



**JK Trust**

**bringing smiles**  
even in the remote areas...





# Our Mission

- Poverty Reduction



- Employment Generation



- Mitigating Malnutrition



## Key Milestones in our journey so far...

**1970:** Establishment of Sheep Breeding farm in Dhule, Maharashtra by Raymond Ltd.

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**1977:** Embryo Transfer was carried out successfully in sheep for the first time in India by our CEO Dr. Shyam Zawar

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**1979:** Mr. Malcolm Fraser, Prime Minister of Australia visited our facility

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**1983:** Raymond Embryo Research Centre (RERC) was set up at Gopalnagar, Chhattisgarh

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**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 of scientific breeding to improve the milk production of the cattle of the country

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**2014:** Establishment of Dr. Vijaypat Singhania Training Institute for Rural Development in Chhattisgarh

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## From the desk of the **Chairman**

Once again the year 2015 saw us tread in pursuit of our aim of achieving excellence in various facets of the project. Once more, our unique management model has made it possible to achieve our goals as the largest NGO in the field of bovine up gradation. 18 years of our work experience has enabled us to build an excellent team of professionals and build the ground work required for sustainable long term development & growth.

Having accepted to set up 2,000 new centres in Rajasthan will spur a major growth in our activities during the coming year. We express our sincere gratitude and acknowledge the assistance of the various State Governments, Ministries of the Central Government, the corporate sector, and the rural masses, without whose support and co-operation, our mission would not have achieved the level of success it did. I will be failing in my duty if I didn't express my deep appreciation for the hard work put in by Dr. Shyam Zawar and his dedicated team in achieving our goals.

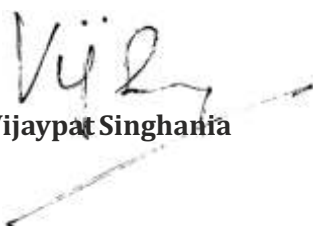
The efforts of all the departments, more especially Operations, Programme Development Cell, Human Resources and IT have been indispensable to our success, and deserve a special mention here.

In our continued drive for greater efficiency we will attempt to be more **Specific, Measurable, Achievement & Result-oriented, and Time-bound**. Hence forth our driving motto shall be – **“SMART”**.

We wish to expedite the process of cattle up gradation to achieve a larger number of improved bloodline animals in the shortest time. We also plan to propagate Indian bloodlines in line with government thinking. To achieve this needs complex technology not available within the country. Four of our senior scientists went to USA recently to acquire this knowledge. They will be working to implement these recently developed techniques at our R&D facility initially at Gopalnagar. We will be assisted by senior scientists from the Institute in USA, who are coming to further train our people and impart them with hands-on work experience. We will be the only farm doing such specialized work on a large scale.

With a bigger canvas to work on we are committed to producing much better results for the next year 2016-17.

In God we trust.

  
**Dr. Vijaypat Singhania**



## From the desk of the CEO

2015 has been a challenging year and has provided us a great chance to see how well we were prepared to face the challenges and emerge as a winner.

Last year was so special to us in that we were chosen as preferred partners for 4 State governments namely Maharashtra, Rajasthan, Telangana and Jharkhand. With the addition of these States, we have presence in 10 States of the country.

In addition, the work on the proposed 'Dr. Vijaypat Singhania Centre of Excellence for Assisted Reproductive Technologies in Livestock' in Pune and 'Dr. Vijaypat Singhania Centre of Excellence in Bovine Genetics' in Raipur, Chhattisgarh also gained momentum in the past 12 months' time.

We, as an organisation could gain the trust of corporate entities and have entered into CSR agreements with 7 leading corporates including a corporate giant like L&T in the last year.

The Cattle Breed Improvement Program (CBIP) of the Trust was recognised as a Good Practice by the Ministry of Rural Development during the National Workshop on Good Practices in Rural Development Sector held in Bhopal in September 2015. We are proud to reveal that we were the only organisation selected from the livestock sector.

Further, JK Trust was selected as a finalist in Bihar Innovation Forum, subsequent to which National Rural Livelihoods Mission (NRLM) under the Ministry of Rural Development, Govt. of India has recommended all State Missions that they can partner with JK Trust by entering into partnership agreement under NRLM partnership norms.

Another accomplishment in 2015 was that 'Dr. Vijaypat Singhania Training Institute for Rural Development, Gopalnagar' was accredited by the Ministry of Agriculture, Govt. of India.

As we move forward, our vision remains clear – to continue as the best rural development organisation in the country with a strong focus and commitment towards animal husbandry.



**Dr. Shyam Zavar**



# The year in brief 2015



Providing services through a network of  
**3,777 Integrated Livestock Development Centres**  
(ILDCs) spread across the length and breadth of the country



Presence in  
**10 States** of India



**1,052 centres**  
are operating in remote tribal areas of the country



Reaching out to more than  
**3.5 million households**



Recognised by the Ministry of Rural Development as a  
**Good Practice in Rural Development Sector**



Selected as a finalist in  
**Bihar Innovation Forum**



NRLM has recommended JK Trust to  
**all State Missions for partnership under NRLM**  
partnership norms



'Dr. Vijaypat Singhania Training Institute for Rural Development, Gopalnagar'  
was accredited by the  
**Ministry of Agriculture, Govt. of India**

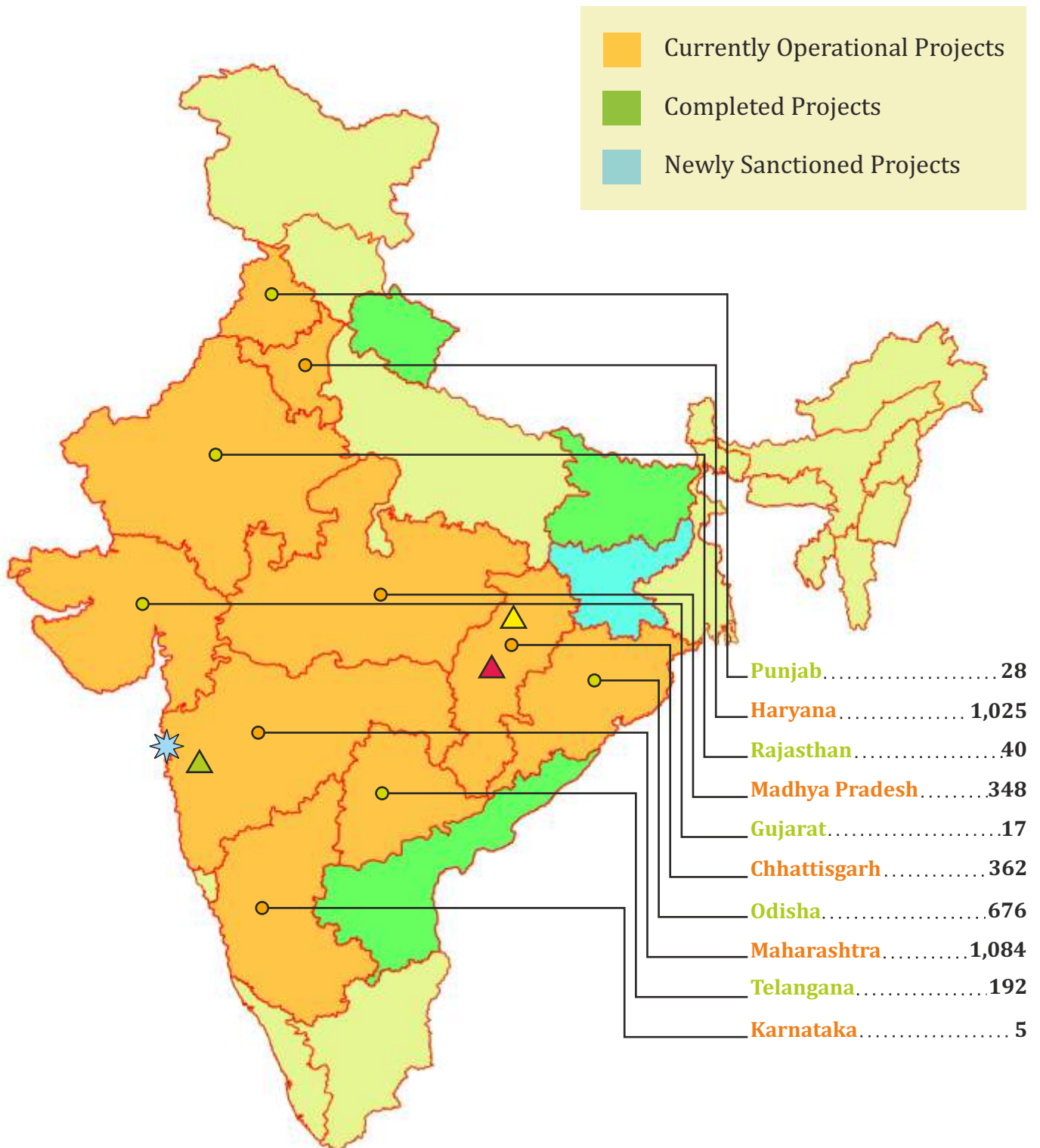


CSR project agreements with  
**7 leading corporates**



Agreements signed with  
**4 State governments**

# Our Footprints



- JK Trust Head Office
- Dr. Vijaypat Singhania Training Institute for Rural Development, Gopalnagar
- Dr. Vijaypat Singhania Centre of Excellence in Bovine Genetics, Raipur (Upcoming)
- Dr. Vijaypat Singhania Centre of Excellence for Assisted Reproductive Technologies in Livestock, Pune (Upcoming)



# Our Initiatives / Activities

## Livestock Development

### A) Integrated Livestock Development Centres (ILDCs)

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 Program (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, 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 3,777 ILDC Centres in 118 Districts of Maharashtra, Punjab, Haryana, Madhya Pradesh, Chhattisgarh, Gujarat, Rajasthan, Karnataka, Telangana & Odisha as on 31<sup>st</sup> Dec., 2015. 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, 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, de-worming and other cases referred by the Gopals to the MVUs are examined and treated by experienced veterinarians.





# Our Initiatives / Activities

## Livestock Development

### C) Dairy Call Centre

JK Trust has started a Call Centre to cater to the needs of dairy farmers of Haryana. Farmers can request for AI services at their doorsteps by registering their requirement at the Toll Free number 1800-1800-088. The Gopal who is nearest to the farmer will get intimation from the Call Centre, so that he can attend the case. The farmer would also get the details of the Gopal who would be attending his case. This is a unique initiative intended to benefit the dairy farmers of Haryana.

## 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.



# Our Initiatives / Activities

## Animal Nutrition

### 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 milkyield of cows.

Silage preparation is used to overcome the scarcity of fodder in lean season by treating and storing the excess green fodder in 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 Singhania Training Institute for Rural Development situated at Gopalnagar, Chhattisgarh.



The trained youth, the 'Gopal', in turn conducts a number of extension meetings at field level to create awareness about good practices and latest scientific knowledge to enhance the productivity of animals.

## Women Empowerment

The unemployed women in rural areas are identified and given an opportunity to associate with JK Trust as "Lady Gopals", with the responsibility of running an ILDC. These women are then provided training in animal breeding and other veterinary services and have now become a symbol of empowerment in this male-dominated sector.

Thus, a Lady Gopal's activities under our Van Bhagini Project in Gujarat not only helps the local farmers to increase their earnings, but also makes her more confident about her abilities to manage, lead and be an independent, self-earning woman.

