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PARIVARTAN

J. K. Trust Gram Vikas Yojana

Jan 2013, Issue 1

Annual Meeting

at Andaman & Nicobar Island



Senior Management Team of J K Trust Gram Vikas Yojana along with CEO-Dr. Shyam Zavar

The fifth Annual Review Meeting of the J.K Trust Gram Vikas Yojana was held on 27th, 28th & 29th October 2012 in the Andaman & Nicobar Islands. The meeting was chaired by Dr. Shyam Zavar, CEO, J K Trust Gram Vikas Yojana.

The meeting was attended by the entire Senior Management Team. All State Heads presented the progress report of their concerned states. Dr. Shyam Zavar emphasized on the future expansion and diversification and encouraged each person to put forward creative ideas for innovation and improvement.

All the participants shared their wealth of field experiences and further enriched with their valuable inputs through their deliberations on various issues.



Senior Management Team during Annual Review Meeting

WORDS OF WISDOM

Success

Everyone has different ways to define success in life; I do believe the other name to success is hard work and Ideal vision. If your goal is decided and it is complemented with hard work everything in the world can be achieved. So keep your Vision clear in life and do the hard work wherever needed and understand failure is the condiment that gives success its flavor.

-Dr. Shyam Zavar
(CEO)

SHRI NAVEEN PATNAIK, HON'BLE CHIEF MINISTER OF ODISHA LAUNCHES CATTLE BREED IMPROVEMENT PROGRAMME.



Shri Naveen Patnaik, Hon'ble Chief Minister of Odisha inaugurating the Cattle Breed Improvement Programme in Odisha state.



Shri Naveen Patnaik, Hon'ble CM of Odisha and Dr. Vijaypat Singhania, Hon'ble Chairman of JK Trust Gram Vikas Yojana at Inaugural ceremony at Koraput on 4th October 2012

Hon'ble Chief Minister of Odisha, Shri Naveen Patnaik launched the much-awaited Cattle Breed Improvement Programme for improving livelihood of Tribals of Odisha. This programme is sponsored by the Ministry of Tribal Affairs, Government of India and implemented under the aegis of the JK Trust Gram Vikas Yojana in collaboration with Department of Scheduled Tribe & Scheduled Caste Development and Fisheries & Animal Resource Development (F&ARD) Department, Govt. of Odisha. The programme was launched on 4th October 2012 at Koraput.

Addressing a mammoth gathering, the Hon'ble CM stated that the programme aimed at developing animal resources in the State and would help in improvement of the socio-economic conditions of the farmers. Dr. Vijaypat Singhania, Chairman, JK Trust, during his speech emphasized the need for

improvement in the livestock assets of the rural people in general and of the tribal community in particular for better returns. Dr. Singhania expressed his gratitude for the co-operation received from the Tribal community and expressed his hope to see the programme becoming a grand success.

Among others, Hon'ble Ministers of the state, Shri Lal Bihari Himirika, Shri Rabi Narayan Nanda, Shri Debi Prasad Mishra, Shri Ramesh Chandra Majhi and local MP, Shri Jayaram Pangti were also present. Secretaries of F&ARD and ST&SC Development Departments also attended the function and appreciated our efforts. Along with Dr. Shyam Zavar, CEO, the entire senior management team of JK Trust Gram Vikas Yojana also attended the inaugural function.



DAWN OF NEW-ERA



Hon'ble Chief Minister, Jammu and Kashmir, Shri.Omar Abdullah had a meeting with Hon'ble Chairman, Dr. Vijaypat Singhania in the presence of Minister of Animal Husbandry, Jammu and Kashmir and J. K. Trust officials

A meeting was held at Jammu on 19th November 2012 between Shri Omar Abdullah, Hon'ble Chief Minister, Jammu & Kashmir and Dr. Vijaypat Singhania, Hon'ble Chairman, JK Trust Gram Vikas Yojana, along with Minister of Animal Husbandry, Jammu & Kashmir and Senior Government officials.

During the meeting, our Chairman briefed the gathering about our twenty years of experience in Sheep and dairy livestock development. He also explained as to how programmes of JK Trust Gram Vikas Yojana can be helpful in increasing the milk production from the Cattle and Buffalo breeds improvement programme. Further, he also mentioned that the intervention of J K Trust Gram Vikas Yojana can lead to increase in the production of wool from sheep as well as Pashmina from the goats. Subsequently, our CEO, Dr. Shyam Zavar, gave a presentation to the gathering and

highlighted our current activities in 10 States of the country, duly recognized by the Planning Commission, Government of India.

