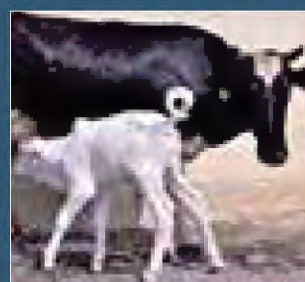


# Annual Report 2016



Setting  
benchmarks  
in Cattle Breeding



JK Trust

[www.jktrust.org](http://www.jktrust.org)



## Our Mission

Poverty Reduction

Employment Generation

Mitigating Malnutrition

## Our journey so far...

**1970**

Establishment of Sheep Breeding Farm in Dhule, Maharashtra by Raymond Ltd.

**1977**

Embryo Transfer was carried out successfully in sheep for the first time in India by Dr. Shyam Zavar, CEO of JK Trust

**1979**

Mr. Malcolm Fraser, Prime Minister of Australia visited JK Trust facility

**1983**

Raymond Embryo Research Centre (RERC) was set up at Gopalnagar, Chhattisgarh

**1997**

Launch of JK Trust Gram Vikas Yojana to channelise the technical expertise towards the benefit of rural India. Artificial Insemination in cattle and buffaloes was adopted as a tool for scientific breeding to improve the milk production of the country

**2014**

Establishment of Dr. Vijaypat Singhania Training Institute for Rural Development in Chhattisgarh

**2016**

Establishment of Dr. Vijaypat Singhania Centre of Excellence for Assisted Reproductive Technologies in Livestock at Gopalnagar, Chhattisgarh, and launch of JK BovaGenix to focus on ARTs (Assisted Reproductive Technologies) in Livestock

**2016**

Establishment of Dr. Vijaypat Singhania Centre of Excellence for Assisted Reproductive Technologies in Livestock at Vadgaon-Rasai, Maharashtra

**2016**

Launch of Mobile Cattle ET (Embryo Transfer) and IVF (In-Vitro Fertilisation) Labs



# Contents

02 Message from the Chairman

03 Message from the CEO

04 Snapshot of the year

05 Our Network

06 Our Initiatives/Activities

09 Pan India - Our Progress over the years

11 State wise Projects and Performance

37 Dr. Vijaypat Singhan Training Institute for Rural Development

38 CSR Projects

43 JK BovaGenix - Our New Initiative

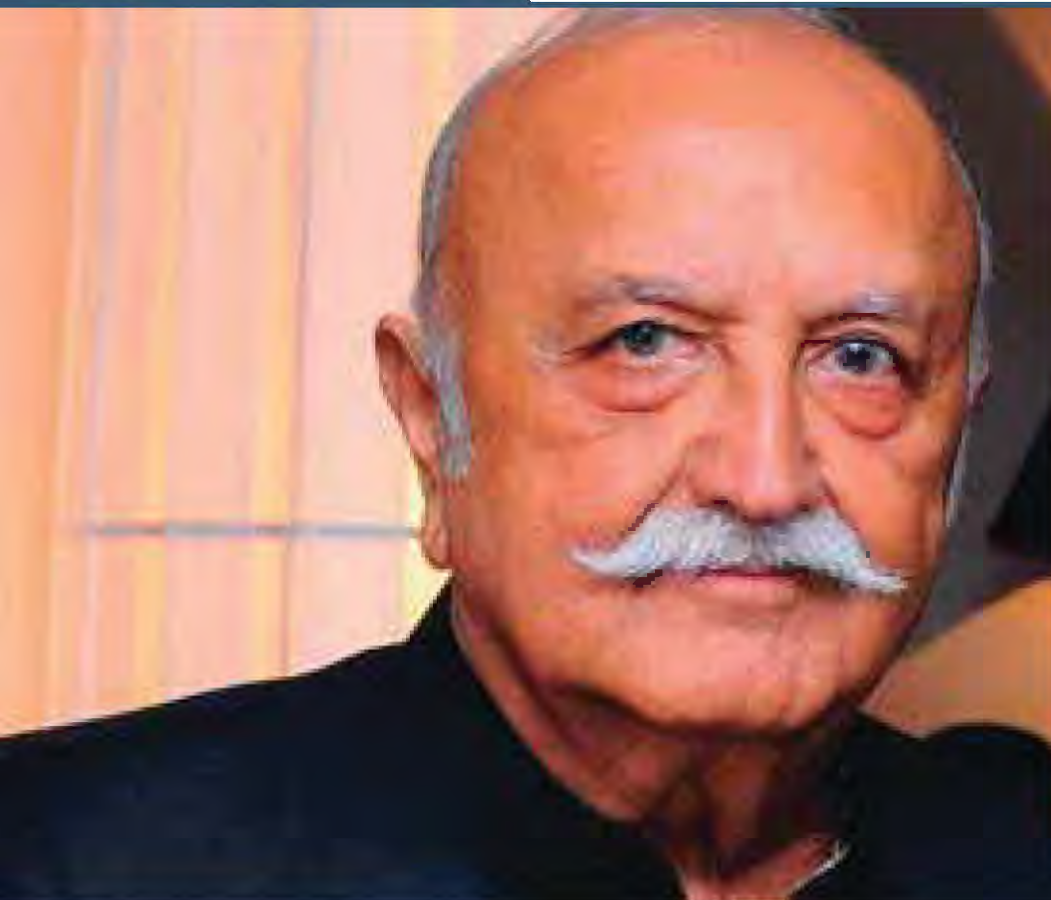
45 Appreciations and Accolades

47 Events and Happenings

60 Partners and Collaborators

61 Success Stories

64 State Office Addresses



### Message from the Chairman

“ I would like to express my sincere gratitude towards all our partners and dairy farmers for bestowing their blessings and faith upon us ”

On behalf of the Board and Staff of JK Trust, it is my pleasure to present the Annual Report for the year 2016. The past year had been a challenging one. However, as you will see in this report, JK Trust has emerged triumphant and has indeed ventured into some new initiatives as well.

Though we continued to work with various stakeholders including State Governments, Central Government, CSR partners as well as dairy farmers across 10 states in the planning and execution of Cattle Breed Improvement projects, we added another field of IVF operations via the Advanced Assisted Reproductive Technologies in Livestock.

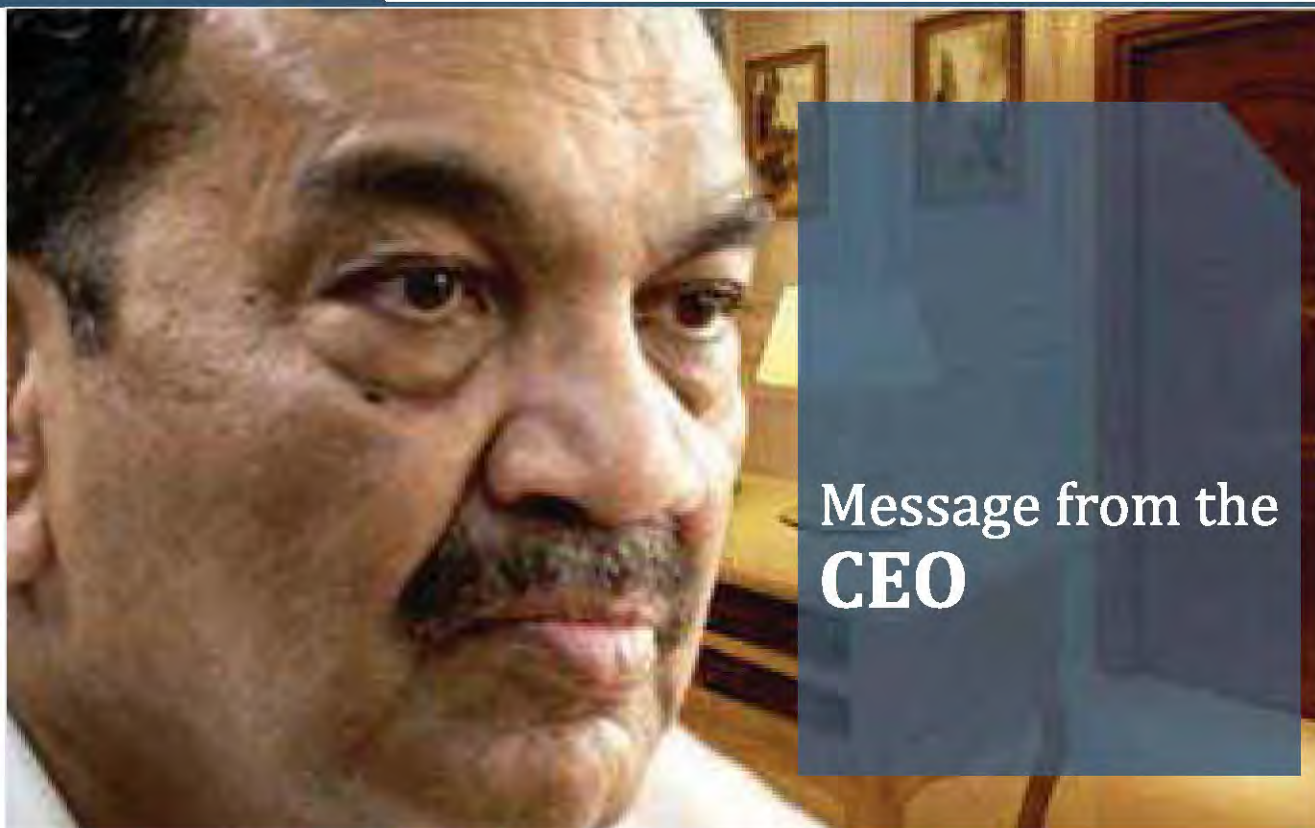
We established two state-of-the-art ET and IVF laboratories for Cattle located at Gopalnagar in Chhattisgarh and Vadgaon-Rasai in Maharashtra. Our scientists have been successful in producing the first IVF calf from frozen IVF embryo in India in the year 2016.

Further, we went one step ahead and took this technology to the doorsteps of progressive Indian farmers by setting up Mobile Cattle ET and IVF vans, which again is a first in the country. We did all these without diluting our core mission of alleviating poverty, generating employment and mitigating malnutrition and without deviating our focus from Animal Husbandry sector, to which we committed ourselves 19 years ago.

I would like to express my sincere gratitude towards all our partners and dairy farmers for bestowing their blessings and faith upon us. Last but not the least, I am proud of our committed and dedicated staff, without whose support, JK Trust would not have been what it is today!!

We promise to outperform your expectations and deliver even better results in the coming year also...

**Dr. Vijaypat Singhania**



## Message from the CEO

For nearly 2 decades, JK Trust has been providing breeding and other veterinary care services at the doorsteps of Indian farmers, through our unique model known as the 'Integrated Livestock Development Centre (- ILDC)', thereby establishing itself as a trusted name in the Animal Husbandry landscape of India. At the close of the year 2016, we had a network of 3,782 ILDCs, through which we had been reaching out to nearly 3.7 million farmers.

Having understood the vagaries of depending on agriculture as a sole source of income and the importance played by Livestock and Dairying towards ensuring sustainable livelihoods for millions of Indians, JK Trust had been relentlessly working in the field of Cattle Breed Improvement for the past 19 years.

Our grassroots team worked with communities to increase the awareness about better livestock management practices and adoption of better breeding services, thereby increasing the productivity of their typically low-yielding animals, leading to economic growth and prosperity. We are continuously improving upon our learnings and share these learnings with the communities and others who can help bring about a positive change.

Today, we sit at the crossroads of a tremendous opportunity with the potential to increase the milk surplus of the country by increasing the productivity of our animals. However, to achieve this mission, without jeopardizing the breed identity of our Indigenous Cattle is a herculean task. In the year 2016, JK Trust had shouldered this responsibility, by developing and introducing Advanced Assisted Reproductive Technologies (like ET and IVF) in Cattle suitable for Indian climatic conditions. We have demonstrated success in Cattle ET and IVF at our farms as well as at many dairy farms with the help of our Mobile ET and IVF vVans. We look forward to knowledge-sharing, cooperation, and meaningful collaboration with various state governments, State Agriculture/Veterinary Universities and progressive dairy farmers in this regard.

I would like to appreciate the hard work that the staff at JK Trust is putting in to make JK Trust the best NGO working in the field of Animal Husbandry in India. I truly appreciate our partners who share our vision to improve the lives and secure a brighter future for rural communities in India. Thank you for your valued support!

**Dr. Shyam Zawar**





Provided services through a network of 3,782 Integrated Livestock Development Centres (ILDCs) spread across the length and breadth of the country



Produced India's first IVF calf from frozen IVF embryo



Presence in 10 States of India

# Snapshot of the year 2016



Undertook CSR projects of 14 leading corporates

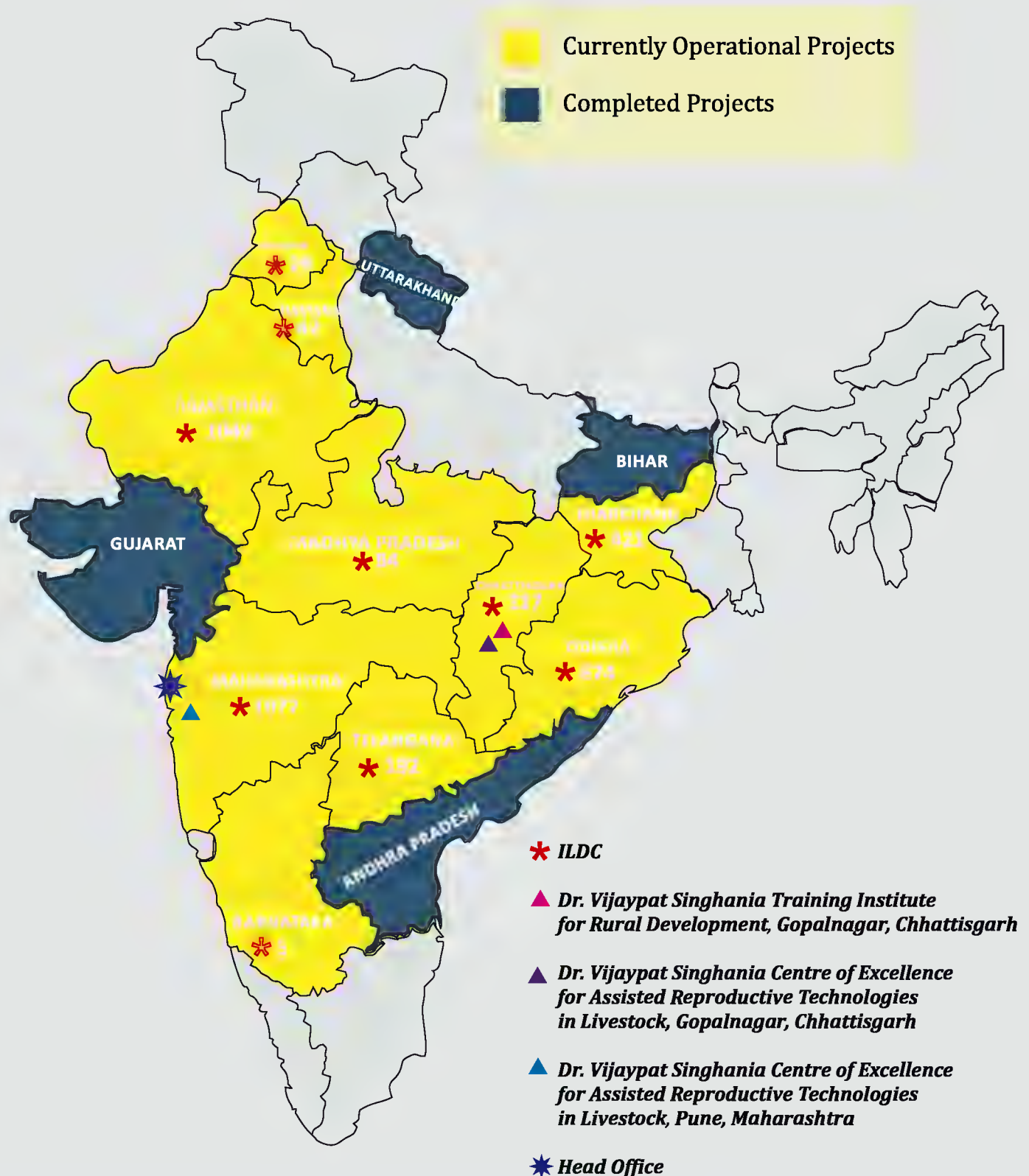


Reached out to more than 3.7 million households



Formally launched the new initiative for taking up Advanced Assisted Reproductive Technologies in Bovines under the banner of 'JK BovaGenix'

## Our Network



# Our Initiatives / Activities

## Livestock Development



### A) Integrated Livestock Development Centre (ILDC)

Livestock development forms the core of the JK Trust's initiatives. The main objective of livestock development activities is to upgrade the local indigenous low milk-yielding cows and buffaloes by breeding them through Artificial Insemination (AI) with the use of high pedigree frozen semen of indigenous/exotic breeds. The resulting upgraded progeny with an improved genetic makeup will have a far better milk-yielding capacity.

This is achieved through a special programme called 'Cattle Breed Improvement Programme (CBIP)' using an innovative project concept of 'Integrated Livestock Development Centre (ILDC)'. The programme operator referred to as 'Gopal' is the one who runs each centre and is an educated rural youngster who is extensively trained for four months to carry out animal breeding, health, and nutrition-related services.

The Gopal is provided with a motorcycle to carry out breeding and other veterinary services like veterinary first aid, castration of scrub bulls, de-worming/deworming, preventive vaccination against various diseases, infertility treatment, etc. at the doorsteps of the farmers. Gopals are supervised by qualified veterinarians. The entire programme is monitored by a hierarchy of monitoring officers and project managers at the village-block-district-state level and controlled centrally from our Head Office in Mumbai.

The Trust is operating a network of 3,782 ILDC Centres in 154 Districts of Chhattisgarh, Haryana, Jharkhand, Karnataka, Madhya Pradesh, Maharashtra, Odisha, Punjab, Rajasthan & Telangana as on 31<sup>st</sup> December, 2016. Through these Centres, we are providing veterinary services to over 37,000 villages in these states.

### B) Mobile Veterinary Units (MVUs)

Realising the significance of timely availability of veterinary services for efficient livestock management, the Trust has started the project of MVUs to provide preventive, curative, advisory and breeding services at the farmers' doorsteps,



# Our Initiatives / Activities

## Livestock Development

control and contain disease outbreaks and support and strengthen the activities taken through ILDCs.

Each MVU runs six days a week and covers two ILDCs per day as per a fixed schedule. Route charts are prepared and communicated to the villagers. Gopals and Monitoring Officers are informed well in advance to make suitable local arrangements and organise the visit and operation of the MVU. Cases such as pregnancy diagnosis, infertility, deworming and other cases referred by the Gopals to the MVUs are examined and treated by experienced veterinarians.



control and contain disease outbreaks and support and strengthen the activities taken through ILDCs.

Each MVU runs six days a week and covers two ILDCs per day as per a fixed schedule. Route charts are prepared and communicated to the villagers. Gopals and Monitoring Officers are informed well in advance to make suitable local arrangements and organise the visit and operation of the MVU. Cases such as pregnancy diagnosis, infertility, deworming and other cases referred by the Gopals to the MVUs are examined and treated by experienced veterinarians.