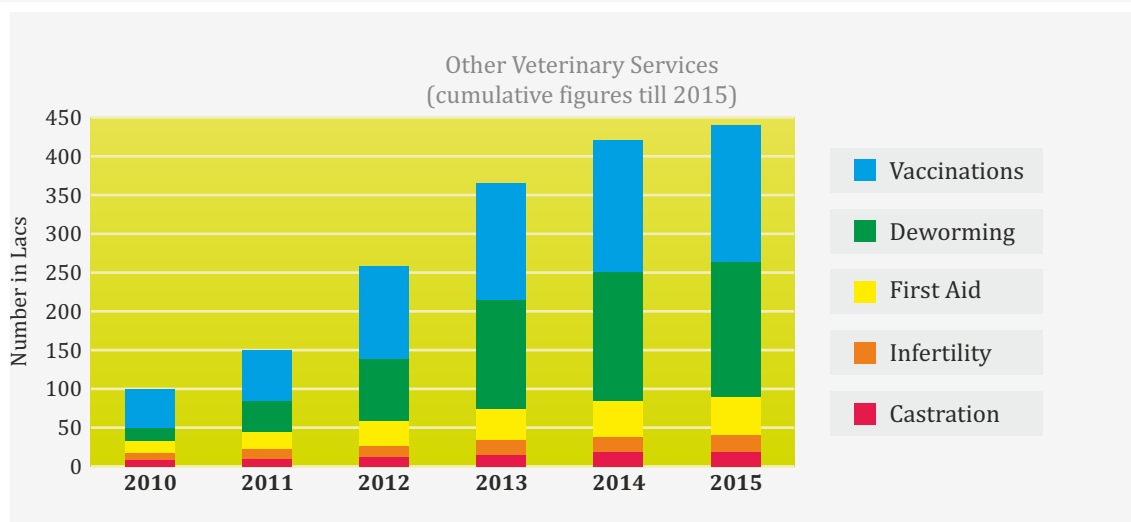
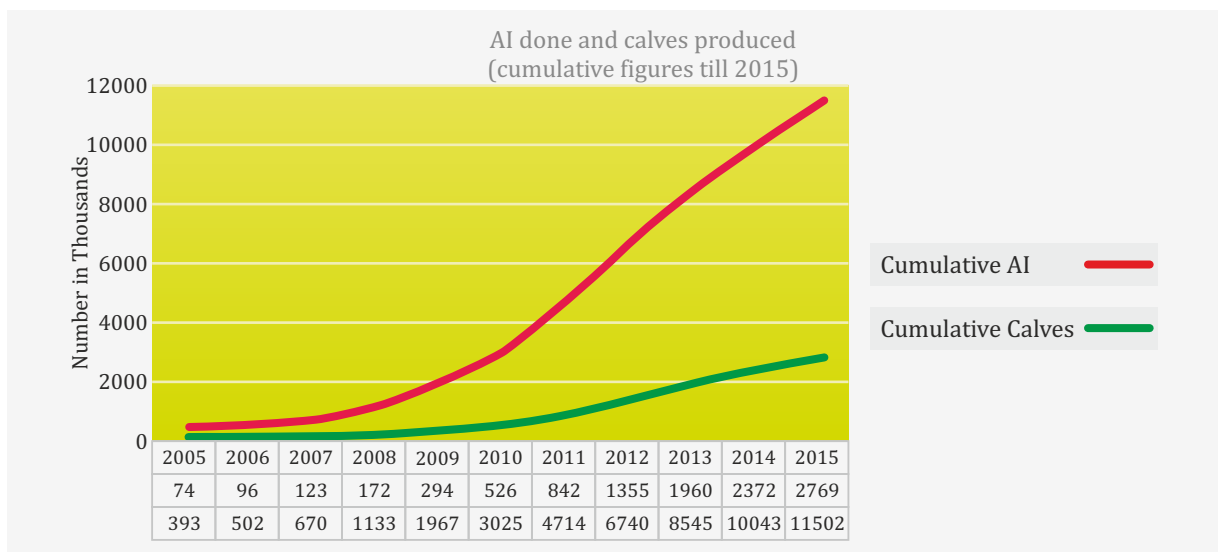
Equipped with new skills and financial stability, now the rural woman is ready to go out in the world with her head held high!

# 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 of scientific breeding to improve the milk production of the cattle of 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 2015, we operate a total of 3777 ILDCs spread across 10 states of India. In the current year, we started implementing CSR projects of leading corporate companies as well. 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;





# Across the States

## Chhattisgarh

### Introduction

JK Trust started Cattle Breed Improvement Program (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 18 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.



The Tribal Innovative Project of 100 ILDCs has been successfully completed in the state in the year 2015. Though the Special SGSY project of 145 centres was completed in the year 2014 itself, calf reporting from this project was still continuing in the year 2015. 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.

### State at a glance (as on 31<sup>st</sup> Dec, 2015)

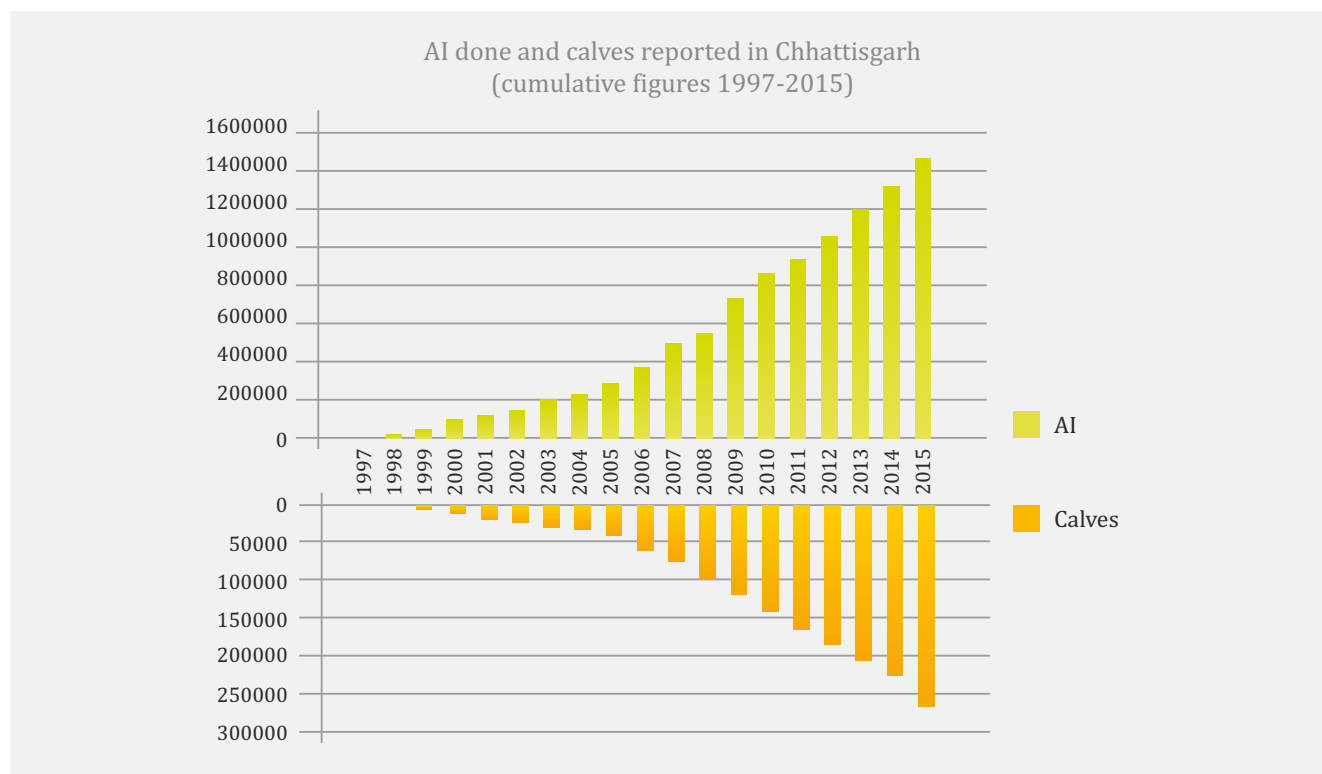
Name of State	Chhattisgarh
Number of Districts Covered	20
Number of Blocks Covered	89
Number of Villages Covered	2136
Number of Households Covered	1,70,880
Number of ILDCs	362
Number of MVUs in operation	8

# Across the States

## Chhattisgarh

### Project Performance:

#### Performance of ILDCs



The total number of AIs done and calves born in Chhattisgarh in the year 2015 are 1,33,155 and 26,606 respectively. The progress made under various other veterinary services through ILDCs in the same year is given below:

Year	Castrations	Infertility treatment	First Aid	Deworming	Vaccination
2015	53288	15705	51272	53633	80518

#### Performance of MVUs

The table below shows the number of various services rendered through MVUs in the state in the year 2015:

No of Camps	First Aid	Infertility	Deworming	Vaccination	PD	AI	De-ticking	Castration	Call treatment
763	5469	2001	16956	2274	829	76	25352	436	1576

# Across the States

## Chhattisgarh

### 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 benefitted	Area Covered (in acres)	Estimated Production (in tons)	No of Beneficiaries benefitted	No of Beneficiaries benefitted
Kharif Season	Maize, Sorghum	14,963	1045	16,198	7,690	7910
Rabi Season	Berseem, Oat		336	4,265		
Planting Material	Hybrid Naiper (CO-4)		58	1727		

### Project Performance of FSDCs

A total of 43,042 kg of fodder seeds was produced in our FSDC in the year 2015. This included both kharif as well as rabi crops. In addition, 71 lakh slips of hybrid napier was also produced in the last year.

In order to disseminate the latest and appropriate technologies related to improved fodder production, conservation and enrichment to the beneficiary farmers of Chhattisgarh, a number of one day training-cum-exposure programmes have been organised at our FSDC at Chandkhuri. Many officers from the Dept. of Animal Husbandry and Members of Co-operative Milk Societies attended these programmes. A total of 1,446 farmers have benefited from these trainings.

### Mineral Mixture & Fodder Promotion

Improved animals need a higher plane of nutrition to achieve maximum production potential. Understanding this critical role of nutrition, the Trust has extended a number of services in this area as well. We have supplied mineral mixture as well as feed supplements so that the nutritional requirements of these improved animals are met. The Trust has distributed 4,028 kg of mineral mixture, 66 litres of oral calcium and 75 strips of feed supplement boluses in the state of Chhattisgarh during the year 2015.





# Across the States

## Gujarat

### Introduction

We have started working in the state of Gujarat in 2007, when we were given the responsibility of setting up 100 ILD Centres each in Jamnagar, Surendranagar and Dahod districts by the State government. After successful completion of this project, in the year 2008, we were sanctioned 150 Centres by the Tribal Development department.

In August 2010, the JK Trust started a unique initiative in Gujarat under the name, Van Bhagini Project. As indicated by the name, the project envisaged the opening of 140 ILD Centres in tribal



blocks of Chhota Udepur district being managed entirely by Lady Gopals from tribal families. This is one of a kind initiative in the history of JK Trust and has been quite successful in terms of target achievement as well as making the Lady Gopals self reliant. Most of these Centres have completed their 5-year project period in the year 2015 and are running as self-sustainable centres with support from the Trust.

