli block of District Dharwad. The chief guest Dr. NS Rajan – CEO of IDFC Foundation and Mr. Ravi Shankar-Head – Bharat Banking, IDFC Bank and Sarpanch of Agadi Village jointly lighted the lamp and inaugurated the project. The programme was attended by around 300 cattle farmers of the area.

During the event, bags, AI kits, and motor cycles were distributed to Gopals of all the 25 ILDC centres. Farmers from Bagalkot, Belgaon, Dharwad, Haveri, and Koppal districts are going to be benefited by the services of these 25 ILDCs under IDFC CSR project.

Inauguration of ASA-Axis Bank Foundation Project in Mandla District of MP



ASA (Action for Social Advancement), a Non Profit Development Organization, had sanctioned a project to JK Trust for providing animal breeding and animal health services by establishing 10 ILDCs in Mandla and Dindori districts of MP where more than 90% of the farmers are small holders. This project is funded under the Axis Bank Foundation CSR project. Axis Bank Foundation has partnered with ASA to carry out the intervention in these areas.

The inauguration ceremony of these centres was held on 29th June, 2017 at Podi Raiyat ILDC Centre in Mandla district.

The chief guest of the programme was Mr. Jacob Ninon - Executive Trustee & CEO Axis Bank Foundation (ABF)

and special guests were Ms. Nilima Salvi - Programme Head (ABF) and Mr. Ashis Mondal - Director ASA. In addition, Mr. Sheikh Moharram, Project Coordinator, and Mr. Sharad Mishra - Area Manager - Mandla and Dindori from ASA were also present at the event.

JK Cement CSR project at Jhajjar District of Haryana



Towards social consciousness of corporate responsibility and establishing the values of philanthropy in the country, JK Cement Ltd. has entrusted JK Trust with the work of carrying out a CSR project on their behalf. As a part of this project, JK Trust has been operating 20 ILDCs in Jhajjar district of Haryana since June 2015. The aim of this project is to provide animal breeding and animal health services at affordable rates to farmers in the vicinity of JK Cement plants.

As on date, 27,968 no. of AI were done and 5,209 calves were born under this project. In addition, other veterinary services were also provided to the farmers at an affordable rate. To increase the awareness level among the livestock owners for better animal health management practices, few animal treatment camps were also organised near the cement plant. The basic objective of conducting the camp is to gain an understanding of the general livestock health status; management practices and prevalent diseases/problems in the area so that livestock-related interventions could be taken up systematically. A total of 5 such camps were conducted under JK Cement CSR project in Jhajjar district. All these camps were attended by the nearby Govt. veterinary surgeon to provide technical support. A large number of farmers attended the camps.

Around 800 animals were treated during the camps along with deworming done to newborn and old calves produced through AIs performed by our Gopals. Free medicines were also distributed to the livestock owners during the camps.

Success Story

Villagers of Rudhi witness an AI born calf for the first time

Farmer's name - Mr. Mukesh Patel

Village - Rudhi

District - Khandwa, MP

Mr. Mukesh is a small farmer of Rudhi Village and he is the sole bread earner for his family. He runs his family from the meagre income he receives through agriculture. He is having one local cow with a very low milk yield. He was struggling to fulfil the needs of his family.

The area is said to be a backward area of the district with a low profile dairy and breeding practices. Breeding practices were most unregulated with non-descript bulls in the area. In August 2016, an ILDC Centre was established in his village under **IDFC Foundation Swedhara Project** with the aim of developing and expanding the cattle and buffalo population of 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 programme and were neither interested nor obliging to learn about it. So, initially, it was a very tough time for the Gopal of that Centre to convince the villagers to accept breeding their animals through this technology.



The concerned Gopal had organised various awareness camps and a door-to-door visit to farmers' house just to convince them about the technology. Finally, Mr. Mukesh came forward and convinced himself to breed his cow through artificial insemination. His cow inseminated on 8th September-2016, got conceived at the very first insemination and gave birth to a female Jersey calf on 12th June, 2017.

Mukesh is very happy and proud on seeing the healthy calf born from AI at his home. Villagers congratulated him for being the first farmer to receive a calf born from artificial insemination.

Mr. Mukesh became a point of inspiration for other farmers of his village. He shared that besides getting AI services, he is also getting scientific guidance on feeding and management of cows, preventive health care techniques, first aid treatment etc. Many farmers like Mukesh are now coming forward for availing the facilities provided by ILDC Centre.