## Animal Nutrition

The significance of nutritious fodder lies in the fact that it can enhance the milk production capability of the farmers' livestock, thereby enabling an enhancement in his income levels. The fodder need of an enhanced animal also goes up. And hence, good quality fodder needs to be supplemented. JK Trust through the medium of Fodder Multiplication Centres and Fodder Seeds Development Centres equips and supports the farmers with the know-how of scientifically proven methods to increase yield and also be self-reliant to address the need of livestock for nutritious fodder.

### A. Fodder Multiplication Centres (FMCs)

Fodder Multiplication Centres (FMCs) are established in areas of operation of ILDCs. Each FMC covers an operational area of five ILDCs. Fodder Development Officers posted at these Centres create awareness among the farmers regarding the requirement of nutritional fodder crops and their cultivation methods. They supply fodder seeds/plantation materials, conduct practical demonstrations at field level and provide training to the farmers throughout the year, thereby helping the farmers to meet the nutritional requirement of their animals.



### B. Fodder Seeds Development Centres (FSDCs)

FSDCs take up the activities necessary to meet the demand of farmers for quality fodder seeds/saplings to cultivate fodder crops. Oats, Berseem, Maize, Hybrid Napier, etc. are cultivated and the seeds are distributed to farmers to cultivate their own fodder.



### C. Fodder Enrichment

Various fodder enrichment techniques are used to improve the nutritional value of fodder.

Urea Straw Treatment (UST) is a technique for enhancing the nutritional value of dry forage. The Gopal provides the UST kit and conducts the demonstration at the doorstep of the farmer. Treated straw helps in increasing the milk yield of cows.



Silage preparation is used to overcome the scarcity of fodder in a lean season by treating and storing the excess green fodder in the flush season. It is a means of preservation of chaffed green fodder in an anaerobic condition through the adoption of a fermentation method. In the anaerobic condition, sugar contained in green fodder is converted into lactic acid by micro-organisms and this helps in preserving the green fodder for a longer duration.

Azolla is an aquatic floating fern which is gaining increasing popularity as a livestock fodder owing to its high nutritional value. Azolla can be cultivated in small makeshift tanks in the backyard of farmers at a very nominal investment. It multiplies fast and can replace part of green fodder in the diet of animals.

## Training and Extension

JK Trust understands the importance of right training for the successful implementation of projects at the grassroots level. We are imparting training to selected, educated rural youth in the areas of cattle breeding, animal health, fodder cultivation, etc. through theory as well as practical sessions at Dr. Vijaypat Singhanian Training Institute for Rural Development situated at Gopalnagar, Chhattisgarh.



## ASSISTED REPRODUCTIVE TECHNOLOGY SERVICES – JK BovaGenix

Taking its existing work forward, the Trust has introduced "Assisted Reproductive Technologies (ART)" in Bovines to undertake a new breed improvement programme for Indigenous Cattle Breeds in of the country. This is the first- of- its- kind initiative conceptualized & developed for establishing pregnancies from the IVF embryos of selected Indigenous cattle breeds.

This is also in line with the objectives of the Government of India's "Rashtriya Gokul Mission", aimed at preserving and propagating the indigenous breeds of cattle such as Gir (Gujarat), Sahiwal (Punjab/Haryana), Tharparkar (Rajasthan), Ongole & Punganur (A.P.), Khillar (Maharashtra) & others.

At present, JK Trust has two state-of-the-art ET (Embryo Transfer) and IVF (In -Vitro Fertilization) Laboratories known as "Dr. Vijaypat Singhanian Centre of Excellence for Assisted Reproductive Technologies in Livestock" at Gopalnagar, near Bilaspur, in Chhattisgarh and "Dr. Vijaypat Singhanian Centre of Excellence for Assisted Reproductive Technologies in Livestock" at Vadgaon-Rasai near Pune, Maharashtra.



Additionally, JK BovaGenix is reaching out to farmers through 4 Mobile Cattle ET & IVF Labs. These vans are taking this new & advanced Assisted Reproductive Technology (ART) to the door steps of farmers.

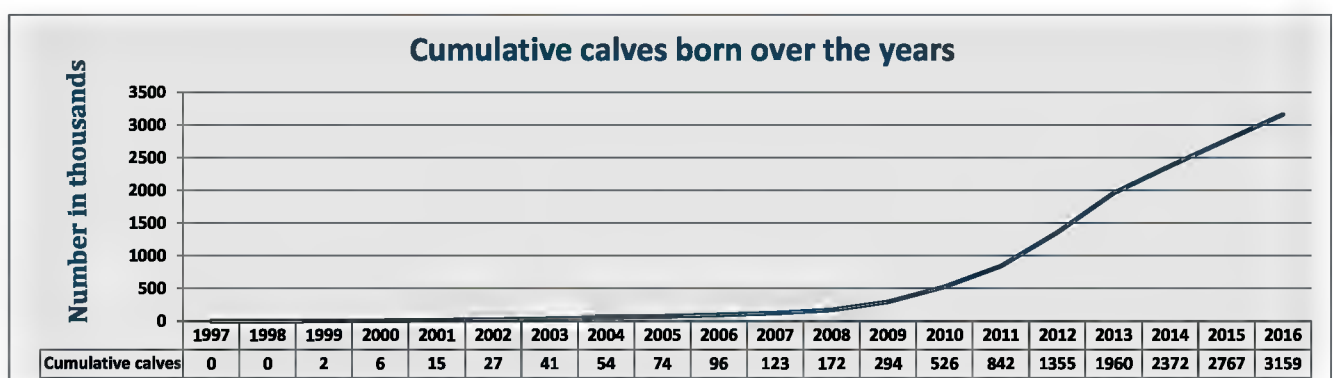
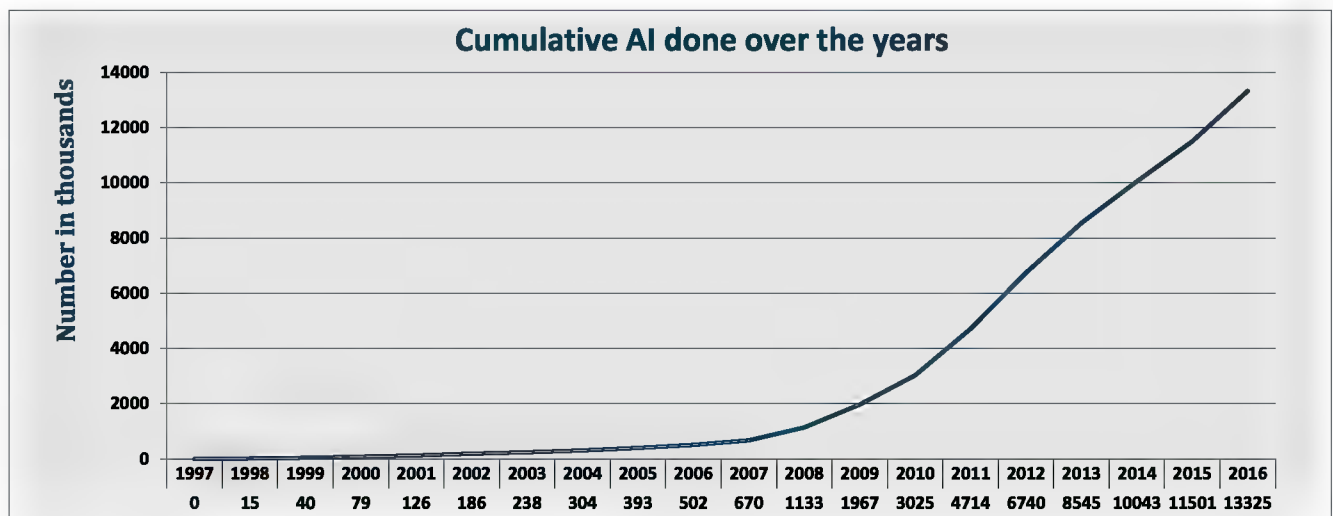


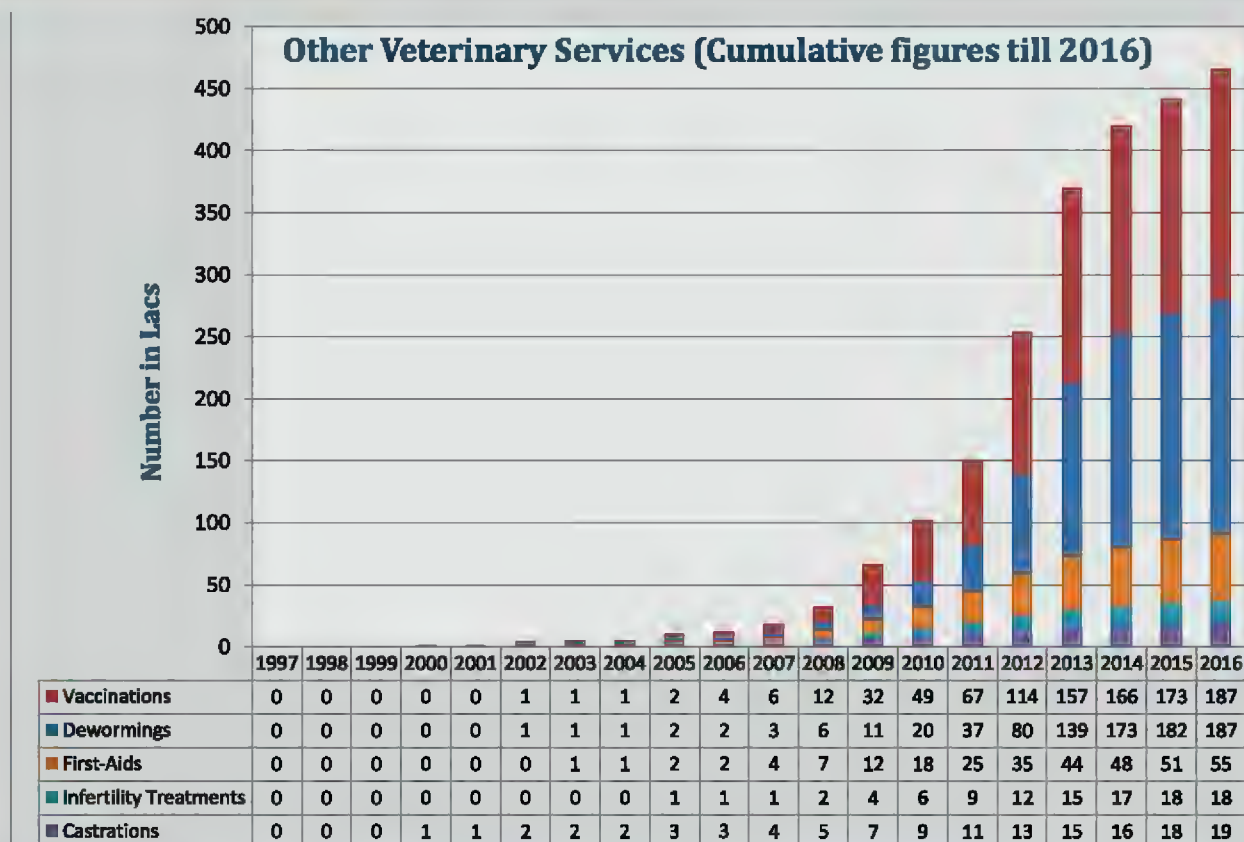
## Pan India – Our Progress over the years

In the year 1997, JK Trust Gram Vikas Yojana was launched to channelise the three decades worth of technical expertise gained by the scientists of Raymond Sheep Breeding Farm towards rural India for the benefit of thousands of farmers. Artificial insemination in cattle and buffaloes was adopted as a tool for scientific breeding to improve the milk production of the cattle in the country.

We started our first ILDC in the state of Chhattisgarh in 1997 and after working in the state for a period of three years, we extended our operations to the state of Madhya Pradesh in the year 2000. Gradually, we started getting projects from different state governments under different schemes and as on 31<sup>st</sup> December, 2016, we operated a total of 3,782 ILDCs spread across 10 states of India. The details of state wise operations and the CSR projects undertaken are given in the subsequent pages.

Starting from 1997, the Trust has shown a steady progress in the number of ILDCs, the geographical coverage and the services provided. The graphs below show the progress made by JK Trust ILDCs in all operational states over the past years from inception till 31<sup>st</sup> December, 2016:







## State wise projects and performance

### State: Chhattisgarh

#### State Overview

JK Trust started Cattle Breed Improvement Programme (CBIP) in Chhattisgarh in the year 1997 in 11 districts under SGSY (Swarnajayanti Gram Swarozgar Yojana) scheme (1997-2002). From 1997 onwards, for the past 19 years, various funding agencies have put their faith in us for implementing animal husbandry-related projects. We have successfully implemented the projects sponsored by the Department of Animal Husbandry, Govt. of Chhattisgarh, BRGF (Backward Regions Grant Fund), RSVY (Rashtriya Sam Vikas Yojana), Tribal Welfare Department and Special SGSY. We had also implemented Chhattisgarh District Poverty Reduction Project (CGDPRP) funded by World

Bank through Department of Rural Development, Govt. of Chhattisgarh from 2004-2009.

At present, in Chhattisgarh State, we are operating 145 Integrated Livestock Development Centres (ILDCs), 29 Fodder Multiplication Centres (FMCs) and 1 Fodder Seed Development Centre (FSDC) under RKVY (Rashtriya Krishi Vikas Yojana) scheme with Department of Animal Husbandry. In addition, we are also operating 30 ILDCs and 3 Mobile Veterinary Units (MVUs) with Chhattisgarh State Co-operative Milk Federation.

We also run the CSR project of Raymond Ltd. in the state, in which we are providing animal husbandry-related services to farmers by operating ILDCs and Mobile Veterinary Vans.



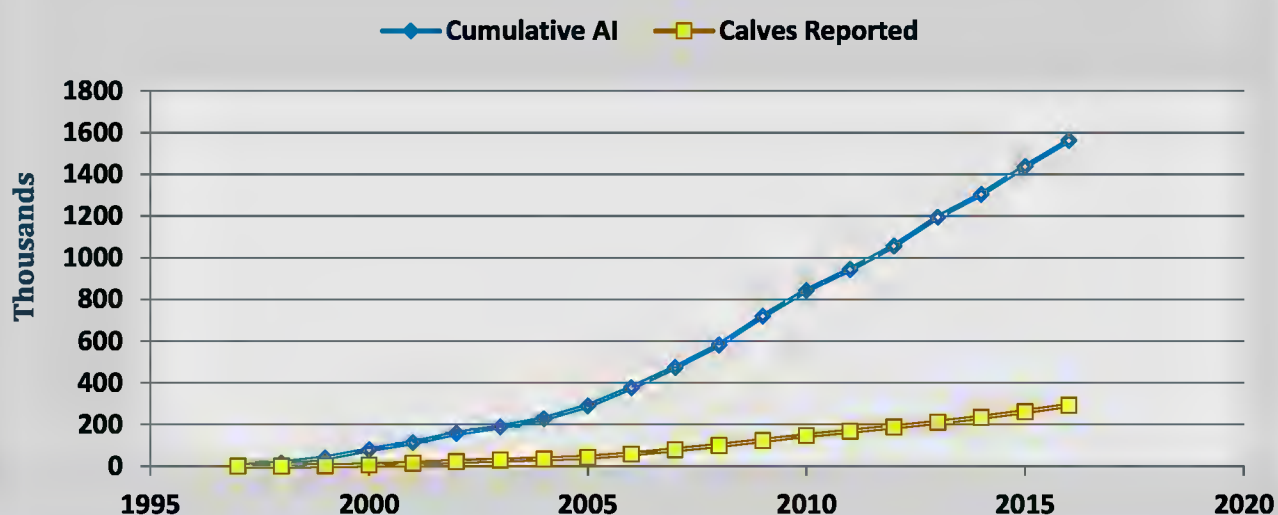
## CHHATTISGARH 217

### State at a glance as on 31st Dec 2016

| Name of the State            | Chhattisgarh |
|------------------------------|--------------|
| Number of Districts covered  | 20           |
| Number of Blocks covered     | 89           |
| Number of Villages covered   | 2,226        |
| Number of Households covered | 1,70,880     |
| Number of ILDCs              | 217          |
| Number of MVUs in operation  | 8            |

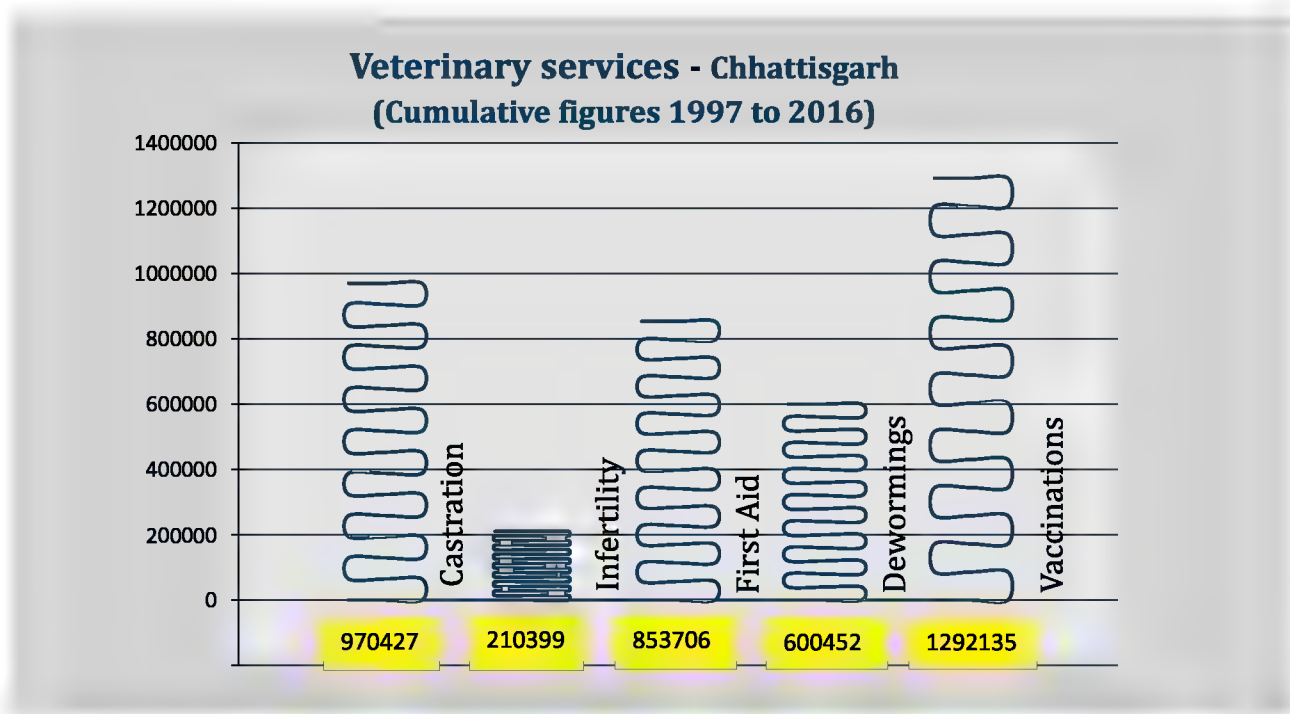
## Project Performance

### AI done and calves reported in Chhattisgarh (Cumulative figures 1997 - 2016)





The total number of AIs done and calves born in Chhattisgarh in the year 2016 are 1,24,983 and 30,879 respectively. The progress made under other veterinary services through ILDCs over the past 19 years is given below:



## Performance of MVUs

The table below shows the number of various services rendered through 3 MVUs under RDS (Raipur Sahakari Dugdh Utpadak Sangh Ltd) project in the state in the year 2016:

| MVU     | District   | Block     | No. of Cows | First Aid | Infertility | Deworming | De-worming | PD  | AI | De-worming | Castration | Call treatment |
|---------|------------|-----------|-------------|-----------|-------------|-----------|------------|-----|----|------------|------------|----------------|
| MVU - 1 | Mahasamund | Pithora   | 214         | 1550      | 742         | 4864      | 2680       | 309 | 20 | 10081      | 136        | 723            |
| MVU - 2 |            | Saraipali | 281         | 2189      | 870         | 5657      | 60         | 247 | 35 | 13437      | 28         | 280            |
| MVU - 3 | Raigarh    | Saraipali | 240         | 1142      | 676         | 5286      | 0          | 279 | 6  | 11625      | 10         | 493            |
| Total   |            |           | 735         | 4881      | 2288        | 15807     | 2740       | 835 | 61 | 35143      | 174        | 1496           |

## Project Performance of FMCs

Through the FMCs located at the households of the farmers, we could demonstrate the cultivation of improved fodder varieties and the enhancement of milk production by introducing them to the feeding schedule of animals.

| Fodder Seed & Planting Material |  |                                |                               | Azolla Demonstration             | UST Demonstration              |
|---------------------------------|--|--------------------------------|-------------------------------|----------------------------------|--------------------------------|
| Varieties                       |  | No. of Beneficiaries benefited | Total Area Covered (in acres) | Estimated Production (in tonnes) | No. of Beneficiaries benefited |
| Kharif Season                   | Maize (African Tall), Sorghum (M.P. Red Chari) | 15,030                         | 1,045                         | 16,194                           | 7,297                          |
| Rabi Season                     | Berseem (Mascavi), Oat (Kent)                  |                                | 340                           | 4,319                            |                                |
| Planting Material               | Hybrid Napier (CO-4)                           |                                | 59                            | 1,766                            |                                |

## Project Performance of FSDCs

A total of 21,670 kg of fodder seeds was produced in our FSDC in the year 2016. This included both Kharif as well as Rabi crops. In addition, 71 lakh slips of hybrid napier were also produced in the last year.

| Season                       | Crop                | Chandkhuri Farm (Production in Kgs.) |
|------------------------------|---------------------|--------------------------------------|
| Kharif                       | Maize               | 1,410                                |
|                              | Sorghum             | 14,260                               |
| <b>Kharif Total</b>          |                     | <b>15,670</b>                        |
| Rabi                         | Oats                | 4,500                                |
|                              | Maize               | 1,500                                |
| <b>Rabi Total</b>            |                     | <b>6,000</b>                         |
| <b>Total Seed Production</b> |                     | <b>21,670</b>                        |
| Perennial Grass              | Hybrid Napier Slips | 71.38 lacs                           |



### Project Performance of Raymond CSR Centres

| No. of Districts Covered | Total AI Done | Total Calves Born | Other Veterinary Services |             |           |           |             |
|--------------------------|---------------|-------------------|---------------------------|-------------|-----------|-----------|-------------|
|                          |               |                   | Castration                | Infertility | Deworming | First Aid | Vaccination |
| 10                       | 28,648        | 1,893             | 10,960                    | 4,435       | 5,974     | 14,479    | 18,718      |

### Project Performance of MVUs under Raymond CSR

| No. of MVUs | No. of Districts Covered | No. of Villages covered | No. of Camps | First Aid | Infertility | Deworming | PD  | AI  | Deticking | Castration |
|-------------|--------------------------|-------------------------|--------------|-----------|-------------|-----------|-----|-----|-----------|------------|
| 5           | 8                        | 800                     | 429          | 8,942     | 398         | 4,784     | 133 | 156 | 18,564    | 3,288      |



## State: Haryana

### State Overview

The CBIP was initiated in Haryana state in the year 2009. With the funding from RKVY (Rashtriya Krishi Vikas Yojana), initially, 145 ILDCs were established in Mewat and Shivalik regions of the State by JK Trust in collaboration with the Dept. of Animal Husbandry and Dairying, Govt. of Haryana. Later, this project was expanded to the remaining regions covering entire Haryana with the establishment of 1,000 ILDCs in the year 2010.

The first project of 145 Centres has successfully

completed its project tenure in the year 2015. As on December 2016, out of 1000 centers, 985 centres have completed 5 years tenure and 15 centers are in operation. The project period of all the 1,000 centres will be completed in February 2017, but calf reporting and verification will be continued until December 2017. In addition to these government projects, we are implementing the CSR projects of 3 companies namely: JK Cement Ltd and Aditya Birla GBTL Jan Kalyan Trust and JK Lakshmi Cement Ltd. Under these CSR projects, JK Trust is currently operating 27 Integrated Livestock Development Centres (ILDCs), 22 in Jhajjar District and 05 in Bhiwani District of the state. The aim of these projects is to provide animal breeding and animal health services at affordable rates to farmers in the vicinity of their plants/factories.





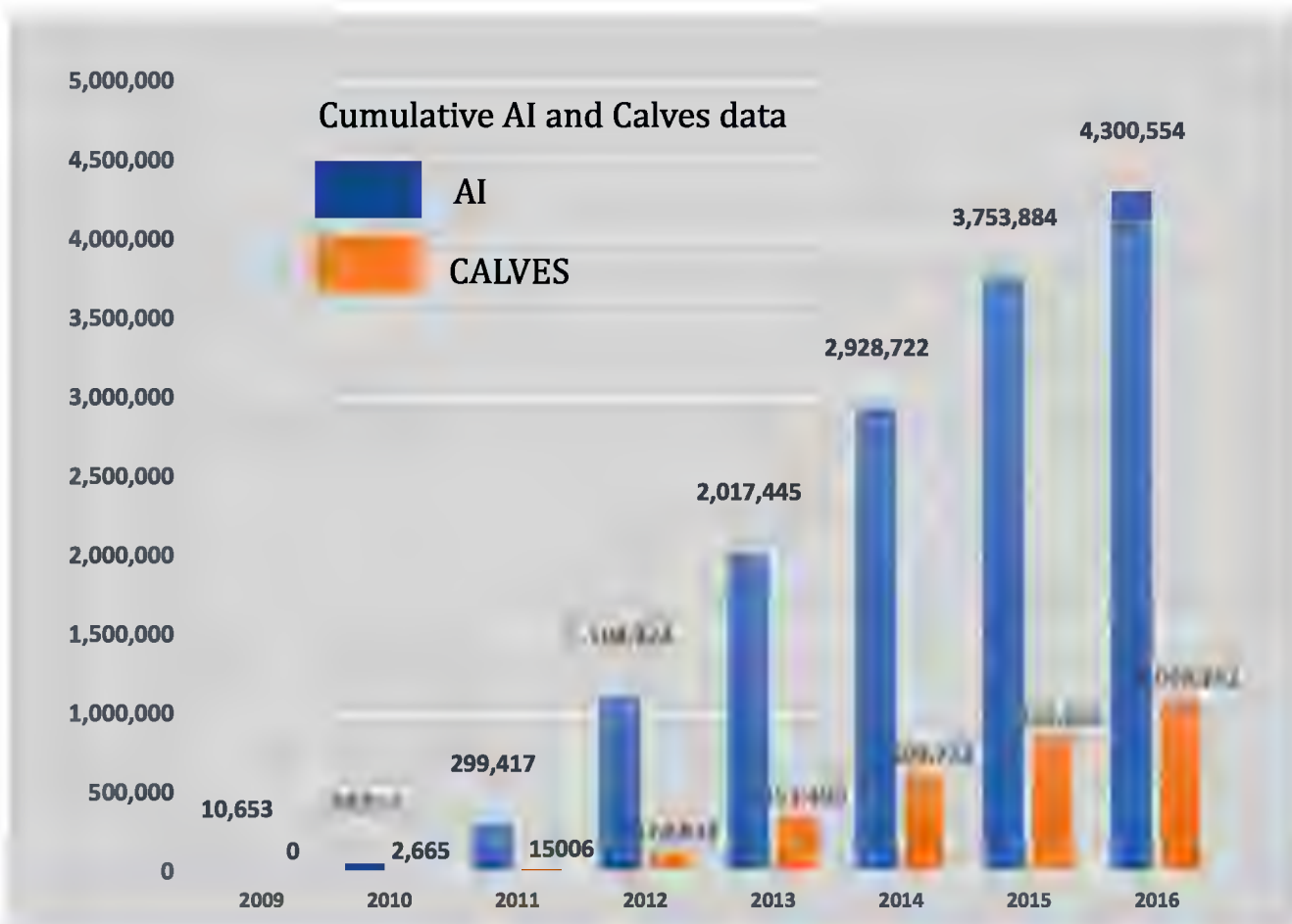


### State at a glance (as on 31<sup>st</sup> December, 2016)

| Name of the State            | Haryana |
|------------------------------|---------|
| Number of Districts covered  | 7       |
| Number of Blocks covered     | 17      |
| Number of Villages covered   | 189     |
| Number of Households covered | 19455   |
| Number of ILDCs              | 42      |

### Project Performance

In addition to AI services, we are providing a number of other services like infertility treatment, first aid, deworming and vaccinations for animals. The performance achievements under each of the heads are given in the table below:



**Progress made under Other Veterinary Services over the years - Haryana**

Cumulative figures

| Year | Castration | Infertility Treatment | First Aid | Deworming | Vaccination |
|------|------------|-----------------------|-----------|-----------|-------------|
| 2009 | 108        | 659                   | 1,429     | 200       | 458         |
| 2010 | 875        | 4,808                 | 10,059    | 2,974     | 7,230       |
| 2011 | 2,945      | 18,162                | 34,182    | 29,316    | 1,01,360    |
| 2012 | 5,540      | 29,441                | 53,068    | 42,384    | 2,25,515    |
| 2013 | 7,217      | 35,869                | 63,588    | 56,994    | 3,00,907    |
| 2014 | 7,882      | 39,115                | 67,534    | 66,710    | 3,37,173    |
| 2015 | 8,308      | 41,373                | 70,460    | 76,568    | 3,69,276    |
| 2016 | 8,805      | 43,796                | 74,236    | 89,159    | 3,92,356    |

**CSR Projects in the State:****Funding Agency: JK Cement Ltd**Date of Agreement: 23<sup>rd</sup> February, 2015

Date of Start of Project: June 2015

No. of Centres: 20

Coverage District: Jhajjar

Blocks: 4 (Beri, Jhajjar, Matanhel and Salhawas)

**Physical Progress:**

| Period          | No. of ILDCs | AI done | Calves Born |
|-----------------|--------------|---------|-------------|
| 2015 (June-Dec) | 20           | 6,447   | 0           |
| 2016 (Jan-Dec)  | 20           | 11,895  | 2,253       |

**Funding Agency: Aditya Birla GBTL Jan Kalyan Trust**Date of Agreement: 29<sup>th</sup> May, 2015Date of Start of Project: 19<sup>th</sup> August, 2015

No. of Centres: 5

Coverage District: Bhiwani

Block: 1 (Bhiwani)

**Physical Progress:**

| Period         | No. of ILDCs | AI done | Calves Born |
|----------------|--------------|---------|-------------|
| 2015 (Aug-Dec) | 5            | 843     | 0           |
| 2016 (Jan-Dec) | 250          | 2,669   | 350         |



**Funding Agency: JK Lakshmi Cement Limited**Date of Agreement: 25<sup>th</sup> February, 2016Date of Start of Project: 8<sup>th</sup> March, 2016

No. of Centres: 2

Coverage District: Jhajjar

Block: 1 (Jhajjar)

**Physical Progress:**

| Period           | No. of ILDCs | AI done | Calves Born |
|------------------|--------------|---------|-------------|
| 2016 (March-Dec) | 2            | 1,414   | 16          |





## State: Jharkhand

### State Overview

JK Trust signed an MoU with JSIA (Jharkhand State Implementing Agency) on 30<sup>th</sup> April, 2015 to take over and operate 430 AI centres hitherto operated by the JSIA. The JSIA is an agency promoted by the Animal

Husbandry Department (AHD), Jharkhand for formulating policies, conducting training and creating various assets for cattle and buffalo development in Jharkhand state.

As per this agreement, we are operating 421 centres covering 24 districts of the State.



### State at a glance (as on 31<sup>st</sup> December, 2016)

| Name of the State            | Jharkhand |
|------------------------------|-----------|
| Number of Districts covered  | 24        |
| Number of Blocks covered     | 251       |
| Number of Villages covered   | 15,272    |
| Number of Households covered | 1,70,865  |
| Number of ILDCs              | 421       |

### Project Performance

The summary of achievements under various sections in the State during the past 1 year is as follows:

| Year | AI done  | Calves reported | Castration | Infertility Treatment | First Aid | Deworming | Vaccination |
|------|----------|-----------------|------------|-----------------------|-----------|-----------|-------------|
| 2016 | 1,66,625 | 1,800           | 2,984      | 1,785                 | 11,337    | 11,564    | 61,760      |

## State: Karnataka

### State Overview

JK Trust made its first entry into the state of Karnataka towards the end of 2015 by undertaking the CSR project of Fullerton India - 'Pashu Vikas' project.

In the month of November 2015, the Trust had set up

five Integrated Livestock Development Centres in Belgaum District of Karnataka to provide doorstep facility of Artificial Insemination & Other Veterinary services to dairy farmers. This initiative is providing services like artificial insemination, castration, fodder management, first aid and extension services with a view to developing high milk-yielding progeny animals.



### State at a glance (as on 31<sup>st</sup> December, 2016)

| Name of the State            | Karnataka |
|------------------------------|-----------|
| Number of Districts covered  | 1         |
| Number of Blocks covered     | 3         |
| Number of Villages covered   | 35        |
| Number of Households covered | 3,500     |
| Number of ILDCs              | 5         |



## State: Madhya Pradesh

### State Overview

Starting from September 2000, the JK Trust has undertaken a number of projects including SGSY, Special SGSY, RSVY, NPY (Navchar Protsahan Yojna), and BRGF sponsored projects in the state of Madhya Pradesh. We have also undertaken Madhya Pradesh Rural Livelihoods Project (MPRLP) - Phase One, funded by the Department for International Development

(DFID), U.K., in four predominantly tribal districts namely Mandla, Dindori, Shahdol and Anuppur.

The project operational in the year 2016 was BRGF-funded cattle breed improvement projects. In addition, the Trust is undertaking a number of Corporate Social Responsibility (CSR) projects sponsored by Raymond Ltd, Fullerton India Credit Company Ltd, JK Tyre & Industries Ltd, IDFC Ltd, Mahindra & Mahindra Ltd and Godrej Agrovet Ltd in the state of Madhya Pradesh.

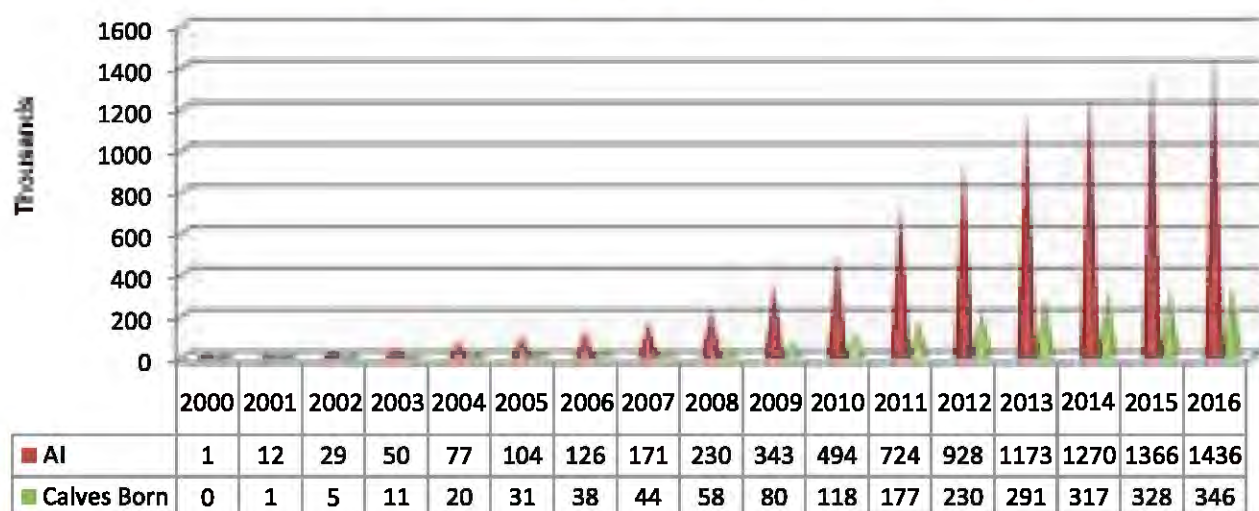


State at a glance (as on 31<sup>st</sup> December, 2016)

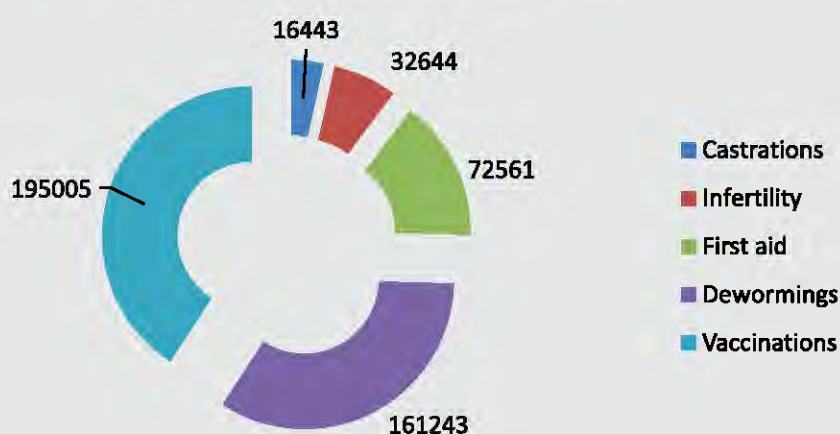
| Name of the State           | Madhya Pradesh |
|-----------------------------|----------------|
| Number of Districts covered | 12             |
| Number of Blocks covered    | 33             |
| Number of Villages covered  | 1127           |
| Number of ILDCs             | 84             |

## Overall Project Performance of MP

## Cumulative AI and Calves figures in MP (2000-2016)



## Other Veterinary Services - MP - 2016





**Project Performance of CSR Projects in the State in 2016**

| Sl. No. | Funding Agency                     | Project Start Date | No. of ILDCs | AI Done       | Calves Reported |
|---------|------------------------------------|--------------------|--------------|---------------|-----------------|
| 1       | Raymond Ltd                        | Jan 2015           | 150          | 35,293        | 12,516          |
| 2       | Fullerton India Credit Company Ltd | June 2015          | 10           | 4,882         | 580             |
| 3       | JK Tyre & Industries Ltd           | Aug 2015           | 6            | 2,683         | 271             |
| 4       | Godrej Agrovet Ltd                 | Oct 2015           | 10           | 6,625         | 635             |
| 5       | IDFC Ltd                           | April 2016         | 25           | 5,556         | 0               |
| 6       | Mahindra & Mahindra Ltd            | Oct 2016           | 10           | 845           | 0               |
|         | <b>Total</b>                       |                    | <b>211</b>   | <b>55,884</b> | <b>14,002</b>   |

**Summary of Other Veterinary Services offered under CSR Projects in the State in 2016:**

| Funding Agency                     | No. of Camps | First Aid     | Infertility   | Deworming     | Vaccinations  | Deticking     | Castrations   |
|------------------------------------|--------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Raymond Ltd                        | 0            | 39,225        | 17,818        | 25,835        | 17,551        | 23,000        | 9,000         |
| Fullerton India Credit Company Ltd | 10           | 2,696         | 1,810         | 1,798         | 14,284        | 3,459         | 1,029         |
| JK Tyre & Industries Ltd           | 16           | 2,492         | 885           | 1,556         | 5,220         | 2,981         | 20            |
| Godrej Agrovet                     | 21           | 7,493         | 1,994         | 13,769        | 14,785        | 26,996        | 938           |
| IDFC Ltd                           | 78           | 4,763         | 1,808         | 5,240         | 37,069        | 14,281        | 976           |
| Mahindra & Mahindra Ltd            | 18           | 1,986         | 423           | 590           | 0             | 1,531         | 0             |
| <b>Total</b>                       | <b>143</b>   | <b>58,655</b> | <b>24,738</b> | <b>48,788</b> | <b>88,909</b> | <b>72,248</b> | <b>11,963</b> |

**Project performance of IDFC Cattle Care Camp Project**

| Sl. No. | Particulars                          | Year 2016 |
|---------|--------------------------------------|-----------|
| 1       | No. of Animal Health Camps organised | 180       |
| 2       | No. of AI done                       | 67        |
| 3       | No. of PD confirmed                  | 334       |
| 4       | Cases attended in Health camps       | 34,754    |
| 5       | Castrations done                     | 104       |
| 6       | First Aid Cases attended             | 33,128    |
| 7       | Infertility Treatments               | 1,121     |



**State: Maharashtra****State Overview**

We started our operations in the state of Maharashtra in the year 2008. Another project which was funded by RKVY in Maharashtra was sanctioned in the year 2010. Further, a third project was sanctioned in the year 2015, of which 1,067 ILDCs are currently in operation.