### State at a glance (as on 31<sup>st</sup> Dec, 2015)

Name of State	Gujarat
Number of Districts Covered	1
Number of Blocks Covered	5
Number of Villages Covered	170
Number of Operational ILDCs	17

# Across the States

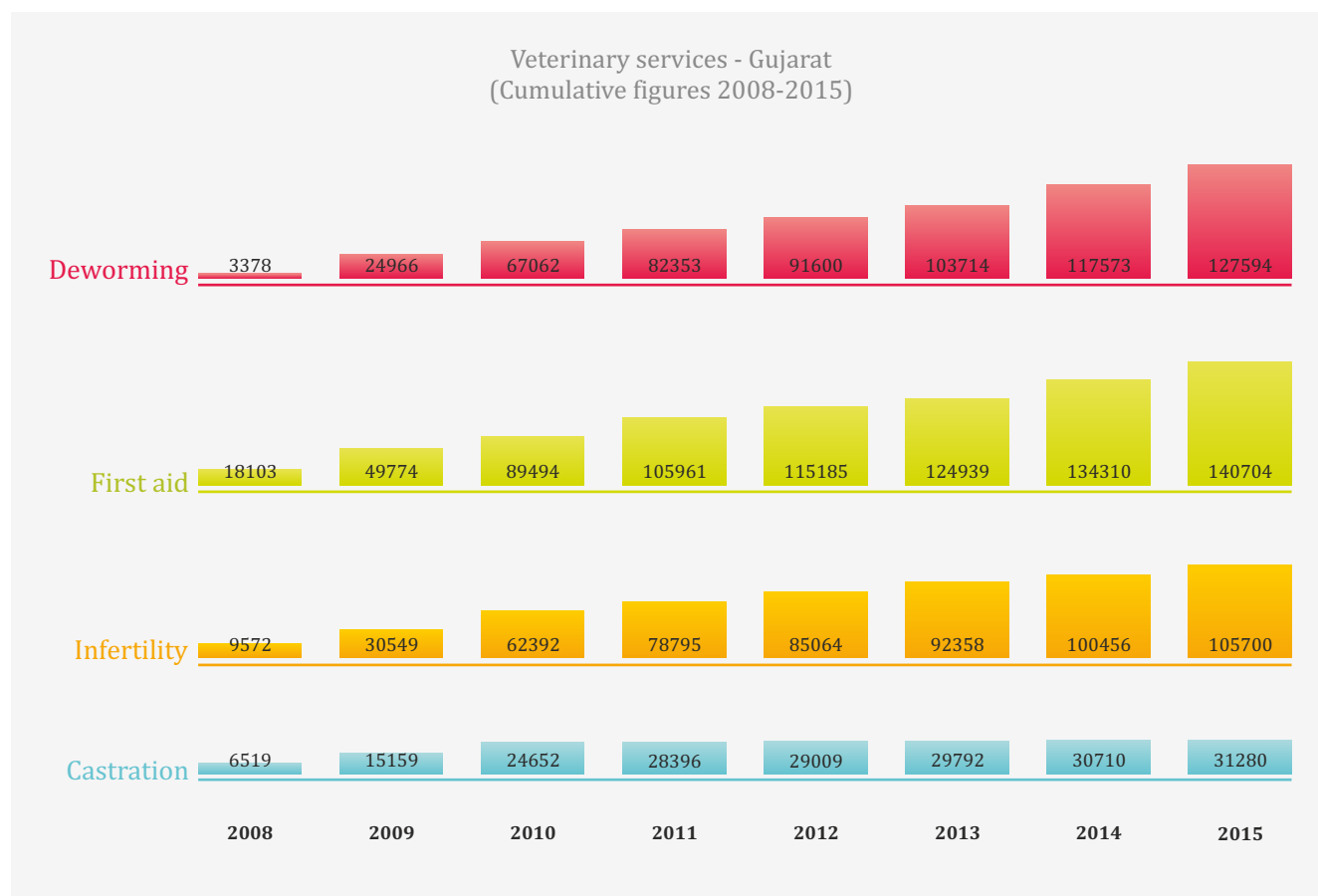
## Gujarat

### Project Performance

The cumulative AI and calves reported figures in the state of Gujarat since inception till now is as follows;

Year	2007	2008	2009	2010	2011	2012	2013	2014	2015
AI Done	1497	72014	167127	303595	364787	397160	437948	490077	523469
Calves reported	0	1637	24574	61466	76665	83001	90918	101344	112745

The details of other veterinary services provided in the state over the years is shown in the chart given below



In addition, we have also performed 9,12,644 vaccinations in the state till now.

# Across the States

## Haryana

### Introduction

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 the 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.

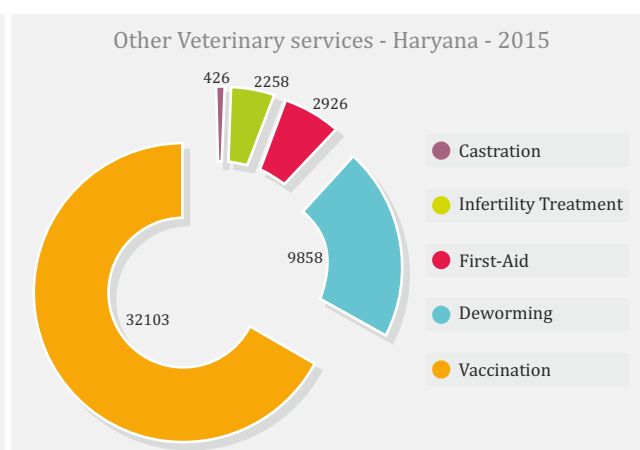
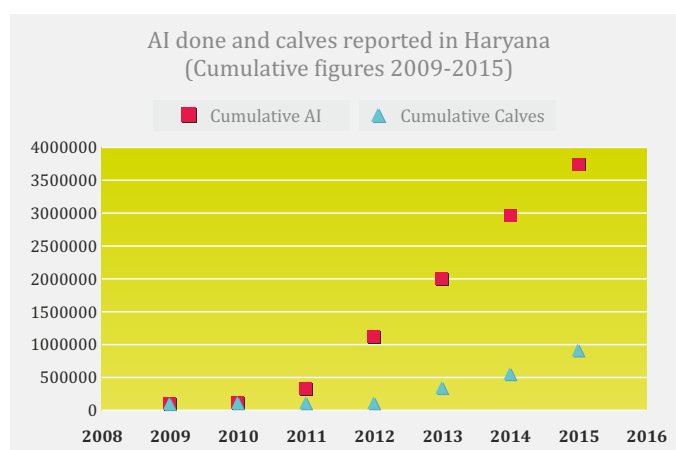
The first project of 140 Centres has successfully completed its project tenure in the year 2015, though the second project of 1,000 Centres is still in operation. In addition to these government projects, this year onwards, we are implementing the CSR projects of 2 companies namely; JK Cement Ltd and Aditya Birla GBTL Jan Kalyan Trust. Under these CSR projects, JK Trust is currently operating 25 Integrated Livestock Development Centres (ILDCs), 20 in Jhajjar District and 05 in Bhiwani 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 Ltd and Grasim Bhiwani Textiles Ltd.

### State at a glance (as on 31<sup>st</sup> Dec, 2015)

Name of State	Haryana
Number of Districts Covered	21
Number of Blocks Covered	126
Number of Villages Covered	6955
Number of Households Covered	7,94,263
Number of ILDCs	1025

### Project Performance

In addition to AI services, we are providing a number of other services like infertility treatments, first aids, de-wormings and vaccinations for animals. The performance achievements under each of the heads are given in the graphs below:





# Across the States

## Jharkhand

### JK Trust enters Jharkhand

One of our major achievements in spreading our footprints in eastern India was the signing of an MoU between JK Trust and 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 trainings and creating various assets for cattle and buffalo development in Jharkhand state.

This new initiative by the Jharkhand Govt. has given the JK Trust a big responsibility of producing large number of crossbred/upgraded calves in the State known for a sporadic cattle population. Selected centres in 24 districts of the State are covered under this programme.

As a first step towards operationalisation of the project, the selection of Gopals has been done through walk in interviews in all the districts. The State office and divisional office locations were finalised near Khelgaon, Jharkhand state museum and Deoghar respectively. The manpower selection for field operation, monitoring and management of the project was started and we are optimistic that all the 430 AI Centres will be in operation early next year.

## Karnataka

### Introduction

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 Nov. 2015, the Trust has 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 will provide services like artificial insemination, castration, fodder management, first aid and extension services with a view to develop high milk yielding progeny animals.

### State at a glance (as on 31<sup>st</sup> Dec, 2015)

Name of State	Karnataka
Number of Districts Covered	1
Number of Blocks Covered	8
Number of Villages Covered	46
Number of Households Covered	4,600
Number of ILDCs	5

# Across the States

## Madhya Pradesh

### Introduction

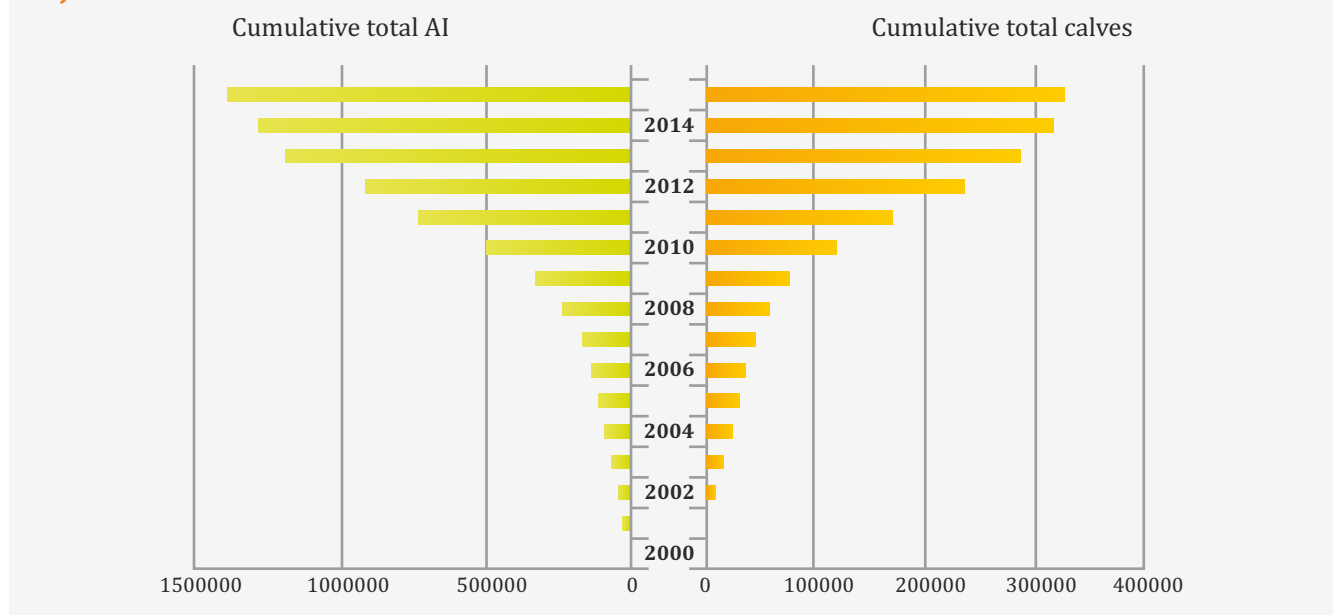
Starting from September 2000, the Trust has undertaken a number of projects including SGSY, Special SGSY, RSVY, NPY and BRGF sponsored projects in the state of Madhya Pradesh. We have also undertaken Madhya Pradesh Rural Livelihoods Project (MPRLP) - Phase One, funded by the Department for International Development (DFID), U.K., in four predominantly tribal districts namely Mandla, Dindori, Shahdol and Anuppur.

The projects handled in the year 2015 are NPY and BRGF funded cattle breed improvement projects. Starting from 2015, the Trust has undertaken a number of Corporate Social Responsibility (CSR) projects sponsored by Raymond Ltd, Fullerton India Credit Company Ltd, JK Tyre & Industries Ltd and Godrej Agrovet Ltd in the state of Madhya Pradesh.