Success Story of a Gopal from a Tribal Village of Andhra Pradesh

ILDC: Kona

Mandal: Makuva

District: Vizianagaram



Mr. P Ramulu S/o Paiditli is a resident of Kona Village. He belongs to a very poor family and was struggling hard to meet the minimum needs of his family. His main livelihood is bamboo basket making. During the month of December 2016, he came to know about the requirement of Gopals by JK Trust in different districts of Andhra Pradesh from a local newspaper advertisement and he applied for the post and got selected. He attended the theory training at RAHTC, Guntoor, and Field Training in Khammam (Telangana). Finally, after the successful completion of 4 months' training, he was posted as a Gopal in **Kona ILDC on 28th April, 2017.**

During the initial period, he struggled hard and faced a lot of problems while performing his duties as he was new and farmers were not convinced about the AI technology. Then he started conducting villagewise awareness meeting with concerned monitoring officer & also went to the doorsteps of the farmers and started creating awareness among the farmers regarding AI. Gradually, acceptance of AI increased and now he is able to perform 20 to 25 AI monthly and also provides other veterinary support services to the farmers. Now he is earning a good income which fulfils his family needs.

ODISHA

CBIP (Cattle Breed Improvement Programme) proved to be a sustainable livelihood option for a poor farmer of Nayagarh District in Odisha – a success story

Gobardhanpur is a small village under Nachhipur ILDC/Panchayat of Daspalla block in Nayagarh District. The village is 2 km away from our ILDC Centre. Mr. Prakash Sethy of Gobardhanpur is a marginal farmer having 2 acres of land and 4



ND cows with a low milk yield. Before the intervention of JK Trust, Mr. Prakash Sethy was depending on stray bulls for breeding his cows and was not getting any support services for Artificial Insemination as the Govt. institutions were located far away.

During the month of May 2015, an ILDC Centre was established by JK Trust in Nachhipur Panchayat under RKVY project (64 ILDCs) and Sri Binayak Nayak, was appointed as a Gopal for that Centre. Gopal Sri Binayak visited the village in June 2015 and organised few extension meetings and explained about the benefits regarding AI & other vet. support services provided by

ILDC. Following that, few farmers came forward to avail the benefits.

Farmer Mr. Prakash Sethy heeded the advice of Gopal and availed the AI services for all his 4 cows and followed the care and management practices as suggested by the Gopal. The first AI was done to one of his ND cows on 12th July, 2015 and a crossbred female calf was born out of that.

In addition to providing AI services, the Gopal also updated him about the latest scientific feeding & management practices. Subsequently, another 3 crossbred calves were born through AI done to the remaining 3 ND cows.

Under the guidance of JK Trust Gopal, Mr. Sethy could take care of his cows properly and got more milk yield from the available stock. Being inspired by this, he procured some more local cows and took the help of our Gopal for breeding and other vet. support services. Now he is blessed with 6 nos. of crossbred/upgraded AI born healthy calves which are the future valuable assets for Mr. Prakash Sethy & family. The entire family is very happy now and expresses gratefulness to JK Trust. Besides, he is also getting around 12 litres of milk per day from 4 ND milking cows. This successful intervention of JK Trust is also inspiring other farmers of the area to utilise the services provided by JK Trust at the farmers' doorsteps. Truly, it's an important step towards sustainable livelihood for a poor farmer.

Case study of a farmer from Ajmer Division of Rajasthan (Written in his own words)



जि.के. ट्रस्ट द्वारा मेरे लिए एक तालुक समिति 'डुआर डी.एच.एस.एस. संस्कार' शुरू करने का निर्णय हुआ है। इससे मेरे गायों में एक अच्छा बदलाव आने से उम्मीद है। पहले मैं अपने गायों को ब्रूडिंग के लिए स्थानीय ब्रूडरों से सहायता लेता था, जो बहुत दूर थे। अब मैं अपने गायों को ब्रूडिंग के लिए अपने गांव के ही ब्रूडरों से सहायता ले सकूंगा।

2015-16 के लिए मैंने एक बार अपने गांव के एक ILDC केंद्र में जाकर अपने गायों को ब्रूडिंग के लिए आर्टिफिशियल इन्सेमिनेशन (AI) से सहायता लेने का फैसला किया। 12 जुलाई 2015 को मैंने अपने गायों को ब्रूडिंग के लिए आर्टिफिशियल इन्सेमिनेशन (AI) से सहायता लेने का फैसला किया।