We are also undertaking CSR projects in the State. Five ILDCs sponsored by Fullerton India Credit Co. Ltd as part of their CSR project are operating in the State as on 31<sup>st</sup> December, 2016. In addition, we also run 5 ILDCs under SAGY (Saansad Adarsh Gram Yojana) in Pune and Satara Districts. Hence, in total, we are operating 1,077 Centres in Maharashtra as on 31<sup>st</sup> December, 2016.



State at a glance (as on 31<sup>st</sup> December, 2016)

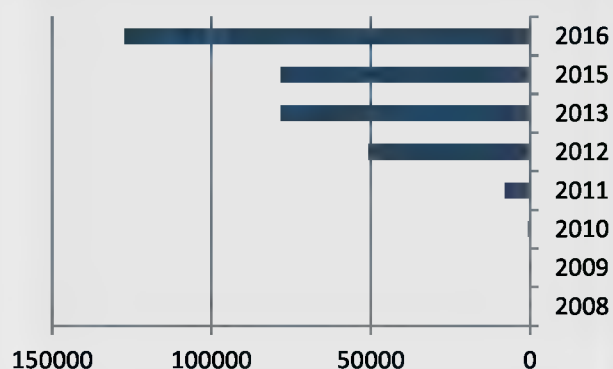
| Parameter                   | Value |
|-----------------------------|-------|
| Number of Districts covered | 30    |
| Number of Blocks covered    | 205   |
| Number of Villages covered  | 4,771 |
| Number of ILDCs             | 1 077 |

**MAHARASHTRA**  
**1077**

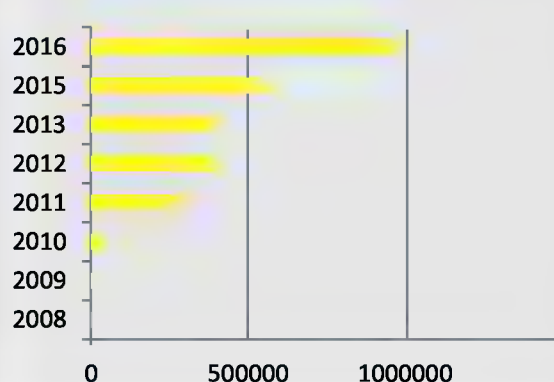
## Project Performance

A total of 4,07,990 Artificial Inseminations were done in Maharashtra by JK Trust in the year 2016. Also, 49,164 calves were reported during the corresponding period. In addition to AI, the Gopals are providing other veterinary services also at the doorsteps of farmers. A number of castrations, infertility treatments, first aids, dewormings and vaccinations were also done in the State in the year 2016.

## Cumulative Calves Born



## Cumulative AI Done





## State: Odisha

### State Overview

JK Trust initiated Cattle Breed Improvement Programme (CBIP) in Odisha State in the year 2012 with support from the Ministry of Tribal Affairs, Government of India by starting 620 ILDCs.

In the year 2015, another 64 ILDCs were sanctioned under RKVY for 3 districts of Cuttack, Nayagarh and Dhenkanal, which are operational in the State currently.

In August 2015, another agreement was signed with L&T Finance Limited, a wholly- owned subsidiary of

L&T Finance Holdings Limited, for starting 100 ILDC Centres under CSR funding in 3 districts of Bhadrak, Cuttack and Jajpur. All these 100 centres are also currently in operation in the State.

Further, the Fisheries and Animal Resources Development Department of Odisha sanctioned a **"Cattle Breeding and Small Ruminant Improvement Project"** to JK Trust on 21<sup>st</sup> June, 2016 to be implemented through 510 Integrated Livestock Development (ILD) Centres in 13 districts of the State. The project covers around 4,500 villages of Malkangiri, Koraput, Rayagada, Nabarangpur, Kalahandi, Ganjam, Nuapada, Bargarh, Sundargarh, Balasore, Mayurbhanj, Keonjhar and Boudh district. Each ILDC has a rural youth engaged as 'Gopal' to oversee the activities of the project which aims to produce 43,350 nos. of crossbred and upgraded calves of high genetic merit.



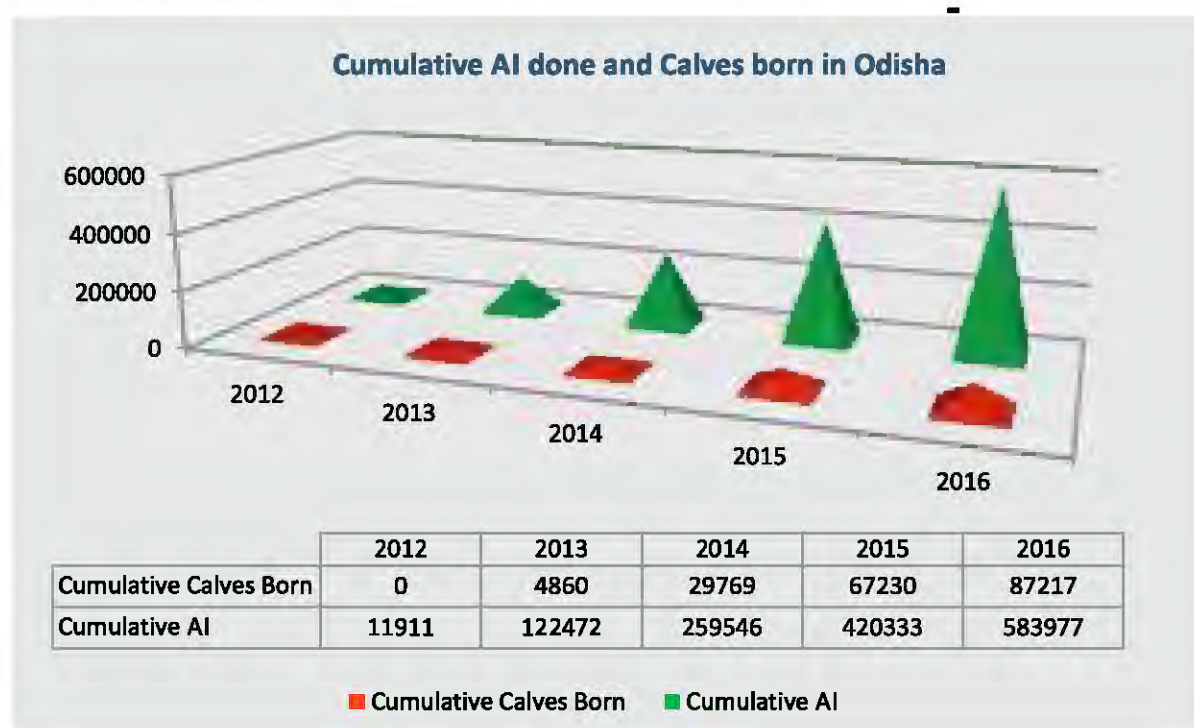


### State at a glance (as on 31<sup>st</sup> December, 2016)

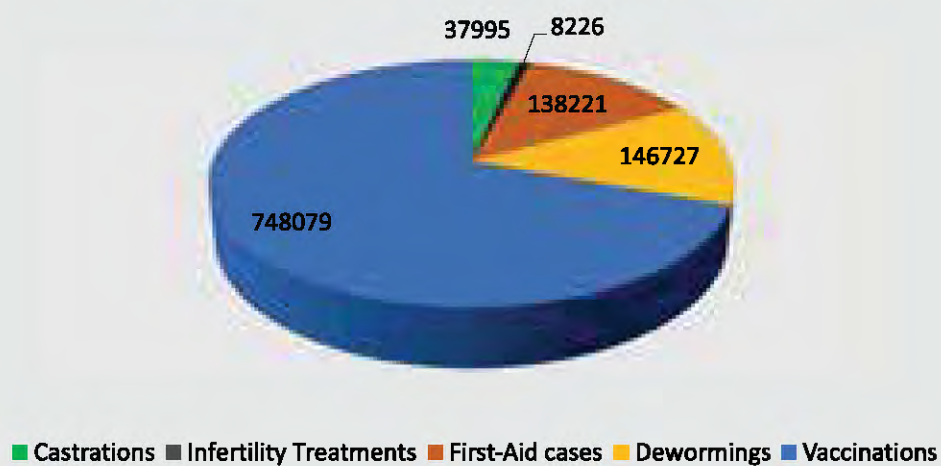
| Name of the State            | Odisha   |
|------------------------------|----------|
| Number of Districts covered  | 18       |
| Number of Blocks covered     | 138      |
| Number of Villages covered   | 6,400    |
| Number of Households covered | 1,90,882 |
| Number of ILDCs              | 674      |
| Number of MVUs in operation  | 1        |

### Project Performance:

#### Performance under ILDCs





**Other Veterinary Services - Odisha - 2016**



## State: Punjab


### State Overview

JK Trust has been working in the State since 2010. In 2010, Punjab State Co-operative Milk Producers' Federation Ltd (MILKFED) entrusted JK Trust with the responsibility of starting and operating 100 IBDCs

(Integrated Buffalo Development Centres) in the State. The project was successfully completed in December 2014.

The currently operational ILDC project in Punjab is funded under Integrated Watershed Management Programme (IWMP). 28 ILDCs under this project are currently operational in the State.



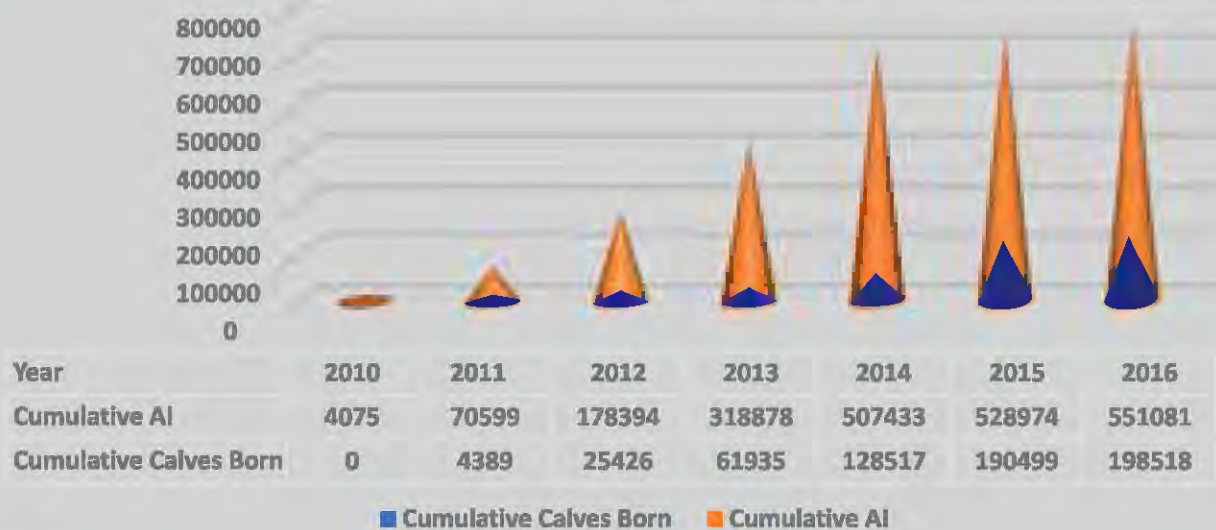


**PUNJAB**  
**\* 28**

### State at a glance (as on 31<sup>st</sup> December, 2016)

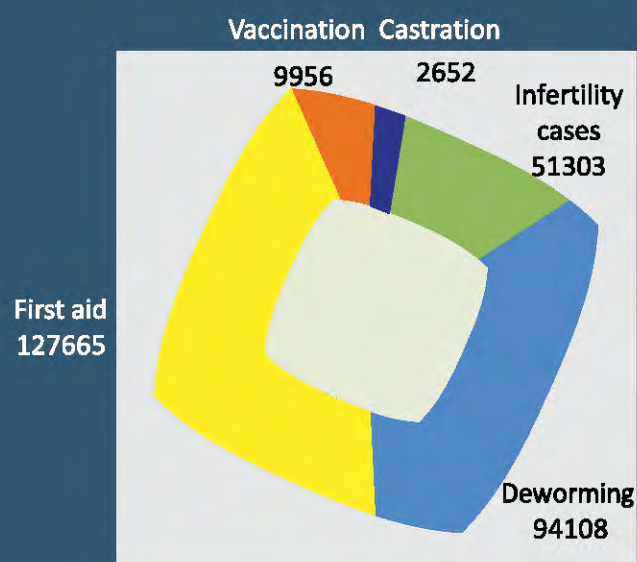
| Name of the State           | Punjab |
|-----------------------------|--------|
| Number of Districts covered | 8      |
| Number of Blocks covered    | 17     |
| Number of Villages covered  | 231    |
| Number of ILDCs             | 28     |

### Cumulative AI done and Calves born - Punjab





### Other Veterinary Services - Punjab





## State: Rajasthan

### State Overview

The history of operations of JK Trust in the state of Rajasthan dates back to 2008. In 2005, JK Trust signed an agreement with CEO, Rajasthan Livestock Development Board, Jaipur & the Director, Department of Animal Husbandry, Government of Rajasthan to establish 2,000 Integrated Livestock Development Centres covering 30 districts of Rajasthan for providing the services of Artificial Insemination and Veterinary First Aid to cows & buffaloes at the doorsteps of the

farmers. As on 31<sup>st</sup> December, 2016, 1,000 ILDCs are operational under this project in the State.

Further, towards social consciousness of corporate responsibility and establishing the values of philanthropy in the country, JK Cement Ltd and JK Lakshmi Cement Ltd have entrusted JK Trust with the work of carrying out CSR projects on their behalf. JK Trust is involved in operating 42 Integrated Livestock Development Centres (ILDCs) under CSR, 40 in Chittorgarh and Pratapgarh Districts and 02 in Sirohi District of the State. The aim of this project is to provide animal breeding and animal health services at affordable rates to farmers in the vicinity of the plants of JK Cement and JK Lakshmi Cement Ltd.

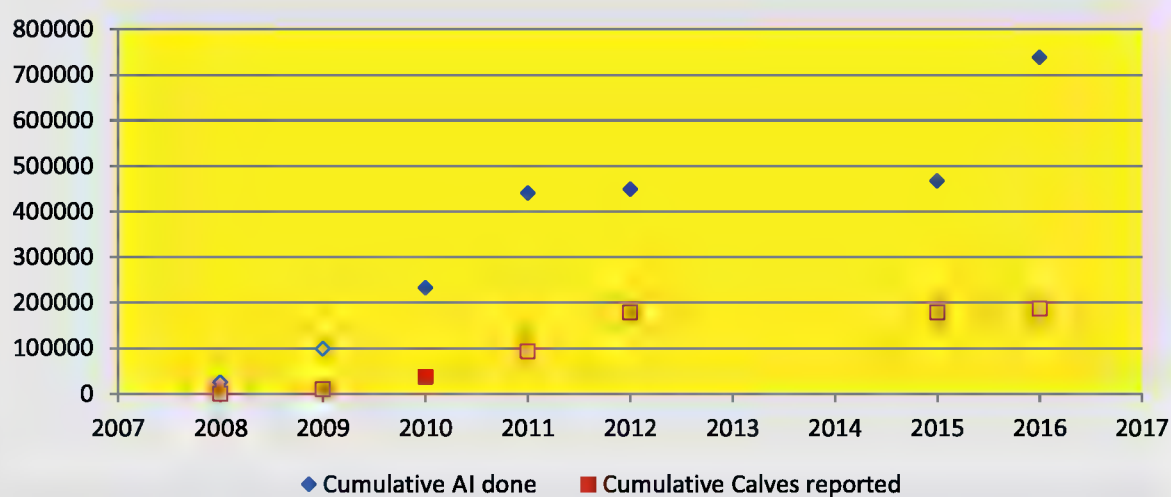




**RAJASTHAN**  
**1042**

**State at a glance**

| Name of the State            | Population |
|------------------------------|------------|
| Number of Districts covered  | 30         |
| Number of Blocks covered     | 228        |
| Number of Villages covered   | 17,470     |
| Number of Households covered | 1,56,784   |
| Number of ILDCs operational  | 1,042      |

**Project Performance****Cumulative AI done and Calves born - Rajasthan****Other Veterinary Services offered in the State from 2008 to 2016**

| Castration | Infertility Treatment | First Aid | Deworming | Vaccination |
|------------|-----------------------|-----------|-----------|-------------|
| 5146       | 93403                 | 180333    | 118595    | 89211       |



## State: Telangana

### State Overview

JK Trust has been implementing Cattle Breed Improvement Programme in parts of Telangana falling under erstwhile Andhra Pradesh since 2007 in five districts.

Presently, the Ministry of Tribal Affairs - Govt. of India had sanctioned a project under Article 275 (1) to JK Trust, under which we established 192 ILDCs in the tribal pockets to carry out the activities of cattle breed improvement through Artificial Insemination with high-quality frozen semen.