### State at a glance

Name of State	Madhya Pradesh
Number of Districts Covered	19
Number of Blocks Covered	64
Number of Villages Covered	4,661
Number of ILDCs	349

### Project Performance



Year	AI Done	Calves Reported	Castrations	Infertility Treatment	First Aid	Deworming	Vaccination
2015	96,375	11,579	32,238	48,120	1,15,439	7,20,898	34,705

# Across the States

## Maharashtra

### Launch of RKVY project in Jalgaon - Maharashtra

RKVY-funded Cattle Breed Improvement Project of Maharashtra State was inaugurated by the Hon'ble Minister of Agriculture, Mr. Eknath Rao Khadse on 3<sup>rd</sup> May, 2015 at a grand function held in Jalgaon. Mr. Sanjay Sawkare - Minister of State for Agriculture, Dr. A T Kumbhar - Commissioner, Animal Husbandry, Govt. of Maharashtra, Dr. H D Gaikwad - CEO, MLDB and Dr. S Sawant - Additional Commissioner of Animal Husbandry were the eminent guests present on the occasion. The programme was a huge success with about 5,000 farmers attending the function.



The Work Order of the project for working in 27 districts of Maharashtra was handed over to Dr. Shyam Zawar, CEO, JK Trust by the Hon'ble Minister, Mr. Eknath Rao Khadse.

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

Centre establishment was taken up on a war-footing basis and at the close of the year; the Trust is operating 994 ILD Centres under this RKVY project. We are also undertaking CSR projects in the State. Five ILDCs sponsored by Fullerton India Credit Co. Ltd as part of their CSR project and 80 ILDCs sponsored by Raymond Ltd. are operating in the State as on 31<sup>st</sup> Dec., 2015. In addition, we also run 5 ILDCs under SAGY (Saansad Adarsh Gram Yojana) in Pune and Satara districts. Hence, in total, we are operating 1,084 Centres in Maharashtra as on 31<sup>st</sup> Dec., 2015.



### Project Performance

A total of 1,63,740 Artificial Inseminations were done in Maharashtra by JK Trust in the year 2015. Calves are expected from these AIs starting from February 2016 onwards. In addition to AI, the Gopals are providing other veterinary services also at the doorsteps of farmers. A total of 6773 castrations were done in the State in the year 2015.



# Across the States

## Odisha

### Introduction

JK Trust initiated Cattle Breed Improvement Program (CBIP) in Odisha State in the year 2012 with support from the Ministry of Tribal Affairs, Government of India. Since then, JK Trust has been operating 620 Integrated Livestock Development (ILD) Centres in 13 tribal districts in collaboration with the ST & SC Development Department and Fisheries and Animal Resources Development Department of the Govt. of Odisha. Till December 2015, a total of 4,12,652 Artificial Inseminations have been performed and 67,385 high genetic merit calves are born. Besides, the Gopals of the Trust have been providing a variety of other veterinary support services like castrations, vaccinations, first aid, infertility, de-worming etc.



In the year 2014, 64 ILD Centres were sanctioned under RKVY for 3 districts of Cuttack, Nayagarh and Dhenkanal. Out of 64 Centres, 56 Centres are operational and the remaining 8 Centres will be started shortly.

JK Trust signed, in August 2015, another agreement with L&T Finance Limited, a wholly owned subsidiary of L&T Finance Holdings Limited, for starting 100 ILD Centres under CSR funding in 3 districts of Bhadrak, Cuttack and Jajpur. The Centres have been identified and Gopals are currently undergoing technical training at Dr. Vijaypat Singhania Training Institute for Rural Development at Gopalnagar in Chhattisgarh. These Centres shall be operational by the 1<sup>st</sup> half of the year 2016. This is the single largest CSR project of the JK Trust.

### State at a glance (as on 31st Dec. 2015)

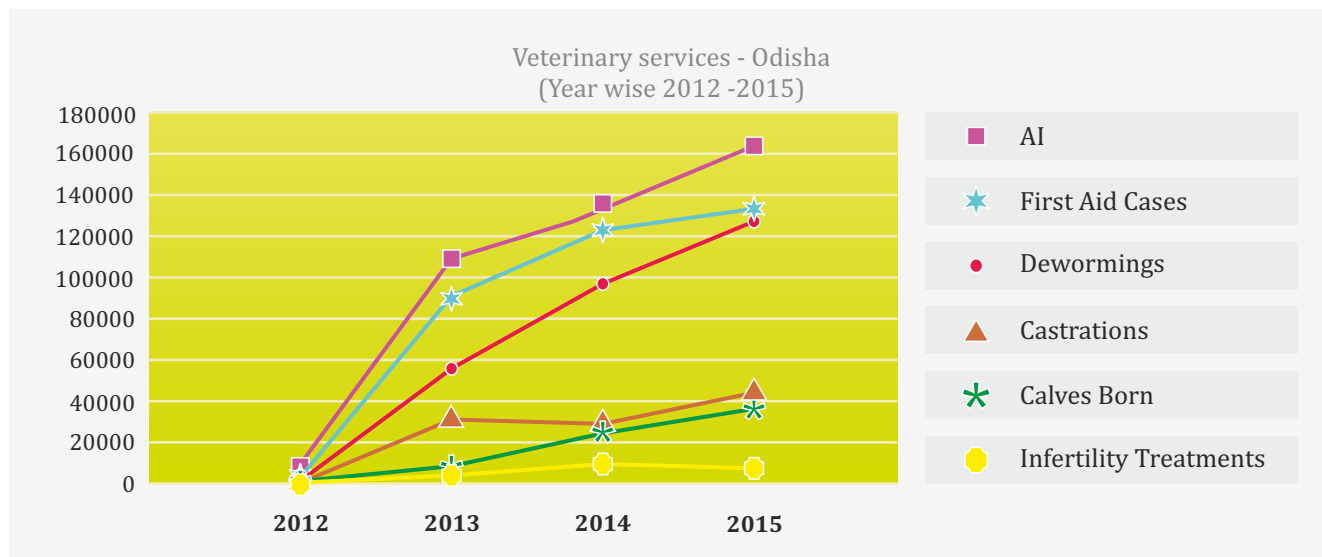
Name of State	Odisha
Number of Districts Covered	16
Number of Blocks Covered	136
Number of Villages Covered	5649
Number of Households Covered	282240
Number of ILDCs	676
Number of MVUs in opeartion	5

# Across the States

## Odisha

### Project Performance:

#### Performance under ILDCs



In addition a total of 5,87,768 vaccinations were also done in the state in the last year.

#### Performance of Mobile Veterinary Units

Five MVUs were operational in the State during the year 2015. The details of the services rendered through these MVUs in Odisha during the year 2015 are summarised in the table below:

No. of Camps	First Aid	Infertility	Deworming	P.D.	Deticking	Call Treatment
722	5918	1809	7041	1185	23	196



# Across the States

## Punjab

### Introduction

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. However, calf verification and associated other veterinary services like de-worming and first aid were continued in the year 2015 also. Another project was sanctioned in the year 2012 under the Integrated Watershed Management Programme (IWMP). So far, 28 ILDCs have been established under the IWMP project.

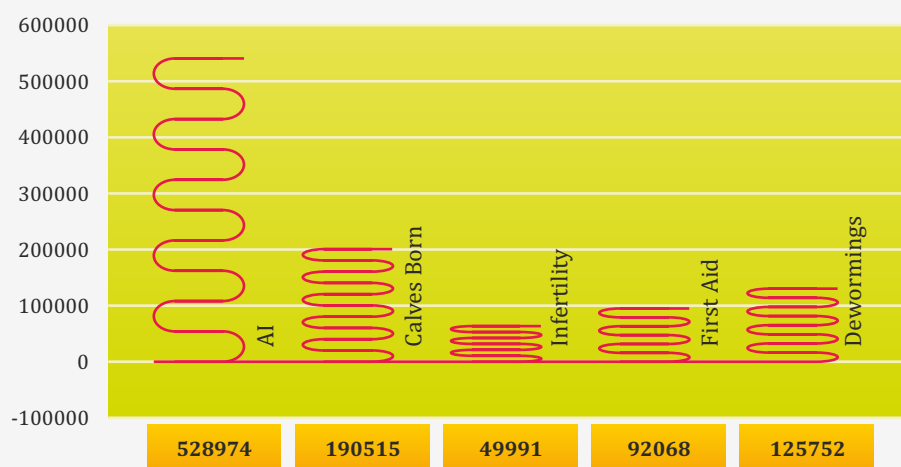
### State at a glance (as on 31st Dec., 2015)

Name of State	Punjab
Number of Districts Covered	8
Number of Blocks Covered	17
Number of Villages Covered	231
Number of ILDCs	28

### Project Performance

Year	AI Done	Calves Reported	Castrations	Infertility Treatments	First Aid	Deworming	Vaccination
2015	21,541	61998	18	759	1665	23598	39

Veterinary services - Punjab - cumulative figures  
2010 to 2015



In addition, we have also done 9106 Vaccinations and 2561 Castrations in the state till now.

# Across the States

## Rajasthan

### Spreading our wings to Rajasthan

The JK Trust won the bid to establish 2,000 Integrated Livestock Development Centres in Rajasthan for providing services of Artificial Insemination and Veterinary First Aid to cows & buffaloes at the doorsteps of the farmers.



An agreement was signed between the CEO, Rajasthan Livestock Development Board, Jaipur & the Director, Department of Animal Husbandry, Government of Rajasthan, as one part & JK Trust, as the second part on 1<sup>st</sup> June, 2015 for the establishment of 2,000 ILD Centres covering 30 districts of Rajasthan.

Steps have been initiated to start the project at the earliest. A series of walk-in interviews were conducted at Chittaurgarh, Kota, Jodhpur and Bharatpur Divisions for the selection of suitable candidates. Selected candidates have been sent for intensive training at our Training Institute in Gopalnagar. Centres are expected to start functioning early next year.

### CSR project

In Rajasthan, we are running 40 ILDCs under the CSR project of JK Cement Ltd. Agreement was signed on 23<sup>rd</sup> February, 2015 for the establishment of 40 ILD Centres in various blocks of Chittaurgarh and Pratapgarh Districts of Rajasthan.

The project was launched on 19<sup>th</sup> May, 2015 at Atal Sewa Kendra, Karunda, Nimbahera. The Chief Guest of this programme was Hon'ble MLA, Shri Chand Kriplani. Special Guest was Shri Ved Prakash, District Collector, Chittaurgarh. The occasion was also graced by the presence of SDM Shri Hemendar Nagar, Tehsildar Shri Gautanlal Kamhar, BDO, Shri Anil Padihar, Joint Director – Animal Husbandry, Dr. Bansilal Mudra and the Panchayat Samiti Pradhan, Shri Ashok Singh Jat. JK Cement Ltd. was represented by Unit Head Mr. S.K. Rathore, Mines In-charge Mr. R.C. Purohit, Employee Relations Officer Mr. M.S. Shekhawat and other officers.





# Across the States

## Telangana

### Expanding our network to Telangana

The Ministry of Tribal Affairs - Govt. of India had sanctioned a project under Article 275 (1) to JK Trust for the establishment of 192 Integrated Livestock Development Centres (ILDCs) in the Tribal Districts of Adilabad, Khammam and Warangal of Telangana State to provide animal breeding and other allied services.

The signing of the MoU between Mr. Ekka, Managing Director, TRICOR (Telangana State Scheduled Tribes Co-operative Finance Corporation Ltd.) and Director, JK Trust took place on 2<sup>nd</sup> April, 2015.