Thereafter, Secretary (Animal Husbandry), Government of J & K, appreciated activities of J.K. Trust Gram Vikas Yojana and recommended to the Hon'ble CM to take up these programmes in Jammu & Kashmir. Similar views were also expressed by the Minister of Animal Husbandry of J & K state.

The meeting was concluded by the Chief Minister thanking Dr. Vijaypat Singhania for having shown such a keen interest in improvement of the livestock sector in Jammu & Kashmir State.

We may look forward to initiate some projects in the Jammu, Kashmir & Ladakh regions of the state.

Hon'ble Chairman, Dr. Vijaypat Singhania & Hon'ble Chief Minister, Shri.Omar Abdullah exchanging views about new developments in Jammu & Kashmir State



Mission Grass Root Level Contact (MGRLC)

Gopals are at the grass root level of JKTGVY and they are the interface between the farmers and the organisation. It is very important to maintain the direct contact with the Gopals which is routinely being done by the Monitoring staff of the organisation. However, in order to strengthen this contact, to motivate them and to resolve operational issues on the spot, JKTGVY has decided to conduct effective contact programmes at grass root levels at different locations covering all districts and states where JKTGVY has got its operations. Senior Officers of the organization participated in this event.

Andhra Pradesh



Contact programs were organized in all the 8 districts in an open atmosphere which were attended by the Regional Project Manager, Dy. State Project Manager, Project Manager, District Monitoring Officers and Rural Development Officers. Gopals were given the opportunity to express their view-points about the ongoing CBIP programme and its operational problems, if any, they have been facing. The best three Gopals from each of the districts were selected, based on their performance during the year 2011-12 and prizes were awarded to them. In all, 296 Gopals have participated in this contact programme. The Gopals have appreciated this initiative and demanded more such interactions. This programme will be conducted at quarterly intervals.

Chattisgarh

Mission Grass Root level contact meetings were organized in the Districts of Jagdalpur, Kanker and Durg on 5th and 6th of November, 2012 respectively. The meetings were conducted under the leadership of Dr. Vinod Patil (SPM) along with Monitoring officers. All the Gopals participated in the meeting. During the meeting, the SPM interacted with all the Gopals and a brief discussion on Performance and operational issues like breedable population, breeding policy etc with due focus on Standard AI technique (SOP) was conducted.



A documentary film, related to SOP was shown to the Gopals during the meeting.

All the Gopals actively participated in the discussion, shared their experience and were very happy. The best three Gopals were selected on the bases of their performance and prizes were awarded to them. The Gopals have appreciated this initiative and demanded more such interactions.

Gujarat



A district level meeting was organized at Vadodara, Jamnagar, Surendranagar, Banaskantha, Sabarkantha, Dahod, Panchmahal and Narmada districts of Gujarat State under the Mission Grass Root Level Contact of the J.K. Trust Gram Vikas Yojana. The Senior State Project Manager with the Project Manager, Dr. Anvar Kanani and Dr. Vasant Kalariya attended the meeting and a technical session had been taken for standard operating procedure of AI, Management and Feeding of different category of animals, Vaccination, Deworming and Castration in sheep and goat. Various issues faced by the Gopal during field work were discussed and resolved on the spot. The whole programme was conducted by the Project Managers of different districts under the guidance of Senior State Project Manager of Gujarat State.

Haryana

In the State of Haryana, 1145 centers are operational, of which 145 are in the RKVY Phase I and the other



1000 are in RKVY Phase II.

MGRLC meetings were conducted at Palwal, Mewat, Jind, Sirsa, Hisar, Gurgaon, Faridabad, Bhiwani, Fatehabad and Sohna from 19th Nov to 29th Nov, 2012 respectively. The meetings were chaired by Mr. Sunil Upadhyay, SPM, and attended by Mr. Manoj Mathur, SPM, Mr. Satyaveer Sharma, APM, concerned VOs, DMOs, respective District Animal Husbandry officials, designated officials of the districts and beneficiaries of the aforesaid districts.

They were given a warm welcome at almost all the places they visited and the officials were quite pleased to see such a warm response from the participants. They, in turn, thanked gopals for their co-operation and expressed faith in them to keep their services continued for the community.

During the meeting, the beneficiaries and Gopal were shown the slides conveying the importance of mineral mixture, heat detection, importance of time of AI for conceiving, rearing a healthy and remunerative breed which can boost their standards of living as well as of the society as a whole. The breeding policy was explained to the Gopals as it is the most imperative and basic protocol while practicing Artificial Insemination in dairy livestock.