### State at a glance

| Name of the State            | Telangana |
|------------------------------|-----------|
| Number of Districts covered  | 7         |
| Number of Blocks covered     | 53        |
| Number of Villages covered   | 2,067     |
| Number of Households covered | 1,27,908  |
| Number of ILDCs              | 192       |



### Project Performance

The performance detail of the recently started project in Telangana State is given in the table below:

| Year         | AI done       | Calves reported | Castration   | Infertility Treatment | First Aid     | Deworming       | Vaccination     |
|--------------|---------------|-----------------|--------------|-----------------------|---------------|-----------------|-----------------|
| 2015         | 4,588         | 0               | 1,534        | 307                   | 7,264         | 5,417           | 14,913          |
| 2016         | 44,044        | 2,383           | 7,964        | 3,496                 | 85,620        | 1,12,824        | 2,64,295        |
| <b>Total</b> | <b>48,632</b> | <b>2,383</b>    | <b>9,498</b> | <b>3,803</b>          | <b>92,884</b> | <b>1,18,241</b> | <b>2,79,208</b> |





## Dr. Vijaypat Singhan Training Institute for Rural Development



Inaugurated in 2014, Dr. Vijaypat Singhan Training Institute for Rural Development aims to provide classroom training, live demonstrations and practical training in the fields of animal husbandry, agriculture, community development and rural livelihoods with custom-designed programmes to enhance the knowledge and skills of the farmers and the youth, thereby reducing the problem of unemployment.

The campus spread over 18

acres encompasses facilities like well-equipped classrooms, a training hall, demonstration units on dairy and fodder crop production, an auditorium and a hostel for the accommodation of 150 trainees at a time. The Institute has a rich library and an elaborate information system. The Institute has a well-qualified and experienced faculty to deliver various training. The Institute has been accredited by the Ministry of Agriculture and Farmers Welfare, Govt. of India as a training centre for paravets and is recognised as a Vocational Training Provider (VTP) by Chhattisgarh State Skill Development Authority (CSSDA) under Mukhyamantri Kaushal Vikas Yojana (MMKVY).

The mission of the Institute is to become a world-class, high-performing knowledge institution that has the ability to contribute and guide in rural development & local governance reforms in Chhattisgarh as well as other states in India and other countries.

The vision of the Institute is to build the capacity of the community, officials and members of civil society at all levels (Village, Block and District Panchayat) for management of natural resources for optimum social, economic and environmental benefits in a sustainable manner ensuring inclusive growth. This Institute would benefit the rural people by disseminating appropriate knowledge in the field of livestock development, fodder development, agriculture, fisheries, poultry management, etc.

A total of 864 candidates have been successfully trained in the Institute in the year 2016. The total number of candidates trained in the Institute since inception is 4,928. Candidates from Odisha, Jharkhand, Rajasthan, Haryana, Maharashtra and Chhattisgarh have benefited from the training at the Institute in 2016.

| Sr. No.      | Type of Training | No. of Batches | No. of Trainees |
|--------------|------------------|----------------|-----------------|
| 1            | Regular Training | 9              | 220             |
| 2            | Special Training | 18             | 644             |
| <b>Total</b> |                  | <b>27</b>      | <b>864</b>      |

### Training under National Programme for Bovine Breeding (NPBB) Scheme

The Institute has entered into an agreement with Chhattisgarh State Livestock Development Agency (CSLDA) for providing training to 400 "MAITRI" (paravets) under NPBB scheme. The training will be for 4 months which includes 1 month theory training & 3 months' practical field training. The training under this scheme started in September 2016.



## CSR Projects

**JK Trust**, with its national presence, diverse experience, strong professional team and an army of grassroot workers, strong monitoring and reporting systems and a robust MIS has been delivering great results for corporate projects under CSR. **Starting from 2014, the Trust has been undertaking CSR projects for various corporates, the details of which are as follows:**

### 1. Raymond Ltd

Raymond's association with animal husbandry dates back to three decades when Raymond Limited established a sheep breeding farm at Dhule in Maharashtra for research in various aspects of sheep management and reproduction in 1970. Raymond was the first organisation in India to introduce Embryo Transfer in sheep (1977).

Chairman Emeritus, Raymond Limited, Dr. Vijaypat Singhania is actively promoting cattle development, an issue close to his heart. He encouraged the development of and propagation of Embryo Transplantation Techniques for the upgradation and breeding of high milk-yielding cattle.

JK Trust is the key partner for implementing CSR projects of Raymond's Group companies.



### 2. Fullerton India Credit Co. Ltd

Fullerton India is a wholly-owned subsidiary of Fullerton Financial Holdings, Singapore, which in turn is a subsidiary of Temasek Holdings of Singapore. Fullerton Financial Holdings invests in financial institutions in emerging markets with its prime focus on Business and Consumer banking. Since its launch in January 2007, Fullerton India has successfully and strongly established itself, spread across the country's broad financial landscape, with a network of over 445 branches covering 600 towns, close to 42,000 villages and serving over a million customers.

Fullerton India along with JK Trust is operating Integrated Livestock Development (ILD) Centres under its Corporate Social Responsibility - 'Pashu Vikas' project. A total of 20 centres are in operation in 3 states namely Madhya Pradesh, Maharashtra and Karnataka.

This initiative provides services like artificial insemination, castration, fodder management, first aid and other extension services for cattle to develop high milk yielding progeny. All these services shall be provided at the doorsteps of farmers.



### 3. L&T Financial Services

L&T Finance Limited (LTF) is a wholly-owned subsidiary of L&T Finance Holdings Limited. It was incorporated in 1994 as a Non-Banking Finance Company (NBFC). L&T Finance offers a spectrum of financial products and services for trade, industry and agriculture. The company's focus segments are corporate products, construction equipment, commercial vehicles and tractors.

Appreciating the effectiveness of CBIP implemented by JK Trust, L&T Finance through its three sister companies namely L&T Finance Ltd., Family Credit Limited and L&T Housing Finance Ltd is supporting JK Trust for 100 ILD Centres in Jajpur, Cuttack and



Bhadrak Districts of Odisha.

#### 4. JK Cement Ltd

JK Cement Ltd. is an affiliate of the multi-disciplinary industrial conglomerate JK Organisation which was founded by Lala Kamlapat Singhania. For over four decades, JK Cement has partnered India's multi-sectoral infrastructure needs on the strength of its product excellence, customer orientation and technology leadership. With over four decades of experience in cement manufacturing, superior products, strong brand name, an extensive marketing and distribution network and the technical know-how, the company has emerged as a reputed name in the industry.

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 part of this project, JK Trust is involved in operating 60 Integrated Livestock Development Centres (ILDCs), 40 in Chittorgarh District of Rajasthan and 20 in Jhajjar District of Haryana. 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.



#### 5. Aditya Birla GBTL Jan Kalyan Trust

Grasim Bhiwani Textiles Ltd is a subsidiary of Grasim Industries Ltd. having a strong presence in manufacturing of Polyester Viscose Fabric. The company has its manufacturing facility in Bhiwani, Haryana.

Towards social consciousness of corporate responsibility and establishing the values of philanthropy in the country, Grasim Bhiwani Textiles Ltd on behalf of Aditya Birla GBTL Jan Kalyan Trust has entrusted JK Trust with the work of carrying out a CSR project on their behalf. As part of this project, JK Trust is involved in operating 05 Integrated Livestock Development Centres (ILDCs) in Bhiwani District of Haryana. The aim of this project is to provide animal breeding and animal health services at affordable rates to farmers in the vicinity of Grasim plant.



#### 6. JK Tyre & Industries Ltd

JK Tyre & Industries Ltd is an automotive tyres, tubes and flaps manufacturing company based in Delhi, India. The company is the undisputed market leader in truck/bus radials in India, with 138 selling locations, 4,000 strong dealer network served by six plants in India and three plants in JK Tormel, Mexico. With state-of-the-art modern production facilities in all 9 plants, total production capacity is over 20 million tyres per annum.

For improving the Animal Husbandry Services of the farmers in the state, JK Tyre & Industries Ltd has been sponsoring implementation of Cattle Breed Improvement Programme under its corporate social responsibility. To provide doorstep services to the farmers, JK Trust is entrusted with the responsibility of operating 6 ILDCs in Madhya Pradesh.





## 7. Godrej Agrovet Ltd

Godrej Agrovet Limited (GAVL) is a diversified, Research & Development backed agri-business company dedicated to improving the productivity of Indian farmers by innovating products and services that sustainably increase crop and livestock yields. GAVL holds leading market positions in the different businesses in which they operate Animal Feed, Oil Palm Plantations, Agri Inputs, Hybrid Seeds and Processed Poultry.

GAVL has entered into a partnership with JK Trust, to carry out Cattle Breed Improvement Programme through Integrated Livestock Development Centres (ILDCs). Currently, JK Trust is operating 10 ILDCs on behalf of Godrej Agrovet Ltd. These centres are operational in rural areas of Indore District in Madhya Pradesh. These centres provide doorstep facility of Artificial Insemination & Other Veterinary services like Castration, Fodder Management, First Aid and Extension services to livestock farmers in the project locations in Indore District of Madhya Pradesh.



## 8. IDFC Foundation

IDFC Foundation is a wholly-owned subsidiary of IDFC and was set up in March 2011 as a not-for-profit company under Section 25 of the Companies Act, 1956 to oversee and coordinate the various development activities being pursued by IDFC Group. The objective of the Foundation is to ensure that CSR activities are skilfully and inextricably woven into the fabric of the Group's business strategy and ensure that the Group meets its core objective of creating value for all stakeholders.



Effective April 2014 (post the enactment of the Companies Act, 2013), IDFC Foundation has been acting as the Implementing Agency for the CSR agenda of IDFC Group.

Keeping in view the significance of livestock sector, several efforts have been made in the past to improve the livestock sector both by the public and private agencies. One such effort was made jointly by JK Trust as implementing agency & sponsored by IDFC Ltd in Madhya Pradesh under its Corporate Social Responsibility - 'Shwetdhara' project. For providing better animal husbandry services to the farmers, IDFC Foundation is sponsoring 25 Integrated Livestock Development Centres in 5 districts.

## 9. Mahindra & Mahindra Ltd

Mahindra & Mahindra Ltd is a leading Indian business conglomerate that operates in 20 key industries, providing insightful and ingenious solutions that are global in their ramifications. Their companies act as a federation, with an optimum balance of entrepreneurial independence and synergy. The interests are in diverse fields from Mobility to Rural Prosperity and IT, from Financial Services to Clean Energy and Business Productivity. Headquartered in Mumbai, India, they have an operational presence in over 100 countries.

As part of their CSR projects, Mahindra & Mahindra Ltd is sponsoring 10 ILDCs in 3 districts of Madhya Pradesh, which is implemented and operated by JK Trust.



## 10. JKLakshmi Cement Ltd

A member of the prestigious JK Organisation, a group known worldwide for its business legacy of more than a century, JK Lakshmi Cement has set new benchmarks in the cement industry in India. They have a strong network of about 4,000+ cement dealers spread in the states of Madhya Pradesh, Chhattisgarh, Rajasthan, Gujarat, Uttar Pradesh, Uttarakhand, Punjab, Delhi, Haryana, Jammu & Kashmir, Maharashtra, Odisha and West Bengal.



JK Lakshmi Cement is funding 2 ILDCs each in the states of Rajasthan and Haryana as part of their CSR projects which are implemented by JK Trust.

## 11. Tata Motors Ltd

Tata Motors Limited, a USD 42 billion organisation, is a leading global automobile manufacturer of cars, utility vehicles, buses, trucks and defence vehicles. As India's largest automobile company and part of the USD 100 billion Tata group, Tata Motors has operations in the UK, South Korea, Thailand, South Africa, and Indonesia through a strong global network of 76 subsidiary and associate companies, including Jaguar & Land Rover in the UK and Tata Daewoo in South Korea.

Tata Motors in association with JK Trust has distributed Solar Home Lighting systems to 200 beneficiaries of Charoti Village, Tal. Dahanu, Dist. Palghar which is also the village adopted by Hon'ble MP Poonam Mahajan under Sansad Adarsh Gram Yojana. These solar-charged units are maintenance-free and easy to instal and operate.

Beneficiaries were identified by Gram Sevak with the help of JK Trust's local staff. It was ensured that all the beneficiaries belong to BPL families and were also from Scheduled Tribes. Also, they did not have any electricity at their homes. They were distributed Solar Home Lighting systems. A local youth was trained for maintenance and upkeep of those units.

There has been a tremendous impact in the villages. It has made changes to their lifestyles. They are directly and indirectly benefiting from the presence of electricity in the hours which usually used to be dark. Although, the time is small to gauge societal impact, progress has been seen. The productive hours of the family have gone up. Students are also benefiting from the programme.

## 12. SKS Microfinance Ltd (Bharat Financial Inclusion Limited)

Microfinance is an effective tool that can help reduce poverty and spread economic opportunity by giving poor people access to financial services, such as credit and insurance. SKS Microfinance distributes small loans that begin at Rs. 2,000 to Rs. 12,000 to poor women, so they can start and expand simple businesses and increase their income. Their micro-enterprises range from raising cows and goats in order to sell their milk, to opening a village tea stall.



SKS Microfinance in collaboration with JK Trust & Dept. of Animal Husbandry and Veterinary Services, Govt. of Odisha has been conducting Animal Health Camps in Narasinghpur, Attabira and Padampur Blocks of Cuttack & Bargarh districts. During the months of February and March 2016, 75 Animal Health Camps were organised.

## 13. Help a Child of India

A Memorandum of Understanding (MoU) was signed between JK Trust and Help A Child of India to organise 12 Animal Health Camps at selected locations of Koraput, Nabarangapur and Kalahandi Districts.





Objectives of the project are (1) to create awareness & educate farmers on animal care, (2) to treat small & large animals for better growth and production, and (3) to motivate progressive farmers on availing AI & other veterinary services.

A total no. of 3,673 small & large animals were treated in 12 animal health camps for different complications.

#### 14. HDFC Bank

HDFC Bank Limited is one of the prominent names in the Indian Banking scenario. Headquartered in Mumbai, Maharashtra, it is India's largest private sector lender by assets.

HDFC Bank's Sustainable Livelihood Banking Initiative (SLI) operates across the country and has created a significant impact on the lives of people. The benefit of SLI is not limited to financial benefits alone but offers a holistic development. This project is mainly women-oriented.

JK Trust conducted 12 Animal Health Camps with HDFC Bank across Maharashtra under their SLI initiative. These camps were conducted in Nagpur, Latur, Jalgaon, Jalna, Aurangabad, Akola and Nashik Districts of Maharashtra. Hundreds of farmers got their animals treated for injuries, infertility, deworming, deticking, vaccinations and other diseases. Artificial Inseminations and Castrations were also carried out in these camps.





## JK BovaGenix – Our New Initiative



Taking its existing work forward, the Trust has introduced “Assisted Reproductive Technologies (ART)” in Bovines to undertake a new breed improvement programme for Indigenous Cattle Breeds in the country. This is the first-of-its-kind initiative conceptualised & developed for establishing pregnancies from the IVF embryos of selected indigenous cattle breeds.

This is also in line with the objectives of the Government of India’s “Rashtriya Gokul Mission”, aimed at preserving and propagating the indigenous breeds of cattle such as Gir (Gujarat), Sahiwal (Punjab/Haryana), Tharparkar (Rajasthan), Ongole & Punganur (A.P.), Khillar (Maharashtra) & others.

At present, JK Trust has two state-of-the-art ET (Embryo Transfer) and IVF (In Vitro Fertilisation) Laboratories known as “Dr. Vijaypat Singhanian Centre of Excellence for Assisted Reproductive Technologies in Livestock” at Gopalnagar, near Bilaspur, in Chhattisgarh and “Dr. Vijaypat Singhanian Centre of Excellence for Assisted Reproductive Technologies in Livestock” at Vadgaon-Rasai near Pune, Maharashtra.

Additionally, JK BovaGenix is reaching out to farmers through 4 Mobile Cattle ET & IVF Labs. These vans are taking this new & advanced Assisted Reproductive Technology (ART) to the doorsteps of farmers.

### 1. Dr. Vijaypat Singhanian Centre of Excellence for Assisted Reproductive Technologies in Livestock, Maharashtra

The Trust has started operations of a state-of-the-art Institute namely 'Dr. Vijaypat Singhanian Centre of Excellence for Assisted Reproductive Technologies in Livestock' at Vadgaon-Rasai, Pune, Maharashtra in 2016. This Institute undertakes advanced Assisted Reproductive Technologies like In Vitro Fertilisation (IVF) and Embryo Transfer (ET) in cattle with the aim of substantially contributing to the genetic improvement of the cattle in the State of Maharashtra and all over India.

The Centre is located 72 kms away from Pune City in Maharashtra. Spread across 40.95 acres in lush green campus, the Centre is having 2 cattle sheds with a capacity to house 200 animals, Aspiration/Embryo Transfer section, a high-tech IVF laboratory with all the latest equipment, administrative building, guest house, staff quarters, library,





recreational facilities and canteen.

Good quality donor animals of indigenous breeds like Gir, Sahiwal, Tharparkar, Red Sindhi and Rathi are housed in the cattle sheds. Recipient animals are also housed at the unit. In total, as on 31<sup>st</sup> December, 2016, 263 animals are maintained at the farm, which include 195 healthy crossbred recipients for transfer of embryos.

The land is fully irrigated with micro irrigation system. Fodder production is brought under the supervision of qualified staff. Fodder like lucerne, maize and oats are cultivated in the farm to meet the green fodder requirement of animals. Currently, 25 acres of land is under fodder cultivation.

The Centre is under the supervision of qualified professionals including Veterinarians and Biotechnologists.

As on 31<sup>st</sup> December, 2016, a total of viable 232 IVF embryos are produced (which include embryos produced from oocyte aspirations done at farmers' doorsteps also), out of which some are frozen and some are transferred fresh. A total of 12 pregnancies are established from the transfer of IVF embryos till 31<sup>st</sup> December, 2016.

## 2. Dr. Vijaypat Singhanian Centre of Excellence for Assisted Reproductive Technologies in Livestock, Chhattisgarh

The existing lab facility at the Raymond Embryo Research Centre (RERC) in Gopalnagar was upgraded and renovated to



function as 'Dr. Vijaypat Singhanian Centre of Excellence for Assisted Reproductive Technologies in Livestock, Chhattisgarh Unit'. The unit is located at Gopalnagar which is 28 kms from Bilaspur City in Chhattisgarh. This Centre would undertake ET and IVF work in cattle and buffaloes and thereby help in the genetic improvement of bovines of the country.

Spread across 18.52 acres in lush green campus, the Centre is having 2 cattle sheds with a capacity to house 181 animals, Aspiration/Embryo Transfer section, a high-tech IVF laboratory with all the latest equipment, administrative

building, conference hall, guest house, staff quarters, recreational facilities, library and canteen.

Good quality donor animals of indigenous breeds like Gir, Sahiwal, Tharparkar and Ongole are housed at the cattle sheds. Recipient animals are also housed at the unit. In total, as on 31<sup>st</sup> December, 2016, 181 animals are maintained at the farm, which include 55 healthy crossbred recipients for transfer of embryos.