After the commencement of 157 centres under this project, an official launch programme was organised by the Tribal Department in Jodeghat (Adilabad District) on 27<sup>th</sup> October, 2015; wherein the event of bikes distribution to 98 Gopals was flagged off by the Hon'ble Minister for IT & Panchayati Raj - Mr. K.T. Rao. The other dignitaries present on the occasion



were Mr. Chandulal Azmeera (Minister for Tribal Affairs, Telangana), Mr. Jogu Ramanna (Forest Minister, Telangana), MPs, MLAs, District Collector & PO, ITDA (Integrated Tribal Development Agency), Bhadrachalam.

### Gopal Training of Tribal Candidates

Local educated, unemployed youth candidates from the ST community were identified in consultation with the concerned Integrated Tribal Development Agencies (ITDAs) to work as Gopals in the ILDC Centres. All these 192 candidates have undergone 4 months intensive Gopal training. The first two months of classroom training has been provided by the Govt. Regional Animal Husbandry Training Centres (RAHTC) of Khammam and Warangal and DAHT (Khammam).

This theory training was followed by two months of Field Training in Odisha. After thorough training in Artificial Insemination, Castration and First Aid treatments, the successful candidates were posted as "Gopals" at various centres.

### Project Performance

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

AI Done	Castrations	Infertility Treatments	First Aid	Deworming	Vaccination
4,588	1534	307	7,264	5,417	14,913

# Dr. Vijaypat Singhania

## Training Institute for Rural Development



Dr. Vijaypat Singhania 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 Institute, located at Gopal Nagar, District Janjgir-Champa in Chhattisgarh was inaugurated by Dr. Vijaypat Singhania on 1st October, 2014.

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 accommodation of 100 trainees at a time. The Institute has a rich library and an elaborate information system. The Institute has well qualified and experienced faculty to deliver various trainings. The Institute has been accredited by the Ministry of Agriculture and Farmers Welfare, Govt. of India as a training centre for paravets and is recognized 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 682 candidates have been successfully trained in the Institute in the year 2015. Candidates from Odisha, Jharkhand, Rajasthan, Haryana, Maharashtra and Chhattisgarh have benefited from the training at the Institute in 2015.

# Corporate Social Responsibility (CSR) Projects

In current times, in addition to focussing on the core business or sectors where they are working, the private sector plays a lead role in nation-building as well. Corporate Social Responsibility plays a vital role in their efforts to uplift the downtrodden of the society and to enable a better and equitable society.

As custodians of resources and capabilities; organisations fulfil their social responsibilities through active partnership with various stakeholders in the process, bringing to the table their core competencies and much-needed resources. Therefore, a comprehensive multi stakeholder effort involving complementary actions of government, multilateral organisations and non-governmental organisations will be the key to realising the social goals. From a social perspective, CSR has the potential to transform India into a developed nation. India's corporate houses can act as agents of social change and community well-being.

**JK Trust**, with its national presence, diverse experience, strong professional team and an army of grassroots workers, strong monitoring and reporting systems and a robust MIS has been delivering great results for corporate projects under CSR.

**The Trust has entered into CSR project agreements with 7 leading corporates in the year 2015, the details of which are given below:**

## 1) Aditya Birla GBTL Jan Kalyan Trust

Grasim Bhiwani Textiles Ltd is a subsidiary of Grasim Industries Ltd. having 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.



Agreement was signed between Grasim Bhiwani Textiles Ltd and JK Trust on 29<sup>th</sup> May, 2015 for the establishment of 5 ILDCs in Bhiwani District of Haryana. Through the AI services, JK Trust aims to produce 500 calves and cater to hundreds of farmers in the vicinity of the plant in Bhiwani, Haryana.

The project was launched on 27<sup>th</sup> August, 2015 at Panchayat Bhawan of Village Rajpura Kharkhari. The Chief Guest of this programme was Vivek Kumar Singh, Head, Thermal Power Plant, Bhiwani. The occasion was also graced by the presence of Shri John Bakshla - Head, HR Grasim Bhiwani, Mr. Kumar Amit - Head CSR, Grasim Bhiwani and Shri Rinku Sharma - Sarpanch Rajpura Kharkhari.

The function received much public attention and media coverage also. Leading Hindi dailies, DAINIK JAGRAN and AMAR UJALA reported the news on 28<sup>th</sup> August, 2015.



# Corporate Social Responsibility (CSR) Projects

## 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 launched Integrated Livestock Development (ILD) Centres under its Corporate Social Responsibility – “Pashu Vikas” project. These centres were opened in rural areas of Hoshangabad, Itarsi, Pipariya, Seoni Malwa Blocks of Hoshangabad District & Harda Block in Harda District of Madhya Pradesh.

Mr. Samir Mishra, Chief of Fullerton India Gramshakti, Mr. Amol Bhalerao, AVP, CSR of Fullerton and Sarpanch, Mr. Ramkrishna Patel jointly lighted the lamp and inaugurated the project on 11<sup>th</sup> June, 2015 at ILDC - Ranhai Kala in District, Harda, Madhya Pradesh. In Burhanpur, the centre was inaugurated by Mr. Ashish Singh, Head Rural Business, Fullerton India, Mr. Amol Bhalerao, AVP, CSR of Fullerton India and Dy. Sarpanch, Mr. Sanjay Mahajan on 4<sup>th</sup> Sept., 2015 at ILDC - Loni.

This initiative will provide 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.

Following the tremendous response of the ILDCs in Madhya Pradesh, Fullerton India committed for 15 more ILD Centres with JK Trust. Accordingly, 5 new centres were established at Khandwa in Madhya Pradesh. Taking the scope of these centres to other states, Fullerton India established 5 ILDCs at Kolhapur in Maharashtra and 5 at Nipani in Karnataka. Effectively, these centres operated and managed by JK Trust reaches out to over 160 villages in 3 states of the country. Thousands of farmers would be benefited by these high quality doorstep services.

Cementing our relationship, JK Trust also participated in 2<sup>nd</sup> Annual Pashu Vikas Day organised by Fullerton India. Simultaneous camps were organised at our 190 locations across 10 states of the country making it a grand success.





# Corporate Social Responsibility (CSR) Projects

## 3) 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 Program through Integrated Livestock Development Centres (ILDCs). The launch of these centres was done on 1<sup>st</sup> Dec., 2015 by Dr. Sanjay Toke, General Manager, Marketing, Godrej Agrovet Limited and Dr. Parnam, Deputy Director, Veterinary Services, Department of Animal Husbandry, Indore at ILDC - Faraspur, Block - Sanwer, District Indore.

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.



This project shall greatly help in the development of progeny of cattle and buffaloes with high milk-yielding potential. Additionally, it shall also help in improving the health of animals by providing them balanced feed as well as preventive and curative veterinary facilities. The extension activities shall make the farmers aware of the importance of AI and other veterinary services to dairy animals.

## 4) JK Cement Ltd.

JK Cement Ltd. is an affiliate of the multi-disciplinary industrial conglomerate JK Organisation which was founded by Lala Kamalapat 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 Chittaurgarh 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.

Agreement was signed between JK Cement Ltd and JK Trust on 23<sup>rd</sup> February, 2015 for establishment of 40 ILDCs in various blocks of Chittaurgarh and Pratapgarh Districts of Rajasthan and 20 ILDCs in Jhajjar District of Haryana. The agreement is for a period of 5 years and challenging targets are set to be

# Corporate Social Responsibility (CSR) Projects

achieved. In the project in Rajasthan, JK Trust expects to help in production of over 500 calves; whereas over 800 calves are expected to be produced in Haryana through the AI services. Additionally, the veterinary health-related services are expected to benefit thousands of farmers in the vicinity of these ILD Centres.

The ILDC project at Chittaurgarh was launched on 19th May, 2015 at Atal Sewa Kendra, Karunda, Nimbahera. The Chief Guest of this programme was Hon'ble MLA, Shri Chand Kriplani. Special Guest was Shri Ved Prakash, District Collector, Chittaurgarh. The occasion was also graced by the presence of SDM Shri Hemendar Nagar, Tehsildar Shri Gautanlal Kamhar, BDO, Shri Anil Padihar, Joint Director - Animal Husbandry, Dr. Bansilal Mudra and the Panchayat Samiti Pradhan, Shri Ashok Singh Jat. JK Cement Ltd. was represented by Unit Head Mr. S.K. Rathore, Mines In-charge Mr. R.C. Purohit, Employee Relations Officer Mr. M.S. Shekhawat and other officers.

The inauguration ceremony of 20 ILDCs in Jhajjar District of Haryana under the CSR project of JK Cement Ltd. was held on 12th August, 2015 at the Panchayat Bhawan of Village Mohanbari. The Chief Guest of this programme was Dr. Anshaj Singh, Deputy Commissioner of District Jhajjar. Special Guests were Shri Rakesh Jakhar - Hon'ble member of Jhajjar Zilla Parishad, Shri Vishal - District Development and Panchayat Officer, Jhajjar and Dr. Manish Dawas - SDO, AH and Dairying. The occasion was also graced by the presence of Mr. Pradeep Chauhan BDO - Block Matanheri and Shri Bhim Singh - Sarpanch of Gram Panchayat Jharli, Mr. Harish Agrawal - Unit Head, Shri KP Jaiswal - General Manager and other officers of JK Cement Ltd., Jharli were present on the occasion.



## 5) 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 to the farmers in the state, JK Tyre & Industries Ltd has been sponsoring implementation of Cattle Breed Improvement Program under its corporate social responsibility. To improve the coverage of breedable animals in the state and to provide doorstep service to the farmers, JK Trust is entrusted with the responsibility of providing various services in Animal Husbandry sector in Morena District of the state. Agreement was made between JK Trust and JK Tyre & Industries Ltd regarding establishment of 2 Integrated Livestock



# Corporate Social Responsibility (CSR) Projects

Development Centres under corporate social responsibility on 3rd June, 2015. The Centre provides the services of Artificial Insemination in cows and buffaloes and other veterinary services to cows, buffaloes and small animals on cost basis at the doorstep of the farmers.

This CSR project was launched on 20th Oct., 2015 at ILDC - Noorabad in District Morena. The Chief Guest of the programme was Mr. Ashish Kumar Gupta, Chief Executive Officer - Zilla Panchayat Morena. Special Guests were Mr. P. Kulkarni - G.M., JK Tyre & Industries Ltd - Banmore Plant - Dist. Morena and Mr. Pandey - Manager - Jila Udyog Kendra - Morena. The programme was also graced by the presence of senior officers of JK Tyre & Industries Ltd. and local leaders from the beneficiary villages. Around 155 farmers turned out to attend the programme.

## 6) L&T Finance



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. Despite the turbulence in the financial services markets over the past few years, L&T Finance has adapted well to the changing market dynamics to remain consistently profitable.

L&T Finance shares the professional values and ethos of its parent company, and has earned and maintained a reputation for reliability, transparency of operations and absolute integrity. A steady growth rate validates the trust that industry has reposed in the company.

A 5-member team headed by Mr. Dinanath Dubhashi, MD & Chief Executive, L&T Finance, visited the JK Trust ILD Centres in Mahasamund District in Chhattisgarh on 6th June, 2015 to explore the chances of collaborating with us for their CSR projects. The team interacted with the beneficiaries of the Cattle Breed Improvement Program (CBIP) implemented by the JK Trust and saw the crossbred cows produced under the



# Corporate Social Responsibility (CSR) Projects

programme. Mobile Veterinary Units and Fodder development activities were also seen by the team. The team also paid a visit to the Milk Producers' Co-operative Society at Tappa - Sevaiya Village and interacted with the milk producer farmers.

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 have signed an agreement with JK Trust for starting 100 ILDC Centres in Jajpur, Cuttack and Bhadrak districts of Odisha. The Centres are identified and Gopals are getting trained. These Centres will be operational in the next few months.