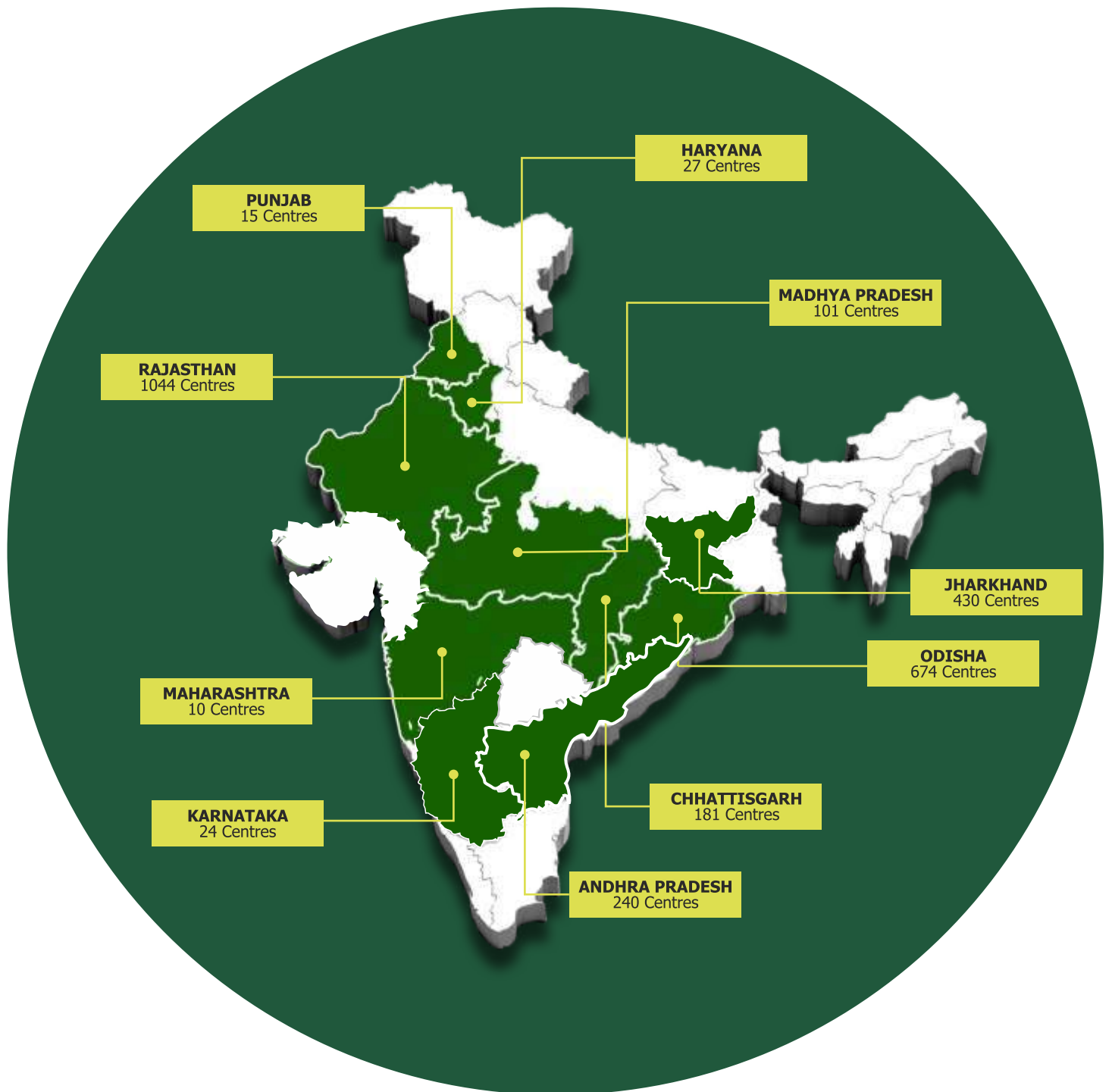
इससे पहले मैं अपने गायों को ब्रूडिंग के लिए स्थानीय ब्रूडरों से सहायता लेता था, जो बहुत दूर थे। अब मैं अपने गायों को ब्रूडिंग के लिए अपने गांव के ही ब्रूडरों से सहायता ले सकूंगा।

इससे पहले मैं अपने गायों को ब्रूडिंग के लिए स्थानीय ब्रूडरों से सहायता लेता था, जो बहुत दूर थे। अब मैं अपने गायों को ब्रूडिंग के लिए अपने गांव के ही ब्रूडरों से सहायता ले सकूंगा।

इससे पहले मैं अपने गायों को ब्रूडिंग के लिए स्थानीय ब्रूडरों से सहायता लेता था, जो बहुत दूर थे। अब मैं अपने गायों को ब्रूडिंग के लिए अपने गांव के ही ब्रूडरों से सहायता ले सकूंगा।

संस्कार
 विभाग - राज - संस्कार
 पिता का नाम - लक्ष्मी दास जी
 गांव - जैरावपुरा
 तालुका - बीकानेर
 जिला - श्रीगंगानगर (राज.)

PAN India Presence



TOTAL NO. OF ILD CENTRES : 2746

(As on 30th Sept, 2017)

To,

From,

JK Trust

Pokhran Road No. 1, Jekegram,
Thane - 400 606 (Maharashtra), India.

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

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