The land is fully irrigated with micro irrigation system. Fodder production is brought under the supervision of qualified staff. Fodder like lucerne, maize and oats are cultivated in the farm to meet the green fodder requirement of animals. Currently, 11.5 acres of land are under fodder cultivation.

The Centre is under the supervision of qualified professionals including Veterinarians and Biotechnologists.

As on 31<sup>st</sup> December, 2016, a total of viable 250 IVF embryos are produced, out of which some are frozen and some are transferred fresh. A total of 28 pregnancies are established from the transfer of IVF embryos and out of these pregnancies, 04 calves are born till 31<sup>st</sup> December, 2016.

## 3. Mobile ET Van

After successful demonstration of IVF and ET in cattle at our own labs, we have gone one step ahead and brought this technology to the doorsteps of dairy farmers. With this aim in mind, we have set up four high-tech Mobile Embryo Transfer (ET) and In Vitro Fertilisation (IVF) vans with all the latest equipment. These vans travel to different states and cater IVF and ET services to progressive dairy farmers, for whom, ET progeny calves of superior genetic makeup has been a dream till now. This is a first-of-its-kind initiative in India, wherein Embryo Transfer in bovines was made mobile.



## Appreciations and Accolades

### Affiliation of Training Institute to Agriculture Skill Council of India

On 22<sup>nd</sup> March, 2016, Dr. Vijaypat Singhania Training Institute for Rural Development, Gopalnagar under the aegis of JK Trust got the Certificate of Affiliation from the Agriculture Skill Council of India (ASCI). As per this affiliation, the Trust is authorised to train students for the job role of 'Artificial Insemination Technician' as per ASCI guidelines. This is yet another recognition for the Institute which is already accredited by the Department of Animal Husbandry, Dairying and Fisheries, Government of India as well as Chhattisgarh State Skill Development Authority.



### JK Trust Gopals in Haryana awarded based on Community recognition & feedback

A grand programme of Government Veterinary Hospital inauguration & extension meeting has been organised by the Dept. of Animal Husbandry and Dairying at Khrati Khera of Fatehabad District on 10<sup>th</sup> March, 2016. The programme was chaired by Mrs. Sunita Duggal (Chairperson, Dept. of Finance and Development of Scheduled Caste, Haryana) in which Dr. Kashi Ram (DD, Fatehabad), SBO, SDOs, Veterinary Surgeons, local leaders and a huge number of farmers participated.

Acknowledging the impactful doorstep services offered by JK Trust, three Gopals and two Monitoring Officers have been awarded by Mrs. Sunita Duggal during the programme for their best performances in Fatehabad District.

The Gopals for the award have been selected based on the feedback from the community where they serve. The winners of the award are Mr. Jagdish Chander (Bhoda Hosnak ILDC), Mr. Ramphal (Dhani Majra) and Mr. Rohtas (Gothru).

Along with the three Gopals, two of our monitoring officers, Mr. Sandeep Varma & Mr. Sunil Kumar, have also been awarded during the occasion based on their active participation in extension work, co-operation in vaccine programme, co-operation in Swachha Haryana Abhiyan and active participation in the plantation programme.

### Award for the best Animal Husbandry Services in District Sheopur, Madhya Pradesh

A calf rally of crossbred and upgraded calves was organised on 28<sup>th</sup> February, 2016 at ILDC Sonthawa in District Sheopur to generate public awareness about Artificial Insemination and the benefits of high pedigree calves.

In District Sheopur, the project is operational under the Backward Region Grant Fund. The farmers from nearby villages participated in the rally with their upgraded/crossbred calves born out of the BRGF project intervention. During the event, Dr. M.K. Sharma - Dy. Director Vet Services - Dist. Sheopur presented a certificate to JK Trust for providing the best animal husbandry services in the district.

Dr. B.D. Jain and Dr. Mahesh Sisodiya along with their team from the Animal Husbandry department also participated in the event.

### JK BovaGenix received Special Award for Sustainability

"JK BovaGenix" - An incredible project of JK Trust towards production and transfer of *In Vitro* produced embryos received the **Raymond Awards for Excellence 2016 under the category SPECIAL AWARD FOR SUSTAINABILITY**. The programme is aimed at boosting milk production from indigenous cow breeds like Gir, Sahiwal, Ongole and Tharparkar by creating IVF embryos that can either be implanted in surrogate females or can be frozen for future use, a





first-of-its-kind initiative in the country. The “JK BovaGenix” team received the award on 05<sup>th</sup> May, 2016 at Raymond Campus, Thane.

The JK BovaGenix team led by CEO Dr. Shyam Zaware comprises Dr. Vinod Patil, Dr. Pradeep Tiwari and Dr. Ramakant Kaushik. The team had undertaken seven weeks' intensive training at OvaGenix, USA.

### **CEO Dr. Shyam Zaware's success story got recognition at Raymond Interchange '16**



CEO Dr. Shyam Zaware's success story got selected as one among the two best success stories selected at Raymond Interchange '16. He also got a chance to share his story at the Raymond Interchange '16 event held on 20<sup>th</sup> September, 2016. Raymond Interchange '16 gives a platform for senior managers to share their disruptive stories at Raymond over the last 90 years that made an impact. Dr. Shyam Zaware's story depicted how he has transformed *"the small set-up of a sheep breeding farm limited to the city of Dhule to a brand name 'JK Trust', which is well-known in the development circles of India today"*.

## Events and Happenings

### Participation in Pashu Pradarshini at Bhandara District, Maharashtra

Pashu Pradarshini was organised in all the seven blocks of Bhandara District by the Animal Husbandry Department from December 2015 to March 2016. The objective was to help the farmers understand the latest technologies, gain more knowledge and thereby enhance the productivity of their animals.

JK Trust participated in all the five blocks of the district and interacted with the farmers. The event provided an excellent platform for the Trust to exhibit various veterinary services including AI at the doorsteps of farmers.

On 29<sup>th</sup> December, 2015, MLA Shri Charan Bhau Waghmare & DDC (Additional) Dr. Rajesh Wasnik – Bhandara visited the stall of JK Trust. They interacted with the team and appreciated the work done by JK Trust in various blocks of the district.



### Farmer-orientation meeting under Fullerton CSR Project in Karnataka

A farmer-orientation meeting was organised on 18<sup>th</sup> January, 2016 at ILDC Saundalga in District Belgaum of Karnataka on the topic of Animal Nutrition. Dr. Suresh Gangawane, MVSc (Nutrition) was the resource person who gave the lecture. The meeting was attended by progressive farmers of the area and Dr. Gangawane discussed the various aspects of animal feeding with a special focus on production, processing and preservation of feed and fodder.



### Exposure visit under Fullerton CSR project



All the Gopals and RDO of the Fullerton CSR project were taken on an exposure visit to MMG Dairy located at Sindur Village of Kolhapur on 20<sup>th</sup> January, 2016 to make them familiarise with the advanced dairy management & nutrition practices. The State Project Manager, Dr. Dhiraj Mankari organised a small workshop at the dairy farm, housing 350 animals of various breeds like HF, Jersey & Khillar. The main motive of the visit was to interact with the farm owners and learn from their experiences, allowing the Gopals to have first-hand information on the latest technology and scientific aspects of livestock management.

### Participation in Jan Samasya Nivaran Shivir in Mungeli District of Chhattisgarh

On 21<sup>st</sup> January, 2016, JK Trust participated in "Jan Samasya Nivaran Shivir" organised by the District Veterinary Department in Mungeli District. JK Trust demonstrated the usage of forage crops for increasing the milk production at a very low cost and created awareness among the farmers about the green fodder. Our stall was visited by Shri Siya Ram Kaushik (MLA), Dr. Sanjay Alang (Collector), Dr. Fariha Alam Siddiqui (CEO - Zilla Panchayat) & Mr. Akhilesh Sahu (CEO - Janpad).



### Participation in Pashu Mela at District Khammam, Telangana

JK Trust participated by displaying activities in a stall during a 'Pashu Mela' organised by Dept. of Animal Husbandry at Khammam on 23<sup>rd</sup> January, 2016. Mr. T. Nageswar Rao (R&B Minister, Telangana) along with the local MLA Mr. Ajay Kumar & DAH inaugurated the event.

Visitors to the stall Dr. D. Venkateswarulu, Director, AH and Mr. Ajay Kumar, MLA have been updated with the ongoing Tribal Project in Khammam and all those activities taken up through this programme in the remote tribal villages. The Director, AH also interacted with the JK Trust Gopals and appreciated our participation in livestock development programme.

### Extension meeting at Sahuni ILDC – Bhandara District, Maharashtra

An extension meeting was conducted on 24<sup>th</sup> January, 2016 at Sahuni ILDC of Bhandara District. The operational areas of JK Trust are located in the remote and difficult pockets of the district, where the public lacks awareness about cattle and buffalo breeding. The objective of this meeting was to spread awareness about Artificial Insemination (AI) and other veterinary services provided by the Trust at the doorsteps of farmers. The guest at the meeting was Dr. Gunwant Bhadke, LDO, Manegaon. Dr. Karbade, along with the team from JK Trust organised the meeting and discussed with the villagers about the programme and its benefits.



### Calf Show in District Kurukshetra, Haryana

A calf show was organised at ILDC Saini Majra in District Kurukshetra on 18<sup>th</sup> February, 2016. The objective of the show was to generate awareness among the farmers regarding better animal breeding practices to be adopted and the importance of improved breeds.

Approximately, 300 farmers participated in the show and a total of 109 crossbred calves born out of Cattle Breed Improvement Programme of the Trust were displayed. Mr. Jeet Ram, S/o Mr. Phoola Ram (Male Murrah Buffalo Calf Category), Mr. Shukh Vir, S/o Mr. Gurmeet (Female Murrah Buffalo Calf Category), Mr. Rajoo, S/o Mr. Baljeet (Male Cow Calf Category) and Mr. Roki, S/o Mr. Shiv (Female Cow Calf Category) were the first prize winners. Prizes were awarded for second and third also. In addition, consolation prizes were also distributed in the rally.



Chief Guest of the programme was Dr. Pawan Kumar Sainee, Hon'ble MLA from Ladwa constituency of District Kurukshetra and special guest of the rally was Dr. Dharmendra Kumar, Deputy Director, Department of Animal Husbandry and Dairying, District Kurukshetra. The occasion was also graced by the presence of Veterinary Surgeons Dr. Rajan Chaudhary, Dr. Anil Sainee, Dr. Upendra Kansal, Dr. Sandeep Gulia and Shri Krishan Sainee – Sarpanch – Village Panchayat Saini Majra.

Dr. Ravi Shankar Yadav (Dy. SPM), Mr. Bhagwati Prasad Saimwal (DMO – Kurukshetra), 5 RDOs and 5 Gopals from JK Trust attended the programme.

Addressing the meeting, the Sarpanch lauded the work being done by JK Trust and requested the Hon'ble MLA for an extension of the project for another five years' period. He gave a letter to the MLA to pursue the matter.

Addressing the ceremony, Hon'ble MLA Dr. Pawan Sainee expressed satisfaction for the performance of JK Trust and suggested that they should start focussing on indigenous breeds.

### **Inauguration of JK Lakshmi Cement Ltd. CSR Project in District Jhajjar, Haryana**

JK Lakshmi Cement Ltd. had sanctioned 2 Integrated Livestock Development Centres to JK Trust for providing animal breeding and animal health services at the doorsteps of the farmers in the vicinity of their plant.

Inauguration ceremony of these centres was held on 8<sup>th</sup> March, 2016 at Dhalanwas ILDC Centre in Jhajjar District of Haryana.

The Chief Guest of the programme was Mr. R.K. Gupta, CSR Head, JK Lakshmi Cement Ltd. and Special Guests were Mr. S.K. Saxena (Vice President – QA, JK Lakshmi Cement Ltd.) and Mrs. Rashmi Saxena (CSR team JK Lakshmi Cement Ltd.). The occasion was also graced by the Sarpanch Gram Panchayat, Dhalanwas. Around 100 farmers were present during the programme.

The inauguration & ribbon cutting was done jointly by Mr. R.K. Gupta & Mr. S.K. Saxena. This was followed by speeches & felicitation by dignitaries on the dais.

The team from JK Trust included Mr. Rajesh Patel (Director), Mr. S. Sharma (Project Manager), Mrs. Tanuja Singh (Project Manager), Dr. Tripurari Dubey (Assistant Project Manager), Mr. Ajay Kumar (RDO) & Mr. Kuldeep (RDO) and Gopals of the CSR project.

### **Animal health camp organised under JK Tyre & Industries Ltd. CSR project in Madhya Pradesh**

Under the CSR project of JK Tyre & Industries Ltd., an animal health camp was conducted at ILDC Veerampura - District Morena on 15<sup>th</sup> March, 2016.

The camp helped in treating seasonal diseases and infertility among the cattle population as well as spread awareness among the public about proper management and feeding of cattle.



### **Participation in Unnati Krishi Mela, Pusa, New Delhi**

"Unnati Krishi Mela - 2016" was organised at Pusa, New Delhi from 15<sup>th</sup> to 17<sup>th</sup> March, 2016, by the Department of Agriculture, Govt. of India and was inaugurated by Hon'ble Prime Minister Shri Narendra Modi. JK Trust participated in the mela as per the invitation by the Department of Veterinary Services, Govt. of Chhattisgarh. A large number of farmers & professionals visited our stall where we had displayed our various initiatives in animal husbandry and fodder production.

### **Impact evaluation of Fullerton India CSR Project in Madhya Pradesh by Sattva Media & Consulting Pvt Ltd**

An impact assessment study of the CSR Project sponsored by Fullerton India Credit Company Ltd was undertaken by Sattva Media & Consulting Pvt Ltd. Mr. Tejaswini from Sattva Media & Consulting Pvt Ltd visited the project operational area in Hoshangabad and Khandwa Districts of Madhya Pradesh from 16<sup>th</sup> - 18<sup>th</sup> March, 2016 to conduct the study.

### **Inauguration of IDFC Foundation CSR Project in District Hoshangabad, Madhya Pradesh**

IDFC Foundation, a not-for-profit company which oversees and coordinates the various developmental activities being pursued by IDFC Limited has collaborated with JK Trust to carry out the Cattle Breed Improvement Programme in Madhya Pradesh as part of its CSR projects. The chief guest Mr. Siddharth Ramalingam - Senior Vice President, IDFC Foundation, Sarpanch Mr. Sunil Kumar Gondiya & Janpad Member Mr. Mitesh Patel from Gram Panchayat Rewabankhedi jointly lighted the lamp and inaugurated the project on 30<sup>th</sup> March, 2016 at ILDC Centre namely Rewabankhedi, Dist. Hoshangabad.

The event culminated with the distribution of bags, AI kits and keys of motor cycles to Gopals. Fifteen Integrated Livestock Development Centres will provide doorstep facility of Artificial Insemination & Other Veterinary and Extension Services to Cattle farmers in Hoshangabad, Harda and Dhar Districts of Madhya Pradesh in the initial phase and later on 10 more ILDCs will be added in other locations.



### Participation in Pashu Mela at District Balodabazar, Chhattisgarh

"Pashu Mela" was organised by the Govt. of Chhattisgarh in collaboration with the Dept. of Veterinary Services on 04<sup>th</sup> April, 2016 at Village Khairi, District Balodabazar. In this mela, we had set up a stall and displayed upgraded calves born out of our Cattle Breed Improvement Programme and also the initiatives taken up by us in the area of green fodder production.

JK Trust stall was visited by the Hon'ble Member of Parliament Shri Ramesh Bais, CEO – Mr. Mahesh Sahu, DDVS – Dr. C.K. Pandey, Dean – College of Agriculture – Dr. S. Tiwari and approximately 15,000 farmers. During the programme, our officers and veterinarians briefed the dignitaries and farmers about the objectives, growth and achievements made by JK Trust and how the Trust has been working relentlessly in the field of cattle breed improvement and fodder development. Fodder seeds and Napier slips were distributed to the farmers during the event.



### Participation in Bhoramdev Mahotsav in District Kawardha, Chhattisgarh

Govt. of Chhattisgarh organised Bhoramdev Mahotsav at Kawardha District (Block – Bodla) on 04<sup>th</sup> & 05<sup>th</sup> April, 2016. JK Trust got an opportunity to set up a stall in this Mahotsav. Our stall which displayed our fodder initiatives was visited by the Collector, Kawardha District – Shri Dhananjay Dewangan, DDVS – Dr. M.K. Mishra and other Govt. officials and approx. 20,000 farmers.



### Visit of Rewa District Collector to Kullu ILDC, District Rewa, Madhya Pradesh

On 04<sup>th</sup> May, 2016, Rewa District Collector Mr. Rahul Jain, IAS visited JK Trust Integrated Livestock Development Centre at Kullu which is being operated under the Raymond CSR Project. He was accompanied by Dr. Rajesh Mishra, Dy. Director Veterinary Science and Mr. Rajesh Pandey, Vice President, Gau Sambardhan Board and Mr. Suresh Singh, Dy. SPM - JK Trust. A meeting was organised at Purva Village Goushala (Basamanmama) in which Gopal and farmers of the village participated. A calf rally of crossbred and upgraded calves was also organised on the occasion to generate public awareness about Artificial Insemination and the benefits of high pedigree calves. Collector Mr. Rahul Jain, IAS reviewed the present progress of Raymond CSR Project run by JK Trust by interacting with the Gopal and the local farmers and appreciated the work done by JK Trust.



### Participation in 'Sankh Mahotsav' Mela in Lohardaga District, Jharkhand

JK Trust Jharkhand team participated in "Sankh Mahotsav" programme that was organised by Animal Husbandry department at Lohardaga District, Jharkhand from 17<sup>th</sup> to 20<sup>th</sup> May, 2016. The programme was inaugurated by Hon'ble Chief Minister Raghubar Das on 18<sup>th</sup> May, 2016 at B.S. College Stadium, Lohardaga. JK Trust too participated in the event by putting up a stall to create awareness of Artificial Insemination and scientific rearing of cattle under the Cattle Breed Improvement Programme in the state.



### Sheopur District Collector & Sheopur Zilla Panchayat CEO visited Calf Rally event organised by JK Trust in Madhya Pradesh

A Calf Rally of crossbred and upgraded calves was organised on 18<sup>th</sup> May, 2016 at ILDC Tulsef in District Sheopur to generate public awareness about Artificial Insemination and high pedigree calves. The event was attended by the Collector Mr. P.L. Solanki, IAS, CEO-ZP Dr. Rahul Haridas, IAS along with Dy. Director, Veterinary Services Dr. Ahirwar & Dr. Jain.

In Sheopur District, the project is operational under the Backward Region Grant Fund. The villagers from nearby villages participated with upgraded/crossbred calves produced through project intervention.

The event was a much-needed initiative for the growth of the livestock development services and provided an excellent platform to JK Trust to exhibit their services. The team interacted with the Gopal and local farmers and gathered firsthand feedback on the programme.

There was an overwhelming response to the programme. The visiting team also showed their pleasure after participating in this event.



### Participation in Lok Suraj Abhiyan, Chhattisgarh

"Lok Suraj Abhiyan" (Village Contact Programme) is an awareness programme that is conducted at the village level in various districts of Chhattisgarh every year by the Govt. of Chhattisgarh for making the farmers aware about the various government schemes run by the Government. This year, Lok Suraj Abhiyan programme was started on 25<sup>th</sup> April, 2016 and concluded on 24<sup>th</sup> May, 2016. During the campaign, Hon'ble Chief Minister of Chhattisgarh, Dr. Raman Singh paid a surprise visit to various villages & cities of the State & interacted with people regarding their grievances. As a part of the programme, a team of government officials used to visit various villages; stay for a night and note down the grievances of the people.