## 7) 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. Accordingly, JK Trust operates 240 ILDC Centres on behalf of Raymond Group across 3 states of the country along with 5 Mobile Veterinary Units. 240 ILDCs of Raymond Ltd are spread around their units in Maharashtra (80), Chhattisgarh (80) and Madhya Pradesh (80). Five Mobile Veterinary Units are operational in the State of Chhattisgarh.





# Upcoming Projects

The Trust is venturing into a number of ambitious projects, the details of which are given hereunder:

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

The Trust is establishing a state-of-the-art Institute namely 'Dr. Vijaypat Singhanian Centre of Excellence for Assisted Reproductive Technologies in Livestock' at Vadgaon, Pune, Maharashtra. This Institute will carry out research in advanced Assisted Reproductive Technologies like In-Vitro Fertilisation (IVF) and Embryo Transfer (ET) in cattle and will substantially contribute to the genetic improvement of the cattle in the State of Maharashtra and all over India. The male calves born out of these embryos will be used for semen production at our upcoming Semen Station in Raipur. The semen produced out of these progeny will be used for genetic improvement of cattle throughout the country.

Construction work was started in November 2015 and is going on in full swing at the 42 acres of land located at Vadgaon, Pune. The construction of one cattle shed housing 100 heifers is already complete and the construction of a second shed with a capacity to house another 100 more heifers is expected to be complete by June 2016. In addition to the lab and cattle sheds, there will also be facility for staff quarters and administrative building. The entire facility is expected to be ready by August 2016.

Hundred healthy crossbred recipients are already housed in the cattle sheds. We are currently in the process of importing embryos of superior genetic merit from Semex, Canada. With the imported embryos, we plan to start the work of ET and IVF trials in the month of September 2016.

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

## **2) Dr. Vijaypat Singhanian Centre of Excellence in Bovine Genetics, Raipur**

The proposed Mega Semen Station, named as 'Dr. Vijaypat Singhanian Centre of Excellence in Bovine Genetics, Raipur' will be coming up in 68.92 acres of land located at Village Hasda at Tehsil Berla, District Bemetara in Chhattisgarh. The proposed state-of-the-art Centre is being supported by the Government of India and Govt. of Chhattisgarh. The location of the Centre is just 30 kms from Raipur which is well connected to all parts of the country by road, rail and air.

Civil construction of the proposed Centre is expected to start from April 2016 and we expect to start semen production in the year 2018. Considering the rapid growth in the activities of the Trust in the recent past and its business expansion plans, we are hopeful that this Institute with a proposed capacity of 5 million semen doses per annum (expandable to 10 million) will meet the captive requirements of the Trust. Further, this could also cater to the demand of quality semen doses in different states of the country, thereby helping in genetic improvement of the cattle.

## Upcoming Projects

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



The existing lab facility at the Raymond Embryo Research Centre (RERC) in Gopalnagar is getting 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.

Good quality donor animals of indigenous breeds like Gir, Sahiwal, Tharparkar and Nellore have been procured and are housed at the cattle shed of the proposed unit. Recipient animals for the trials are also housed at the unit.

Four qualified veterinarians are being sent to the United States for an advanced training in IVF and ET. Upon completion of the training, the trials would start in Chhattisgarh unit in March 2016.

### 4) Mobile ET Van

Post successful demonstration of IVF and ET in cattle and buffaloes in our labs, the Trust also has an ambitious plan of taking it to the doorsteps of the farmers. With this in mind, we have planned to set up a high tech Mobile Embryo Transfer van with all the necessary equipment, which will cater its 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 would be made mobile.

# Appreciations and Accolades

## ● Recognition of JK Trust by Ministry of Rural Development



The Ministry of Rural Development (MoRD) had organised a National Workshop on Good Practices in Rural Development Sector in Bhopal on 23<sup>rd</sup> and 24<sup>th</sup> September, 2015 so as to bring the best of rural development initiatives to the mainstream debate and provide a platform for their practitioners to interact and share their learnings with the Adarsh Grams identified under SAGY by Hon'ble Members of Parliament.

A total of 592 entries from Government departments, Gram Panchayats and various NGOs were received by the ministry for the Good Practices workshop. A panel of experts from Tata Institute of Social Sciences (TISS) and MoRD officials shortlisted 82 best entries from that lot. A team from TISS carried out the field visits of the interventions to verify the claims made in the application; after due diligence, 31 organisations were invited to the workshop which was held in Bhopal on 23<sup>rd</sup> and 24<sup>th</sup> September, 2015.

JK Trust was one among the top 31 entries invited for the workshop out of a total of 592 entries, and the only organisation from the livestock sector. We were felicitated with a trophy and a certificate of appreciation. Further, we were allotted a stall to showcase our activities. The Ministry of Rural Development has made 7 films out of the 31 top entries and JK Trust was one out of them. This film was screened during the workshop in front of over 600 esteemed dignitaries of State and Central rural development departments.



The Chief Guest of the event was Shri Chaudhary Birender Singh, Minister of Rural Development & Panchayati Raj, GoI. Shri Shivraj Singh Chouhan, Chief Minister of Madhya Pradesh graced the occasion.

# Appreciations and Accolades

- **Recommendation for Partnerships of all State Missions under NRLM with JK Trust**

State Rural Livelihoods Mission (SRLM) of Bihar and Maharashtra had successfully conducted nationwide innovation forums. SRLM's followed a rigorous and transparent process to select the best innovators from amongst the hundreds of entries. It was a moment of pride for us when JK Trust was selected as a finalist of the Bihar Innovation Forum.

Further to this, National Rural Livelihoods Mission under the Ministry of Rural Development, Government of India has recommended all State Missions that they can partner with the JK Trust under the NRLM partnership norms.

- **JK Trust's work appreciated in District Damoh, Madhya Pradesh**

Department of Animal Husbandry, Govt. of Madhya Pradesh has a scheme, wherein they give prizes to the best upgraded calves of Sahiwal, Gir, Jersey and other superior indigenous breeds to create awareness among the farmers about the benefits of Artificial Insemination (AI).

A calf rally was organised on 25<sup>th</sup> Nov., 2015 at Sansad Adarsh Gram, Bandakpur in District Damoh, where the BRGF-funded Cattle Breed Improvement Project of the Trust is operational. The Department of Animal Husbandry & BAIF also participated with the calves produced by them. Our beneficiaries bagged the first prize in Gir category, second in Jersey category and third in Sahiwal category. During the event, Mr. Prahlad Patel - Member of Parliament, Damoh gave a certificate to JK Trust for providing the best animal husbandry services in the district and for active participation.

- **Appreciation of JK Trust Gopal Mr. Suryavali Vishwakarma**

JK Trust Gopal Mr. Suryavali Vishwakarma working at ILD Centre Belakamod in District Rewa under the BRGF project received an appreciation letter from Mr. Rajendra Shukla, Minister of Power & Minerals, Govt. of Madhya Pradesh for his outstanding performance as the best Gopal of the district on 21<sup>st</sup> Nov., 2015.

This appreciation letter was handed over to Mr. Vishwakarma in the presence of Member of Parliament, District Collector, Joint Director & Deputy Director of Vet. Services, Dean, College of Veterinary Sciences & Commissioner Dairy, District Rewa during the function of Animal Husbandry Department at Rewa.





# Participation in Events

## Visit of Shri Narendra Modi, Hon'ble Prime Minister of India to the stall of JK Trust

On 14<sup>th</sup> February, 2015, Shri Narendra Modi, Hon'ble Prime Minister of India inaugurated an exhibition at Krishi Vigyan Kendra (KVK) which included a key exhibit by JK Trust Gram Vikas Yojana. The focus of the exhibition was to bring out the strengths of Baramati district as a whole and showcase the various novel activities being undertaken in the district which are designed to impact and benefit the farmers and other stakeholders from the region.



JK Trust showcased its various initiatives, especially the development of the Integrated Livestock Development Centres (ILDCs) in Baramati District undertaken under the Sansad Adarsh Gram Yojana (SAGY). Dr. Shyam Zawar, CEO, JK Trust briefed the Hon'ble Prime Minister and other dignitaries about the rural development works undertaken by the Trust across different states of India.

Other dignitaries who accompanied the Hon'ble Prime Minister included Shri Radha Mohan Singh - Hon'ble Union Minister of Agriculture, Shri Sharad Pawar - Hon'ble Rajya Sabha Member and President - Nationalist Congress Party, Shri Praful Patel - Hon'ble Rajya Sabha Member and Smt. Supriya Sule - Hon'ble Lok Sabha Member. Also present on the occasion were Shri Vidyasagar Rao - Hon'ble Governor of Maharashtra and Shri Devendra Fadnavis, Hon'ble Chief Minister of Maharashtra. While the event attracted such high profile dignitaries, it was also a huge success in terms of the large number of farmers and villagers who visited the same.

## Participation in Agrovision - 2015

Agrovision is a combination of Exhibition, Workshops and Conference which provides an excellent platform for the farmers and the agriculture industry to explore various opportunities. The 4-day knowledge imparting movement has turned into a major annual activity of Central India with the participation of farmers from Maharashtra as well as nearby states. The efforts put in the past years have resulted in building Agrovision as the Central India's largest Agri Summit. JK Trust participated in the 7<sup>th</sup> Agrovision that was organised at Reshimbagh Ground, Nagpur from 11<sup>th</sup> to 14<sup>th</sup> December, 2015.



The programme was inaugurated by Smt. Vasundhara Raje (Chief Minister - Rajasthan), Mr. Devendra Fadnavis (Chief Minister - Maharashtra) and Mr. Nitin Gadkari (Minister of Road Transport and Highways) on 11<sup>th</sup> December, 2015.

On 11<sup>th</sup> December, 2015, JK Trust stall was visited by Dr. Sawant (Addl. Commissioner - AH) and Dr. Rautmare (Addl. Commissioner - AH). Dr. Shyam Zawar, CEO, JK Trust and Mr. Shrikant Deshpande, Director welcomed the guests and briefed them about the operations of the Trust. On 12<sup>th</sup> December, 2015, Animal Husbandry Director of Rajasthan visited our stall and he was briefed by Dr. D. S. Sontakke. On 13<sup>th</sup> December, 2015,

## Participation in Events

Mr. Nitin Gadkari visited the JK Trust stall and appreciated the work done by the Trust in the field of animal husbandry.

### Participation in Agri Leadership Summit 2015

From 13th to 16th March, 2015, JK Trust participated in “Agri Leadership Summit - 2015” at Gurgaon, Haryana organised by the State Government of Haryana. The main focus of the Summit was to motivate the farmers by showcasing the achievements of innovative and progressive farmers in their respective fields like Agriculture, Horticulture, Animal Husbandry and other allied sectors. JK Trust had also presented its activities in a stall in the Agri Exhibition Pavilion. The major objective of this event was to provide and strengthen market access to the farmers by reducing and eliminating the need of various intermediaries.

More than one lakh farmers and 300+ companies participated in the 3-day summit held in Gurgaon. Though the programme was hosted by the Government of Haryana, farmers from various parts of India attended the summit. The Agri Leadership Summit 2015 was inaugurated by the Hon'ble Union Minister of Agriculture, Shri Radha Mohan Singh and the Hon'ble Chief Minister of Haryana Shri Manohar Lal Khattar.

### Republic Day Celebration at Rewa, Madhya Pradesh

In Rewa District of Madhya Pradesh, the 66th Republic Day was celebrated with great national fervour, pomp and gaiety. The main function was organised at SAS ground, Rewa on the morning of 26th January, 2015. Politicians, bureaucrats and intellectuals were present at the event. Mr. Rajendra Shukla, Minister - Public Relations, Govt. of Madhya Pradesh, hoisted the tricolour. Addressing the people on this occasion, he expressed satisfaction with the fact that the people are participating actively in the various activities in the district.

Various government departments participated in the event and showcased their activities as well as their achievements. JK Trust also participated in the event with District Officers as well as Gopals from 11 ILD Centres of the district. In fact, JK Trust was the only organisation from the non-govt. sector in the event and had been invited to participate by the Zilla Panchayat CEO, Mr. S.K. Malviya.



The Collector - Mr. Rahul Jain appreciated the Cattle Breed Improvement Program of the Trust and stated that the programme is aimed at developing animal resources in the district and would help in the improvement of the socio-economic conditions of the farmers.

### Participation in Lok Suraj Abhiyaan Programme of Govt. of Chhattisgarh

The Govt. of Chhattisgarh organised Lok Suraj Abhiyaan Programme at the district level from 14th April to 13th May, 2015 to create awareness about various government schemes amongst the farmers. Ministers, government officials and farmers attended this government programme in large numbers. JK Trust actively took part in the programme in every district, distributing publicity material like leaflets and pamphlets. We showcased our calves, green fodder seed and the MVU. Our officers briefed the dignitaries and farmers about the objectives, growth and outstanding achievements made by JK Trust and explained how the Trust has been working relentlessly in the field of cattle development and fodder development. Fodder seeds and Napier

# Participation in Events

slips were distributed to the farmers.

## Participation in Krishi Mahotsav 2015 in Madhya Pradesh

The Department of Farmer Welfare & Agricultural Development, Govt. of MP, organised Krishi Mahotsav & Agriculture Show from 25th May to 15th June, 2015 in various locations of MP to help the farmers understand the latest techniques, gain more knowledge in the field of agricultural development and share various means of helping them to improve the yield of the agricultural produce.

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

## Visit of Chhattisgarh Government officials to JK Trust ILD Centres in Gujarat

A delegation comprising Shri Sukumar Toppo, Commissioner - Tribal Department, Govt. of Chhattisgarh, Mrs. Shikha Rajput Tiwari - District Collector & Mr. Abhijit Singh - CEO, Dist. Kondagaon along with their team visited the JK Trust ILD Centre at Sithol village in Chota Udepur district of Gujarat on 11th Sept., 2015. A team from the Tribal Department, Govt. of Gujarat also accompanied them.

The team interacted with Lady Gopals and local farmers and took firsthand feedback on the programme. Shri Toppo appreciated the programme and expressed great happiness at the good work done by the Trust in enhancing the livelihood of Lady Gopals.

Mr. Solanki - PA DSAG - District Chhota Udepur and Mr. Harshad Patel - Sr. Consultant from the Tribal department of Gujarat were seen explaining the improvement noticed in the project area due to the Van Bhagini Project implemented by the JK Trust to the delegation from Chhattisgarh.



## Livestock Intervention of JK Trust appreciated in Odisha

Commissioner-cum-Secretary, Fisheries and Animal Resource Development Dept., Govt. of Odisha, Shri Bisnupada Sethi visited the Integrated Livestock Development (ILD) Centre at Laigaon in Boudh District on 5th November, 2015 to take stock of grassroots level progress of activities under Cattle Breed Improvement Project (CBIP) implemented by JK Trust. He was accompanied by CDVO, Boudh and local officers of the Department. Project Manager, Asst. Project Manager and RDOs of JK Trust were also present at the centre during his visit.

A calf rally was organised on the occasion, where 34 crossbred and upgraded calves of different breeds born out of Artificial Insemination (AI) were exhibited.





## Participation in Events

Mr. Sethi was very happy to see the good quality calves of high genetic merit having the potential to produce more milk.

He interacted with farmers and JK Trust officials and lauded the efforts of the Trust in providing quality services of AI and other veterinary support through ILDCs at farmers' doorsteps in the interior pockets of the district. Later, Mr. Sethi advised the CDVO, Boudh to coordinate with OMFED for extension of milk route, organise vaccination and animal health camps in convergence with JK Trust and promote fodder cultivation for ensuring sustainability of the project intervention. He also directed the CDVO to take steps for construction of cowsheds in farmers' households in convergence with MGNREGA under DRDA, Boudh.

### Rashtriya Krishi Mela - Chhattisgarh

"Rashtriya Krishi Mela - Chhattisgarh 2015" was organised by the Confederation of Indian Industry (CII) in association with the Department of Agriculture, Government of Chhattisgarh from 26th to 28th December, 2015, at Raipur. The aim of the mela was to promote the state as a technology-friendly state in agriculture & allied sector. It was an ideal forum to facilitate knowledge and best practice sharing among the farmers on post-harvest technology, farm mechanisation, latest irrigation technology and better use of agricultural land.



JK Trust Gram Vikas Yojana was the official sponsor of Rashtriya Krishi Mela - Chhattisgarh 2015. Our stall showcased various activities like Cattle Breed Improvement Program, live demonstration of green fodder and fodder seeds. Hundreds of farmers and general public who visited our stall expressed keen interest in our activities. They have understood how to get better crossbreed calves and green fodder at their doorsteps at very nominal costs. Shri Brijmohan Agrawal (Hon'ble Minister of Agriculture, Fisheries, Animal Husbandry and Water Resources, Government of Chhattisgarh) had personally visited our stall and discussed our activities. He was really impressed and appreciated our work.

### Kisan Mela in District Balod, State Chhattisgarh

Government of Chhattisgarh organises many programmes to interact with the farmers of the State - Kisan Mela being one of them. During such melas, the Hon'ble Chief Minister of the State and other higher dignitaries personally interact with the farmers to understand their problems and also inform them about the new projects / schemes designed and rolled out for them by the government.

One such Kisan Mela was organised in District Balod on 8th November, 2015. The programme attracted more than 40,000 farmers. JK Trust had put up a stall in the mela. The Trust showcased its various interventions, especially ILDCs and Fodder Multiplication Centres (FMCs). Farmers who visited the stall were seen interacting with our Monitoring Officers & Veterinary Officers to know more details of the programme and were convinced of the benefits of these activities.





# Participation in Events

Hon'ble Chief Minister of the State Dr. Raman Singh also visited our stall and appreciated our work.

## Pashu Mela in Kawardha, State Chhattisgarh

JK Trust participated in 'Pashu Mela' in Kawardha, organised by Dept. of Animal Husbandry, Govt. of Chhattisgarh on 14th Dec., 2015. Hon'ble Chief Minister - Dr. Raman Singh graced the occasion. The mela witnessed a turnout of more than 25,000 farmers, in front of whom; we exhibited the calves born out of our programme and FMC activities.



Mr. Dhananjay Dewangan (District Collector) and Dr. S.K. Pandey (Director Animal Husbandry) visited our stall with their team. They inspected the calves and observed the FMC activities like Azolla demonstration, UST demonstration, Hybrid Napier & Berseem fodder crops.

## Visit of the CSR team of Tata Chemicals Ltd.

The CSR team of Tata Chemicals Ltd. (Mr. Premlal Pandya and Mr. Harpal Singh) visited Dr. Vijaypat Singhania



Training Institute for Rural Development - Gopalnagar on 22nd & 23rd Sept., 2015 to know about the various training services provided by the institute.

They also visited Chandkhuri Farm (FSDC Project) to understand the feasibility of the project and the JK Trust team present there explained the process involved in developing quality fodder seeds / slips.

They also paid a visit to the ILD Centres and saw the crossbreed calves produced through the CBIP programme being given proper nutrition with green and dry fodder produced by the household with low cost by utilising the training sessions provided at the Fodder Multiplication Centres (FMCs). During this visit, the team interacted with the Gopals and the farmers and was convinced about the impact of the interventions in the lives of the beneficiaries.

## Fodder demonstration by JK Trust in Chhattisgarh

A UHT Plant (Ultra-high-temperature processing) of State Dairy Federation (Devbhog), Raipur was inaugurated by the Hon'ble Chief Minister of Chhattisgarh, Dr. Raman Singh on 27th Dec., 2015 at a grand

## Participation in Events

function held in Gariaband, Chhattisgarh. Shri Brijmohan Agrawal (Hon'ble Minister of Agriculture, Fisheries, Animal Husbandry and Water Resources, Government of Chhattisgarh), Shri Ajay Singh (Agriculture Production Commissioner) and other senior officers were present at the occasion.

JK Trust participated in the function and organised a show demonstrating the high yielding forage crops for increasing milk production at very low cost. Dr. A K Singh, Advisor (Fodder Development), JK Trust, briefed the Chief Minister about fodder development activities being undertaken by the Trust in 13 districts of Chhattisgarh under RKVY scheme. The Chief Minister had shown keen interest and appreciated the fodder development work done by the Trust.



### CEO's meeting with the Chief Minister of Madhya Pradesh

Dr. Shyam Zawar, CEO, JK Trust and Mr. Shrikant Deshpande, Sr. Director had a meeting with Shri Shivraj Singh Chouhan, Hon'ble Chief Minister of Madhya Pradesh on 22nd Sept., 2015. Chief Secretary Mr. Antony Disa, PS to CM Mr. S.K. Mishra and PS Animal Husbandry Mr. Prabhanshu Kamal were also present in the meeting. The status of operations of the Trust in the State and the future plans were discussed in the meeting.



### Participation in State Level Krishi Mahotsava, Bhubaneswar

JK Trust participated in a State level exhibition on Agriculture and Allied Activities organised by the State Govt. at Janata Maidan, Bhubaneswar from 5th to 8th March, 2015. Hon'ble Chief Minister Shri Naveen Patnaik inaugurated the exhibition in the presence of high level dignitaries. JK Trust showcased its various initiatives by exhibiting the technologies for doing Artificial Insemination, castration etc. and progress of its activities through the Integrated Livestock Development (ILD) Centres with respect to AI, other veterinary support services, fodder promotion etc. in the State of Odisha. A leaflet on the objectives of Cattle Breed Improvement Program was also distributed among the visitors for public awareness. The event was a huge success as there was huge footfall of large number of dairy farmers from different parts of the State to the JK Trust stall.



# Our Donors and Partners

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.

## Governments

- 1) Ministry of Rural Development, Government of India
  - Swarnajayanti Gram Swarozgar Yojana (SGSY - Infrastructure): In various districts of Madhya Pradesh & Chhattisgarh
  - Special Swarnajayanti Gram Swarozgar Yojana (Special SGSY): In Madhya Pradesh, Bihar and Chhattisgarh
- 2) Ministry of Tribal Affairs, Government of India through Tribal Development Department in Chhattisgarh, Odisha and Andhra Pradesh
- 3) Ministry of Agriculture, Government of India - Rashtriya Krishi Vikas Yojana (RKVY) Projects in Haryana, Maharashtra & Chhattisgarh
- 4) Department of Animal Husbandry of various state governments (Gujarat, Rajasthan, Madhya Pradesh, Chhattisgarh, Andhra Pradesh)
- 5) Backward Region Grant Fund (BRGF) from Ministry of Panchayati Raj, Govt. of India in Chhattisgarh and Madhya Pradesh
- 6) Rashtriya Sam Vikas Yojana (RSVY) Funds received from Ministry of Rural Development – Govt. of India to Govt. of Madhya Pradesh
- 7) Navachar Protsahan Yojana by Planning Dept., Madhya Pradesh
- 8) Integrated Watershed Management Programme of Department of Land Resource in Punjab
- 9) The 'Nawa Anjor' (Chhattisgarh District Poverty Reduction Project) funded by the World Bank
- 10) Himalayi Aajeevika Sudhar Pariyojana funded by the International Fund for Agricultural Development in Uttarakhand
- 11) Andhra Pradesh Rural Livelihood Project in Andhra Pradesh - Funded by DFID, UK
- 12) DFID-UK sponsored project of Madhya Pradesh Rural Livelihoods Project (MPRLP) in Madhya Pradesh

## Co-operatives

- 1) Punjab Milk Federation in Punjab
- 2) Raipur Sahakari Dudh Utpadak Sangh Limited, Chhattisgarh

## Corporates

- 1) Raymond Ltd
- 2) JK Cements Ltd., Kanpur
- 3) Fullerton India Credit Co. Ltd, Mumbai
- 4) Godrej Agrovat Ltd., Mumbai
- 5) JK Tyre & Industries Ltd
- 6) Aditya Birla Grasim Bhiwani Textiles Ltd Jan Kalyan Trust
- 7) L&T Financial Services



## Success Stories

### Journey from a small dairy farmer to a successful entrepreneur

*Name of Beneficiary: Mr. S.N. Pandey*

*Village: Kapsa, Block: Sirmor*

*District: Rewa, State: Madhya Pradesh*



Mr. S.N. Pandey, a resident of Village Kapsa falling under our ILD Centre - Barha Mudawar, 50 kms from Sirmor Block, District Rewa, Madhya Pradesh, narrates – “Earlier there was no Artificial Insemination (AI) service for crossbreeding of dairy cattle in our village. I had never seen an artificial insemination being done before establishment of ILD Centre in our neighbouring village Barha Mudawar. Earlier, if someone wanted



to avail this facility, he had to take his cow to a faraway government hospital. But, now-a-days, through the ILD Centre run by JK Trust, we are

getting this facility at our doorstep by trained Gopals”.