Like the previous year, this year too, JK Trust had actively participated in the programme in various districts and distributed leaflets, pamphlets, green fodder seed packets/slips and organised live fodder demonstration and calf rally. During the programme, officers/veterinarians of JK Trust briefed the dignitaries and farmers about the objectives, growth and outstanding achievements made by JK Trust and how the Trust has been working relentlessly in the field of cattle breed improvement for the last four decades. The event provided an excellent platform for JK Trust to exhibit the various veterinary services including Artificial Insemination at the doorstep of farmers.

The dignitaries appreciated the commendable work done by JK Trust in the various districts of Chhattisgarh.

### Visit of IDFC Foundation CSR team to ILDC at Hoshangabad, Madhya Pradesh

IDFC Foundation branding team visited the ILDC Purna Kalan at Hoshangabad on 16<sup>th</sup> June, 2016 for a photo/video shoot. In District Hoshangabad, 5 ILDC Centres are in operation under IDFC Foundation CSR project. The team appreciated the fieldwork and coordination of JK Trust team and was convinced about the impact of the interventions in the lives of the beneficiaries. As per the request of IDFC Foundation team, one additional cattle camp was organised on the same day at Sankheda village of Hoshangabad district for the aforesaid purpose.



### More than 50,000 animals got free vaccination in Madhya Pradesh

JK Trust conducted around 80 vaccination camps in 11 districts of Madhya Pradesh under BRGF as well as various CSR projects running in the state. Approx. 50,602 animals were vaccinated in the camp against HS & BQ during the period from April to June 2016.

In addition to providing preventive healthcare, the other objective of the





camp was to spread awareness among the public about proper management and feeding of cattle and rapport-building with farmers.

### Visit of Joint Director Vet. Service (JDVS), Raipur to ILDC Centres in Chhattisgarh

On 9<sup>th</sup> July, 2016, Dr. Laxmi Ajgale (JDVS, Raipur) with her team visited a calf rally-cum-health camp event organised at Village Akolikhurd of Raipur. During the calf rally, 38 nos. of crossbreed and upgraded calves of different breeds born out of Artificial Insemination (AI) were exhibited. In the health camp, a good number of animals were treated for infertility, deworming, deticking, pregnancy diagnosis and first aid free of cost. The team also paid a visit to the Fodder Multiplication Centres (FMCs) and verified the activities.



During the visit, the team also inspected few AI born calves, fodder demonstration plot and interacted with the beneficiaries. All the beneficiaries had shared their satisfaction about the doorstep services provided by JK Trust through Cattle Development Centres (CDCs) & Fodder Multiplication Centres (FMCs). The team appreciated the work of JK Trust and suggested the villagers to get maximum services from the CDCs & FMCs.

### Visit of Government officials to ILDC Centres in Khammam District, Telangana



JK Trust established 192 ILDCs (Integrated Livestock Development Centres) in the tribal areas of Adilabad, Khammam and Warangal Districts of Telangana State during the period from Oct to Dec., 2015 which is sanctioned by the Ministry of Tribal Affairs - Govt. of India, under the direction of TRICOR (Telangana State Scheduled Tribes Co-operative Finance Corporation Ltd.).

On 26<sup>th</sup> July, 2016, Mr. Shankar Rao, The Deputy General Manager, TRICOR randomly visited ILDC Centres at Peddakamalapuram and Nadikudi of Khammam District. Mr. Rao was accompanied by Mr. Umakar Reddy, Asst. Project Manager, JK Trust.

Mr. Rao interacted with Gopals and verified the infrastructure provided to a centre. He also interacted with the farmers gathered there on the services offered by the Gopal and also examined various records about the village covering insemination done, support services etc. Farmers shared that there were no breeding services available in and around Peddakamalapuram and Nadikudi before JK Trust's intervention and they were compelled to carry their animals for any veterinary services to far away veterinary dispensaries at Laxminagaram and Narsapuram 13 kms (from Peddakamalapuram) and 7 kms (from Nadikudi). After the establishment of ILDC Centre by JK Trust, the villagers are getting timely and doorstep AI and First aid services and it is a boon for them.

After interaction with farmers and Gopals, DGM Mr. Rao visited Azolla Fodder plot developed by a progressive farmer - Mr. G. Chittibabu under the guidance of ILDC Gopal and felt happy after seeing such type of initiatives.

The DGM was impressed with the skill development of the tribal youth Gopal and also the timely and doorstep AI and other veterinary support services provided by him. The DGM appreciated the programme initiated by JK Trust in such remote tribal areas which were not possible earlier. The DGM also encouraged the farmers to derive maximum benefit out of the AI programme and to have a sustainable livelihood by production and marketing of milk.

### Andhra Pradesh government signed an agreement with JK Trust to establish 240 ILDC Centres

With an aim to boost the breeding services in tribal areas of the State to cover the non-productive cattle for better yield, the Govt. of Andhra Pradesh has sanctioned a project for JK Trust under TSP (Tribal Sub Plan). An MoU was signed between the Govt. of Andhra Pradesh, represented by Director, Animal Husbandry (DAH), and JK Trust on 10<sup>th</sup> August,

2016 to establish 240 Integrated Livestock Development Centres (ILDCs) to provide doorstep Artificial Insemination and other Veterinary first aid support services to the farmers.

Each ILDC will cover approximately 8-10 villages and will provide Artificial Insemination and other Veterinary first aid support services to cattle & buffaloes and also create awareness on dairy development among the farmers. For the implementation of this ILDC programme, JK Trust has selected unemployed local tribal youth candidates for each Centre after a stringent selection procedure. The selected tribal youth after undergoing intensive training on Artificial Insemination and allied services in various Regional Animal Husbandry Training Centres of AP, will be posted as Centre in Charges of ILDCs.



### Gopal Training under AP Tribal Project - 240 ILDC

On 10<sup>th</sup> August, 2016, the State Government of Andhra Pradesh had sanctioned a project for a period of five years in the tribal pockets of Vizag, Vijayanagaram, Srikakulam, East Godavari & West Godavari Districts to carry out the activities of Cattle Breed Improvement through Artificial Insemination with high-quality frozen semen. For the implementation of this programme, JK Trust had selected unemployed local tribal youth candidates for each centre after an authentic selection procedure.

Intensive theory training on Artificial Insemination and allied services was carried out for these 240 tribal youths in Regional Animal Husbandry Training Centres (RAHTC) of Vizag, Kakinada, Guntur and Banvasi for 45 days. After completion of classroom training, field training was given in Telangana ILDC's for two months. The final evaluation was done by AH officials in RAHTC's of AP and an agreement was undertaken by the Gopals for taking up the activity. During Phase-I, a total of 221 candidates successfully completed 4 months' training during the period from September to December 2016. In Phase-II, a batch of 25 candidates had completed their theory training from Regional Animal Husbandry Training Centres of Vizag by the end of December 2016.



### Inauguration of ILDC Centre by Shri Suresh Singh Rawat - Parliamentary Secretary



An MoU has been signed between JK Trust and the Government of Rajasthan to establish 2,000 ILDC Centres towards the strengthening and sustaining of rural livelihood through cattle breed improvement and employment generation of rural youth.

In the process of opening the first round of 1,000 ILDC Centres, JK Trust has initiated 30 ILDC Centres in Ajmer District.

Almost in all the villages, a great deal of happiness was observed among the farmers while opening the ILDC Centre in their villages, but the farmers of one ILDC Centre belonging to Village Ghughra of Shri Nagar block had done something different. They decided to celebrate the opening of the ILDC Centre in a grand way by involving

some famous public representatives of the State. With that idea in mind, they had done a proper planning of the event of inauguration of the ILDC Centre and also formed a group under the leadership of the local Sarpanch and visited Jaipur to invite the Secretary of Parliamentary Affairs (Cabinet), Shri Suresh Singh Rawat, for inaugurating the ILDC Centre of their village. After knowing in detail about the JK Trust's initiative, and the kind of benefits to a large chunk of farmers/rural youth and seeing the enthusiasm of the farmers' delegation; Mr. Rawat instantly accepted the invitation to inaugurate the ILDC Centre of their village.



On 28<sup>th</sup> August, 2016, MLA Shri Suresh Singh Rawat inaugurated the ILD Centre of Village Ghughra in the presence of around 500 farmers, local leaders, and media and government officials and engaged the villagers by his motivational speech and gracious presence. He praised the JK Trust initiative in the State towards sustaining the livelihood of the poorest and providing employment to the rural youth. He added that although there are so many schemes launched by the State Government for the animal welfare, Cattle Breed Improvement Programme is one of the best and unique of its kind in providing doorstep service to the farmers with well-qualified and equipped Artificial Insemination workers.

The event received good response from the villagers and it was also covered by the local and regional newspapers.

### Visit of Regional Jt. Commissioner - AH, Latur to ILD Centres in Osmanabad District, Maharashtra

There are 81 ILD Centres operational under the Rashtriya Krishi Vikas Yojana in Osmanabad District. On 20<sup>th</sup> Sept., 2016, Dr. S.N. Suryawanshi - Regional Joint Commissioner of Animal Husbandry, Latur along with Dr. Krishna Pande, Livestock Development Officer visited Madaj and Malagi ILD Centres of Umerga block. He was accompanied by Dr. D.S. Sontakke, Dy. State Project Manager and Mr. Sambhaji Mule, District Monitoring Officer of JK Trust. They interacted with the Gopals and direct beneficiaries of the project, inspected a few calves born out of the AI programme in the area and obtained feedback from them. The team was appreciative of the work being done by JK Trust for the upliftment of poor farmers of the district.



### Visit of Regional Jt. Commissioner - AH, Aurangabad to ILD Centres in Beed District, Maharashtra



A team of Govt. officials led by Dr. S.S. Rautmare - Regional Joint Commissioner, Animal Husbandry, Pune Region, Govt. of Maharashtra along with Dr. Surekha Mane - District Deputy Commissioner, Animal Husbandry, Dr. Tumbhre - District Animal Husbandry Officer, Dr. Deepak Rathore - Live Stock Development Officer - Extension - Ashti Block, Mr. Jawad Faruki - District Monitoring Officer and Mr. Bhosale visited few of our ILD Centres located in Ashti block of Beed District. There are 60 ILD Centres operational under Rashtriya Krishi Vikas Yojana in Beed District.

During the visit, the team had a good interaction with the Gopals and farmers of the respective villages and they also

inspected few calves born out of the AI programme. The team appreciated the programme and was convinced of the impact of interventions in the lives of beneficiaries.

### Field visit by Chhattisgarh government officials in Tribal Project Centres

Last year, the JK Trust had successfully completed a Tribal project of 100 ILD Centres in Jagdalpur, Kanker, Surguja and



Koriya Districts of Chhattisgarh. After one year completion of the project, a team of Govt. officials from the Tribal Department visited some of our ILD Centre villages from the districts of Surguja & Koriya. The team comprised Mr. H.D. Mishra, Project Administrator ITDP Ambikapur, Dr. S.P. Singh, DDVS - Ambikapur along with Govt. VAS. They were accompanied by Mr. Rakesh More (Dy. SPM) and the respective Monitoring Officers of JK Trust of the area.

The team visited 6 ILD Centres (Dorna, Jamdih, Gangikot, Sonpur, Gopalpur, Mahuadih) of District Surguja and 2 ILD



Centres (Baima, Gutra) of District Koriya. During the visit, they observed the first and second generation calves (F1 and F2 progeny) born out of the AI programme. The team also paid doorstep visits to the farmers, interacted with them and made a detailed observation of various activities done by Gopal.

The dignitaries interacted at length with the farmers of this village and took feedback about the programme. All the farmers indicated great satisfaction about the services being provided to them to improve and enrich their living conditions by the JK Trust, especially, the services being provided at their doorsteps. Hearing this feedback, the visiting team was in deep appreciation of the quality of services being provided by the ILD Centres.

### **Infertility Camp in Madela Para Village of Banswara District, Rajasthan**

Recently, JK Trust has established an ILD Centre in Madela Para Village of Banswara District. The name of the Centre is Ganau. It has been observed that the silent heat, delayed heat, greater inter calving period, repeat breeding and anestrus are the major problems in dairy animals in that area and these are almost a common problem for all the dairy farmers irrespective of any location. To address such issues of infertility problem in dairy animals, an infertility camp was organised on 30<sup>th</sup> September, 2016 at Madela Para Village under Arthuna Panchayat Samiti.



The Gram Panchayat of that village also got involved in organising the camp. During the camp, an awareness generation session was conducted for the cattle owners before the practical examination of the animals. Around 30 cattle owners with their dairy animals participated in the camp. Approximately, 20 animals were treated for reproductive disorders in the camp. The camp received a good response and it has enriched the knowledge level of the farmers present in the camp in terms of various infertility issues and how it should be tackled.

### **HF crossbred cow delivered healthy triplets in Osmanabad District, Maharashtra**

The farmer - Mr. Balbhim Kumbhakarn got a big surprise when one of his HF crossbred cows gave birth to a rare set of triplets on 2<sup>nd</sup> October, 2016. AI was done on 26<sup>th</sup> December, 2015 by the Gopal of Saundana ILDC of Kallam block. All the newborns are male calves. Birth of triplet calves is very rare and same sex triplets are rarest of the rare with a chance of one in 7,00,000.



The management team of JK Trust - Dr. D.S. Sontakke, Dy. State Project Manager, Mr. Sambhaji Mule, District Monitoring Officer and Govt. team - Dr. Mukund Taware, District Polyclinic, Osmanabad, Dr. Ingale, In-charge District Artificial Insemination Centre, Osmanabad visited the place and witnessed the calves as described above.

During the visit, all the present Veterinarians checked the health of the newborn calves and explained the owner Mr. Balbhim Kumbhakarn about the health tips for rearing calves and the modern dairy practices. On this occasion, the farmer was also given some promotional gift (milking can) and medicines (tonic) for his cow and calves.

### **Visit of Dr. Manmohan Singh to JK BovaGenix ET-IVF Lab at Vadgaon-Rasai, Pune**

On 4<sup>th</sup> October, 2016, Dr. Manmohan Singh, Spl. Chief Secretary (AH), Govt. of AP and Mr. J. Murali, Special Commissioner for Co-operation and Register of Co-operative Societies, AP visited our ET & IVF Lab and also paid a visit to our farm to see the different indigenous breeds of donor & recipient cows. They appreciated the IVF and ET Lab facilities and were quite impressed with the high-tech lab established by JK Trust.



### Inauguration of Mahindra & Mahindra Limited CSR Project in Madhya Pradesh

The Mahindra & Mahindra Ltd. had sanctioned a project on 15<sup>th</sup> May, 2016 for the establishment of 20 ILDCs in Dewas and Ujjain District of Madhya Pradesh under their CSR activities. The aim of this project is to improve the productivity of the local cattle and buffalo through artificial insemination, balanced feeding, veterinary services and management.

The project was launched on 27<sup>th</sup> October, 2016 at ILD Village Budasa in District Dewas. The Chief Guest of the programme was Mr. Narendra Singh - President, Zilla Panchayat, Dewas and the special Guest was Mr. Joy Prakash - Business Head from Mahindra & Mahindra Ltd. The occasion was also graced by the presence of Mr. Harnam Singh Thakur - Manager, Procurement - Dairy Business, Mr. Ravi Kumar - M&M Ltd. & Mr. Anar Singh - Sarpanch Budasa. Around 120 farmers had actively participated in the event.

### Participation in Global Rajasthan Agri Tech Meet from 9-11<sup>th</sup> November, 2016



JK Trust participated in Global Rajasthan Agri Tech Meet 2016 that was organised by the Govt. of Rajasthan with a focus on bringing together all the stakeholders – farmers, academicians, technologists, agribusiness companies and policy makers – to accelerate the development of sustainable agriculture and allied activities through innovative methods and best practices. This meet was a platform to transform and catalyse the process of improving the sustainability and economic viability of agriculture and allied activities shaping globalised, market-driven and profitable ventures.

The mela was visited by approximately 50,000 people from across Rajasthan including farmers, dairy farm owners, people related with milk and allied products businesses, academia, public representatives, police, media, Government officials including Director, CEO-RLDB, Additional Directors, Joint Directors, Deputy Directors, Veterinary Officers, etc.

It has been observed that through this event, JK Trust's organisational visibility considerably increased among the diversified set of people even in remote areas. Many people for the first time heard about JK BovaGenix initiative in India and heartily appreciated the efforts of the Trust.

### Participation in 8<sup>th</sup> Agro Vision '16 at Nagpur, Maharashtra

Agrovision is one of the biggest Agri Summits, well received by the Farming Community, Agri Experts, Industry as well as organisations. This is central India's largest agricultural event held in Nagpur every year. Like the previous year, this year too, JK Trust had actively participated in the Agro Vision Expo-cum-Workshop from 10<sup>th</sup> to 13<sup>th</sup> November, 2016. In addition to setting up a stall, JK Trust also participated in the free workshop related to IVF Technology. During the workshop, we got a very good response from the farmers. Around 10,000 farmers visited our stall, many of whom were keenly interested to know about the IVF & ET Technology. Some of the progressive farmers also attended the free workshop on IVF Technology.



### Participation in Sarpanch Milan Sammelan at District Korba, Chhattisgarh



A Sarpanch Milan Sammelan Programme was organised by the Govt. of Chhattisgarh on 11<sup>th</sup> November, 2016 in Korba District which was inaugurated by Hon'ble Chief Minister Dr. Raman Singh. The Chief Minister and other dignitaries had personally interacted with all the 53 Sarpanches & farmers to understand their problems and explained the new projects/plans implemented by the Govt. in the State. JK Trust was the only NGO who got a chance to set up their stall along with the various Govt.



### Departments.

JK Trust had showcased its various interventions, especially ILDCs and Fodder Multiplication Centres (FMCs) with upgraded calves born & green fodder demonstration. The huge number of farmers have shown interest and visited the stall. Dr. Raman Singh personally visited the stall and appreciated our activities.



### Hand-Operated Chaff Cutter Distribution, Chhattisgarh

Under the RKVY Scheme, JK Trust has been operating 29 Fodder Multiplication Centres (FMCs) in 11 districts of Chhattisgarh to provide fodder seeds/planting material along with continued support and advisory services.

Under this project, Chaff cutter distribution started from November 2016 and till the end of the year, we have distributed 500 chaff cutters in 5 districts and rest of the distribution is still going on. During the distribution, Govt. officials of Chhattisgarh State were also present. Hand-operated Chaff Cutters are used for cutting straw or hay into small pieces before being mixed together with other forage and fed to the cattle. This improves digestion, yielding more milk output.

### Hon'ble Chief Minister of Andhra Pradesh flagged off ET-IVF project of JK Trust in Andhra Pradesh

JK Trust has taken up a new project with the Govt. of Andhra Pradesh which is aimed at the preservation and propagation of native cattle breeds of AP, namely "Ongole" and "Punganur" – a first-of-its-kind initiative which utilises ART (Assisted Reproductive Technologies) like IVF (In Vitro Fertilisation) and ET (Embryo Transfer) which was launched on 11<sup>th</sup> November, 2016 by Shri N. Chandrababu Naidu, Hon'ble Chief Minister of Andhra Pradesh at Vijayawada.