Mr. Pandey also adds that he gets valuable information on improved and scientific dairy husbandry practices through various training and awareness camps organised by JK Trust. Adoption of these practices has really helped him to increase the productivity of his dairy farm.

The story dates back to 2009, when JK Trust established an ILD Centre in Village Kapsa. After seeing the services provided by this ILDC, Mr. Pandey thought of expanding his small dairy unit by availing the services from this ILDC and thus came up the **Kamdhenu Dairy** in 2011.

In the year 2013, JK Trust organised an exposure visit to Gujarat for the progressive dairy farmers of Kapsa Village so that they can see the improved dairy husbandry practices first hand and learn from the successful dairy farmers of Gujarat. Mr. Pandey was also a member of that team and the visit helped him to boost his confidence to start the dairy business in a commercial way. He reiterates, “This exposure visit exposed me to various possibilities of my dream. I immersed myself into conceptualising and giving shape to the dairy enterprise as it is today.”

He also adds, “I decided to get into dairy farming, as this was a relatively stable and profitable business in an unpredictable world. I could see the business opportunity in the manufacture and sale of various milk products also. I wanted to maximise my profit from dairying through value addition.”

Before establishment of this business, Mr. Pandey visited a few more centres again at his own expense to learn the nitty-gritties of this sector. He visited places like Bhakudev Dhab in Karnal, Haldiram in Nagpur and Bikaner etc.

After that, he started '**Kamdhenu Dairy & Sweets**'



# Success Stories

in Rewa in the year 2014 with full commitment and zeal. He provided services of milk delivery at the customers' doorstep through an autorickshaw.

He started the first 'milk ATM' in their area, which was a new innovation in the area and received much publicity and acceptance.

A steam boiler system was also set up at the sweet manufacturing factory. Steam boiler produces the steam necessary for the production of different value-added dairy products. By adopting such modern technologies, he could reduce the cost of production and this increased his margins.

At present, he has approximately 100 animals in his dairy farm. There are around 30 upgraded/crossbreed calves in his dairy which are due to JK Trust intervention and most of these animals are in milk. The crossbreeding and genetic upgradation has helped him to increase the milk yield of his animals at an average of 15-20 litres per animal per day.

Today, Kamdhenu Dairy produces more than 2,000 litres of milk per day, out of which around 30% comes from nearby villages which have benefited from the increased milk production potential of the F2 progeny produced due to JK Trust's efforts and are in lactation now.

Before the establishment of the project, the production of his cows was very poor as he was getting 2-3 litres of milk/cow/day and his expenditure was more on the animal health. The scenario has changed now and he is able to sell 500 litres of milk per day from his dairy through doorstep services. Surplus milk is used in making sweets, paneer and other dairy products.

Besides increased milk yield, he is also getting guidance on scientific feeding and management of cows receives good quality semen along with doorstep AI facility, preventive healthcare, first aid

for his animals and feed supplements from the ILDC of JK Trust.

He says that he earns a handsome profit every month from his dairy farm. Besides, he also earns additional income from the sale of sweets and other dairy products.

His neighbours have witnessed his financial status change a lot over the past 2 years. He is now the owner of various properties e.g. this modern dairy and a popular shop in Rewa. However, his dream is to become the owner of the biggest dairy farm in Rewa.

His whole family feels indebted to the JK Trust for bringing happiness and change in their life. Mr. S.N. Pandey has become a live example and role model for a number of unemployed youth in the region.

## Making use of multiple services under one umbrella for overall progress

*Name of Beneficiary: Mr. Panchram Basant  
Village: Sevaiyakala, Block: Pithora  
District: Mahasamund, State: Chhattisgarh*

Mr. Panchram Basant residing at Village Sevaiyakala in Block Pithora of District Mahasamund depended on a few indigenous cows for earning his livelihood. Though he was aspiring to do profitable dairy business, he couldn't, as the milk production of these cows was very low. Though he and his previous generation were maintaining these animals for many years, he had heard of AI as a tool of breed improvement and enhancing the milk production potential of animals. He had never done AI for his animals nor followed any scientific method to increase milk production.

## Success Stories

In the year 2009, JK Trust started CBIP in Mahasamund District and established an ILDC (Integrated Livestock Development Centre) at Tappasevaiya and appointed Mr. Rajuram Kshatriya as the Gopal of the Centre. Mr. Kshatriya used to visit each village and meet all animal owners to inform them about the benefit of availing AI (Artificial Insemination) and other veterinary services.

The Gopal conducted a number of extension



meetings with farmers of all the villages covered under the ILDC and convinced them about the benefits of adopting Artificial Insemination in cows and providing nutritious green fodder to their cattle. Like other farmers, Mr. Panchram Basant also got ready to do AI in his cows, though with a little hesitance.

Mr. Panchram was very much happy when he got



his first crossbred calf born out of the AI programme. Slowly, he was convinced of the merits of adopting other scientific feeding and management practices as taught by the Gopal. He adopted all the measures as suggested by the Gopal and also regularly availed checkups for his animals post AI and conception.

To cater to the increased nutrient requirement of the improved animals, he spared 1 acre land for green fodder cultivation on which he grows Hybrid Napier (CO-4), Berseem & Azolla. He has seen the improvement in milk production when he started focussing on feeding of balanced diet to his animals.

Mr. Panchram Basant currently owns 4 cows, 8 heifers and 3 male calves born out of the AI done by the Gopal of the Trust. Due to all these interventions, there has been a jump in the surplus milk available for sale from 10-15 litres/day to 35-40 litres/day and he earns handsome money from the sale of milk in the milk society as well as in the local market. He has also earned Rs. 1 lakh from the sale of 5 cows and Rs. 30,000 from the sale of 3 heifers.

At this stage, the Gopal of the ILDC Centre suggested him to build a Biogas Plant in his backyard to make use of the cow dung. Having built a biogas plant, Mr. Panchram says "I am happy that I have found a very good use for cow dung apart from using it as manure. My wife is very happy and comfortable using the biogas for daily cooking. Earlier, she used to burn firewood for cooking purposes. But now she enjoys the comfort of a green fuel and that too at a very low cost". He expresses his gratitude towards JK Trust for helping him to build up valuable assets and provide a better future for his children.



# Our Offices

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## Haryana (Regional Office)

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## Jharkhand

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## Madhya Pradesh

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## Maharashtra (Divisional Office)

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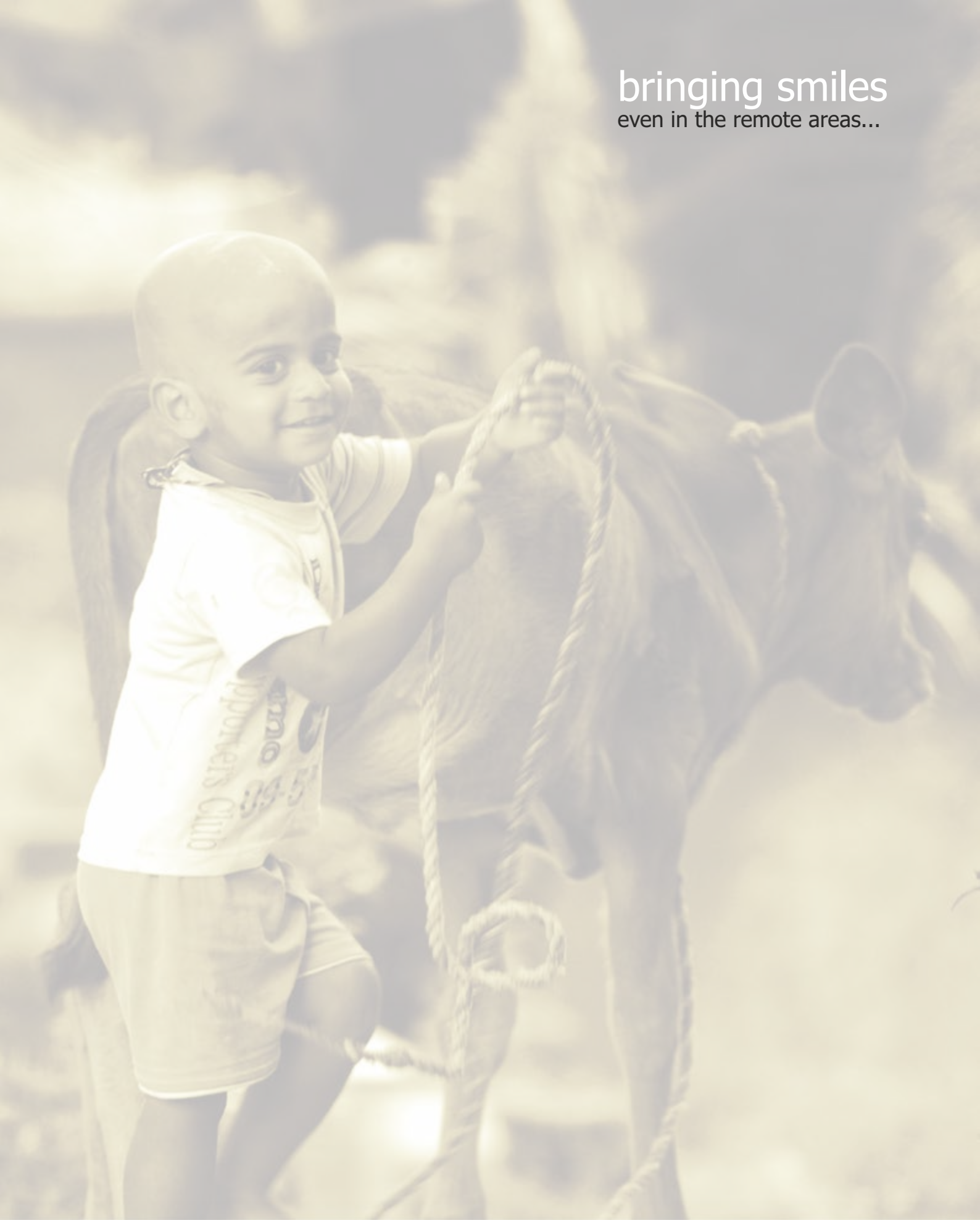
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