On this day, Shri N. Chandrababu Naidu witnessed the complete aspiration procedure at Vijayawada performed by the scientists of JK BovaGenix led by Dr. Shyam Zawar with the help of 'Mobile Cattle Embryo Transfer (ET) and In Vitro Fertilisation (IVF)' lab.





### IVF Awareness Camp at Rajhans Dairy



On 7<sup>th</sup> December, 2016, Sangamner Taluka Sahakari Dudh Utpadak and Prakriya Sangh Ltd. (known as Rajhans Dairy) in collaboration with JK Trust organised an awareness camp on In Vitro Fertilisation (IVF) and Embryo Transfer (ET) in cattle. Dr. Shyam Zavar – CEO of JK Trust addressed the gathering of farmers regarding the IVF technology and also explained to them how it will be beneficial to the dairy farmers. JK Trust's 'Mobile Cattle Embryo Transfer (ET) and In Vitro Fertilisation (IVF)' lab were also brought to the location so that the attendees can have a better understanding of the technology. The gathering was surprised to

know how this technology was made available at the farmers' doorsteps by the van. During the launch of the programme, Dr. Shyam Zavar was felicitated by Balasaheb Thorat – a well-known leader of farmers and cooperative movement.



### Meeting of CEO-Dr. Shyam Zavar with Shri. Acharya Dev Vrat Ji - Governor of Himachal Pradesh

On 17<sup>th</sup> December, 2016, Dr. Shyam Zavar met Shri Acharya Dev Vrat Ji- Governor of Himachal Pradesh and apprised him about the various initiatives undertaken by JK Trust. The Governor was also briefed about JK BovaGenix – the new initiative of the Trust and its vision.

### Visit to Patanjali Ashram - Haridwar

Dr. Shyam Zavar visited Patanjali Ashram - Haridwar on 24<sup>th</sup> December, 2016 and had a cordial meeting with Baba Ramdevji and his Guru Acharya Pradumanji. Dr. Shyam Zavar apprised Baba Ramdevji about the IVF & ET initiatives undertaken by JK BovaGenix. Baba Ramdevji was very much impressed with the work and said that this is a unique initiative and it will definitely help to conserve indigenous breeds of cattle and buffalo in our count.



### JK BovaGenix announced the birth of India's first IVF calves through frozen IVF embryos at Gopalnagar (Chhattisgarh State)



JK BovaGenix – an initiative of JK Trust produced India's first IVF male calf from frozen embryo on 8<sup>th</sup> January, 2017, first IVF female calf from frozen embryo on 28<sup>th</sup> December, 2016, and third IVF male calf on 8<sup>th</sup> January, 2017. All these calves were born from frozen IVF embryos of Tharparkar breed of Rajasthan. Additionally, two IVF calves, (one male and one female) from fresh IVF embryos were born on 23<sup>rd</sup> December, 2016 and 24<sup>th</sup> December, 2016 respectively. These calves were born at Dr. Vijaypat Singhania Centre of Excellence for Assisted Reproductive Technologies in Livestock located at Gopalnagar, Chhattisgarh.

### Extensive Cattle Camps conducted in MP under IDFC Foundation Cattle Care Camp Project



JK Trust organised around 60 Camps during the period from Oct-Dec 2016 in 5 districts of Madhya Pradesh under the IDFC Foundation Cattle Care Camp Project.

A total of 15,940 animals were treated in the camp during the period from Oct-Dec 2016. This included 15,300 first-aid treatments, 470 infertility cases, PD checked in 40 animals, Artificial Insemination in 19 animals and 52 castrations among others. The main purpose of these camps was to address the issues related to awareness about the cattle health, seasonal diseases and infertility in cattle as well as rapport-building with farmers. These camps have benefited around 2,704 dairy farmers.



## Governments

→Ministry of Rural Development,  
Government of India

Swarnajayanti Gram Swarozgar Yojana  
(SGSY - Infrastructure) In various districts  
of Madhya Pradesh & Chhattisgarh

The Special Swarnajayanti Gram Swarozgar  
Yojana (Special SGSY): In Madhya Pradesh,  
Bihar and Chhattisgarh

→Ministry of Tribal Affairs, Government of  
India through Tribal Development  
Department in Chhattisgarh, Odisha and  
Andhra Pradesh

→Ministry of Agriculture, Government of  
India Rashtriya Krishi Vikas Yojana (RKVY)  
Projects in Haryana, Maharashtra &  
Chhattisgarh

→Department of Animal Husbandry of  
various state governments (Gujarat,  
Rajasthan, Madhya Pradesh, Chhattisgarh,  
Andhra Pradesh)

→Backward Region Grant Fund (BRGF) from  
Ministry of Panchayati Raj, Govt. of India in  
Chhattisgarh and Madhya Pradesh

→Rashtriya Sam Vikas Yojana (RSVY) Funds  
received from Ministry of Rural  
Development – Govt. of India to Govt. of  
Madhya Pradesh

→Navachar Protsahan Yojana by Planning  
Dept., Madhya Pradesh

→Integrated Watershed Management  
Programme of Department of Land Resource  
in Punjab

→The 'Nawa Anjor' (Chhattisgarh District  
Poverty Reduction Project) funded by the  
World Bank

→Himalayi Aajeevika Sudhar Pariyojana  
funded by the International Fund for  
Agricultural Development in Uttarakhand

→Andhra Pradesh Rural Livelihood Project  
in Andhra Pradesh - Funded by DFID, UK

→DFID-UK sponsored project of Madhya  
Pradesh Rural Livelihoods Project (MPRLP)  
in Madhya Pradesh

## Partners and Collaborators

The Trust is supported by various  
ministries of Central government, various  
State governments, co-operatives as well  
as leading corporate houses of the  
country for various projects.

## Corporates

Raymond Ltd  
Fullerton India Credit Co. Ltd., Mumbai  
L&T Financial Services  
JK Cement Ltd  
Aditya Birla GBTL Jan Kalyan Trust  
JK Tyre & Industries Ltd  
Godrej Agrovet Ltd., Mumbai  
IDFC Foundation  
Mahindra & Mahindra Ltd  
JK Lakshmi Cement Ltd  
Tata Motors Ltd  
SKS Microfinance Ltd  
Help a Child of India  
HDFC Bank

## Co-operatives

Punjab Milk Federation in Punjab  
Raipur Sahakari Dudh Utpadak Sangh  
Limited, Chhattisgarh

## Success Stories

**“The season of failure is the best time for sowing the seeds of success”. The famous quote has become true for JK Trust Gopal**

Name of Gopal: Mr. Debanand Adhikari

ILD Centre: Semla, Village: Semla

District: Nabarangapur, State: Odisha



An ILD Centre was established by JK Trust at Semla Village during the month of August 2012. Semla is a small panchayat headquarter village under Umerkote Block in Nabarangapur District. Mr. Debanand Adhikari was posted as a Gopal for this Centre. He is a hard worker and was found talented during the training programme. But the result of this Gopal was not at all exciting during the first year of the Centre establishment as was expected. Although he was

considered quite capable of delivering his duty sincerely, he was unable to show satisfactory results even after one year. He was trailing far behind his colleagues in the AI programme and in the overall performance of ILD Centre. This made him feel demotivated and disheartened. While asking about the reason, he answered that the time was not right for him, and he also blamed some of the village leaders for their prejudiced opinion, criticism and opposition towards the AI programme in Semla Panchayat. This sort of negative opinion created such an environment that all efforts done by the Gopal were in vain. But he was not ready to give up; instead, he gathered courage and went to those leaders to seek the truth.

**“The difficult times faced for some period could not deter the talent of committed individuals like Mr. Debanand who took the situation as a challenge to face all odds in order to prove his skills and achieve the goal which will definitely be beneficial to his fellow villagers”.**

Finally, he was able to answer all the queries the village leaders had in their mind and the leaders themselves requested Debanand to conduct some awareness and extension programme on AI activities in the villages. It is not required to be told that they felt bad for holding a negative opinion against such a resourceful person available at their doorsteps.

In the meanwhile, Debanand had already carried out some AIs and First aid cases. Initially, people refused to get AI for their cows done from him, but due to his consistent efforts, good services and hard work, he gradually got good numbers of AIs. As a result of sustained efforts over the past three years, he is now able to do 50-60 nos. of AI per month, besides providing other veterinary support services like castration, infertility treatment, deworming, vaccination and first aid cases.

He did extensive tours in all the nearby villages of Semla ILDC right from dawn to dusk and contacted each and every farmer at their doorstep and created a lot of awareness among the farmers about the Artificial Insemination and dairy activities. He used to conduct farmers' meeting in all the villages under his jurisdiction. He was greatly successful in gaining their confidence. Now the farmers in the area have gained a lot of knowledge and are inclined to breeding and dairy development activities. Debanand had also taken an initiative to establish a Milk Procurement Centre in Semla Village with the help of a local boy, due to which, the villagers need not depend on outside agency for selling milk. Mr. Debanand didn't stop here; he identified more than 120 non-descript cows in the Semla Panchayat for coverage under



the Heat Synchronisation Programme taken up by the Govt. of Odisha & JK Trust for performing AIs.

Now he also performs a new role to motivate the community members to adopt the AI programme successfully in Semla Panchayat. Till today, 430 crossbred calves are reported through AI was done by Mr. Debanand in Semla Panchayat and the wave of his success has crossed the boundary of Semla and beyond.

The farmers of Semla Village said that now they can avail Artificial Insemination (AI) services with quality breed semen on a single call at an affordable charge. Due to quality AI services, and guidance on animal health and fodder management by the Gopal, the milk yield has increased considerably.

#### **How JK Trust initiatives have changed the quality of life of a farmer**

Name of Beneficiary: Mr. Panchram Basant

ILD Centre: Sewaiyakala, Village: Sewaiyakala

District: Mahasamund, State: Chhattisgarh

Mr. Panchram Basant is a small and traditional dairy farmer from Village Sewaiyakala in District Mahasamund. With great difficulty, he used to run his family with his small piece of land and a small dairy business run with 9 non-descript cows. He is living in a joint family comprising 4 daughters, 2 sons & his parents. He was struggling to fulfil the needs of his



family members including the education of his children as he was only getting Rs. 3,000 to 4,000 per month by selling milk from his non-descript cows which were very critical in supporting his livelihood. The little income generated out of their land and dairy business did not even meet the basic needs of the family.

During the month of December 2012, JK Trust had established an ILD Centre in Sewaiyakala Village and Mr. Sahdev Patel was selected as the Gopal. Mr. Panchram Basant came in contact with Gopal Mr. Sahdev in a farmers' meeting. Mr. Panchram had evinced interest after getting to know about the importance of AI and other activities available from ILD Centre. On his request, Gopal Mr. Sahdev visited his house umpteen times and made him avail of all the services of ILDC (AI & other veterinary services) at his doorstep. Two of his cows got conceived at the very first insemination and gave birth to one Jersey and one Sahiwal female calf. Mr. Panchram was very happy on seeing the healthy calf born from AI. He started taking care of the calf very well from the beginning and followed the rearing practices as suggested by the Gopal. As a result of good care and management, both the female calves attained maturity on time and got inseminated. In the meantime, he also did AI for his remaining non-descript cows.

Now, he has 17 AI born calves in his herd of which 11 are females. He also ensures that at least 4 to 5 cows are in milch throughout the year. He received the necessary benefit from ILDC by getting scientific guidance on feeding and management of cows, preventive health care, and first aid for his animals and also fodder seeds. He sold some of the one-year-old male calves at a good price. Now, the second generation progeny (F2) born from AI also started giving milk.

Mr. Panchram Basant also received Hybrid Napier Slips (CO-4) which he had sown in his 10 decimal land under the

guidance of Gopal. He received a very good yield which helped him to provide regular green fodder to his cattle. Every year, he follows the same procedure and gets enough green fodder for his animals. Now daily, he gets 4-5 kg green fodder without bearing any extra cost. Due to the feeding of Napier (green fodder) to his dairy animals, the milk productivity increased which in turn generated a good income from the sale of milk. Earlier, he used to get only 5 to 6 litres of milk/day from his 7 ND cows which have now increased to 40 to 42 litres. It is really a remarkable achievement and all this was possible due to the adoption of scientific rearing practices and artificial insemination for his cows. At present, he sells an average of 38-40 litres of milk @ Rs. 28.50 per litre to his village dairy society and receives approx. Rs. 32,000 per month.

Again, with the help of JK Trust DMO Mr. Rajuram Kshatriya, Gopal and the technician, he was able to set up a biogas plant in his house and now receives cooking gas free of cost for his daily use.

His family now enjoys a good socio-economic status in the village and is leading a comfortable life. His income from the milk yield helped him to get his 4 daughters as well as his son get married. Now his children are well settled. He is thankful to JK Trust for educating him about the benefits of AI as well as guiding him to produce nutritious green fodder in enhancing the milk productivity of animals. Mr. Panchram and his whole family feel indebted to JK Trust for bringing happiness and change in their life.





## Regional Office Addresses

### **Chhattisgarh**

JK Trust  
H. No. B/39, 1<sup>st</sup> Floor,  
In front of Municipal Water Tank  
Sector-7, New Rajendra Nagar,  
Post Ravigram,  
Raipur - 492 006  
Phone: 0771-4013105

### **Gujarat**

JK Trust  
C-38, Ground Floor,  
Sarvoday Society Part 2,  
Near Satadhar – Sola Over Bridge,  
Sola Road, Ahmedabad - 380 061

### **Haryana (Regional Office)**

JK Trust  
SCO No. 34, 2<sup>nd</sup> Floor,  
Sector 4, HUDA Market,  
Gurgaon - 122 001  
Phone: 0124-4074850

### **Haryana (Divisional Office - Ambala)**

JK Trust  
82, New Dayal Bagh  
Near Meri Gold Public School,  
Babiyal Road, Ambala Cantt.  
Phone: 0171-2662010

### **Haryana (Divisional Office - Hisar)**

JK Trust  
H. No. 108, Sector 16-17,  
Civil Thana Road, Hisar  
Phone: 1662-245015

### **Haryana (Divisional Office - Panipat)**

JK Trust  
H. No. 320, Sector VI, HUDA  
Panipat, Haryana - 132 103  
Phone: 0180-2640170

### **Haryana (Divisional Office - Sohna)**

JK Trust  
Ward No. 2, Mangal Nagar,  
Badan Singh ki Kothi, Sohna  
Gurgaon, Haryana  
Phone: 8295848811

### **Jharkhand**

JK Trust  
In front of State Museum  
Hotwar, Khelgaon  
Ranchi - 835 217  
Phone: 0651-2270320

### **Madhya Pradesh**

JK Trust  
House No. 28, Sector-A,  
Kasturba Nagar,  
Near Chetak Bridge  
Bhopal - 462 023  
Phone: 0755-4287546

### **Maharashtra (Divisional Office - Akola)**

JK Trust  
C/o. Adv. Mangesh Bute, Plot No. 10,  
Telecom Colony, Opp. Raje Hotel,  
Near Tukaram Square,  
Akola - 444 001  
Phone: 0724-2489105

### **Maharashtra (Divisional Office - Latur)**

JK Trust  
C/o. D.S. Giri, Near Ahilya Devi School,  
Navratna Nagar, Sai Road,  
Latur - 413 512  
Ph: 02382-227058

### **Maharashtra (Divisional Office - Nagpur)**

JK Trust  
Plot No. 10-A Pawanbhumi  
Somalwada, Wardha Road,  
Nagpur - 440 025  
Phone: 0712-2294061

### **Odisha (State Office)**

JK Trust  
Plot No. 1215/1535, 1<sup>st</sup> Floor,  
Near Jaydev Batika,  
Khandagiri,  
Bhubaneswar - 751 030  
Phone: 0674-2386566

### **Odisha (Divisional Office - Cuttack)**

JK Trust  
Plot No. 756/1126, At: Immam Nagar  
P.O.: Bhoirpur (Jagatpur)  
District Cuttack  
Odisha - 754 200  
Phone: 0671-2491588

**Odisha (Divisional Office - Jeypore)**

JK Trust  
Sambortota  
Opp. Om Shanti Om Building,  
Jeypore, District Koraput  
Odisha - 764 001  
Ph: 0685-4241611

**Odisha (Divisional Office - Sambalpur)**

JK Trust  
Sambalbhoomi Colony  
P.O. Dhankauda,  
District Sambalpur,  
Odisha - 768 006

**Punjab**

JK Trust  
Kothi No. 16-A, Block-A, Friends Avenue,  
Palah Sahib Gurudwara Road,  
Opposite Central Jail, Ajnala Road,  
Amritsar - 143 001  
Ph: 0183-5052772

**Rajasthan (State Office - Jaipur)**

JK Trust  
House No. 41, Seeta Nagar-2<sup>nd</sup>,  
Near Pashu Chikitsalaya,  
200 Feet Ajmer Bypass,  
Heerapura, Jaipur,  
Rajasthan - 302 024  
Ph: 01412355777

**Rajasthan (Divisional Office - Ajmer)**

JK Trust  
B-24, Makadwalin Road,  
Near Udai Gasn Godown,  
Vishal Nagar,  
Ajmer - 305 001  
Ph: 09529322288

**Rajasthan (Divisional Office - Kota)**

JK Trust  
H. No. 121, New Akashwani Colony  
Kota, Rajasthan - 324 005  
Ph: 07442331834

**Rajasthan (Divisional Office - Udaipur)**

JK Trust  
Bungalow No. 05,  
Hanuman Mandir Marg,  
Near Orbit 1 & 2, Saheliyon Ki Bari,  
Saheli Nagar, Udaipur,  
Rajasthan - 313 001  
Ph: 02942980576

**Rajasthan (Divisional Office - Jodhpur)**

JK Trust  
Plot No. 192, Balaji Nagar,  
Near Pal Balaji,  
Behind Kanhaiya Goshala,  
Pal Road, Jodhpur,  
Rajasthan - 342 012  
Ph: 02912766775s

**Rajasthan (Divisional Office - Shri Ganganagar)**

JK Trust  
H. No. 3 & 4, Govind Nagar,  
Near Teen Puli, Behind Enfield Show Room,  
Sri Ganganagar (Raj) - 335 001  
Ph: 01542440020

**Rajasthan (Divisional Office - Sawai Madhopur)**

JK Trust  
17-B, Brahampuri Colony,  
Near Pawan Eye Hospital,  
Ranthambore Road,  
Sawai Madhopur - 322 001  
Ph: 07462220199

**Telangana & Andhra Pradesh**

JK Trust  
Plot No. 462, Flat No. 301, 3<sup>rd</sup> Floor,  
Sri Balaji Residency, Ravindra Society,  
Guttala Begumpet, Madhapur,  
Hyderabad - 500 081 (Telangana)  
Ph: 040-40178060





**Head Office**

JK Trust, Pokhran Road No. 1, Jekegram, Thane (West) - 400 606, Maharashtra

Phone: 022 4036 8638 Fax: 022 2537 5840

E-mail: [info@jktrust.org](mailto:info@jktrust.org)

[www.jktrust.org](http://www.jktrust.org)