In order to have a practical insight and to have a thorough knowledge of Cattle anatomy and understanding of the physiology, a demonstration was conducted with the help of post-mortem of a heifer at Sirsa. It was carried out by Dr. Bharat Bhushan, Veterinary Surgeon, Sirsa along with his team. The Gopals took keen interest in understanding the basic anatomy and functions of the various organs. Discussions at length were held for better understanding of these aspects.

Dr. Suresh Bhatia, Semen Bank Officer, Sirsa gave some of the practical inputs to Gopals regarding failures in AI Techniques, preventing repeat AIs which was a boon for the AI Technicians as it can, in turn, save their time and reputation besides, reducing wastage of semen.

Prizes were distributed during various meetings to Gopals who had maintained their work culture and

ethics besides, meeting the standards of quality parameters. Towards the end, the designated officials gave an insight as how to conduct farmers meeting, motivational practices, salient aspects of the economy of the farmers and importance of mineral mixture in improving the performance of the livestock.

Orientation Programme for Monitoring Officers

BIHAR



An orientation programme for the MOs of Bihar state was organized at the DNS Regional Co-Operative Management Centre, Patna in two batches between November 01, 2012 and November 08, 2012 for duration of 4 days each. In each batch, 18 participants comprising of ARDO/RDO/VO attended the programme.

The programme was conducted by Dr. BR Patil, Advisor and Dr. Marimathu from HO, Thane.

Shri SK Chandrakar, RPM and Dr. PK Sinha, SPM, also participated in various sessions.

The services of two local resource persons viz. Dr Pankaj Kumar, Assistant Professor, Extension wing of Bihar Veterinary College, Patna and Shri Anand Kumar from JEEVIKA helped us in the programme.

The programme covered the various aspects of Monitoring and Evaluation of field staff including Reproduction Concepts, Monitoring Concepts and ILD System, MIS, Technical Analysis Exercises as well as Extension Education, Communication and Sustainable Livelihood concepts.

The programme was very useful and it helped them in gaining Knowledge and Skills for improving their work.

It was generally felt that such type of programmes should be organized preferably on yearly basis.

Chattisgarh

An orientation programme was organized in the Brahma Kumari Ashram at "Shanti Sarovar", Raipur (C.G). This place was selected to give some spiritual insights along with a technical session to our



Monitoring officers. The training was arranged in two batches, the first was from October 15, 2012 to October 18, 2012 and the second batch was from October 19, 2012 to October 22, 2012. The total numbers of participants who attended the training programme in the first and second batches were 24 and 22 respectively. They were given knowledge on various field oriented problems. Solutions to their queries were provided by our resource persons, Dr. B R Patil and Dr. Marimuthu, from HO. Dr. Patil and Dr. Marimuthu also discussed various topics with the MOs related to their daily work like Breeding policies, reproduction concept, AI technique, monitoring concepts and it's utility. For imparting Technical knowledge, methods like slide show, documentary films and group discussions were used during the training. Feedback was given on the last day of the training session by the MOs. Over all enthusiasm and a keen desire to learn was observed amongst the Monitoring Officers during the training schedule.

Monitoring and Evaluation Cell & Documentation Cell Training



The first training of the Monitoring, Evaluation & Documentation (ME&D) Cell of J.K Trust Gram Vikas Yojana was held from the 23rd November to 27th November, 2012 at Thane. All states M& E officers & Documentation officers participated in this meeting along with the Technical team, IT Team & HR team of the Head office. It was the first meeting of this forum (M & E and Documentation Cell). During the meeting,

all basic concepts regarding reports' generation from ILDSYS system / analysis / monitoring & evaluation / documentation / communication / leadership skills & Baseline survey formats were explained to all ME&D Cell officers as per the training schedule. In addition to this, some group exercises (problem solving tree), individual self-assessment exercise (Johri window) and team exercises for analytical presentations were also carried out.

A true story of how JK Trust changed the lives of small farmers

Block: Kanapally

District: Kadapa

State - Andhra Pradesh



Dairying is emerging as a potential livelihood option to improve economic condition of the farming community in the rural areas. It has become a major contributing factor for the growth of the rural economy. Many farmers as well as the rural educated unemployed youth have taken up the dairy farming as an alternate viable occupation thanks to the availability of technical inputs including animal breeding through AI, availability of credit through Govt. schemes, special programmes for induction of animals, ready market for surplus milk etc.

Kanapalli is a small village of Proddator Mandal in Kadapa District of Andhra Pradesh. JK Trust has established one AI center in this village in 2007 as part of an initiative taken up for cattle breed improvement in selected villages of the district.

The farmers of Kanapalli, which has 200 households having 500 breedable cattle, much of it being buffaloes, were totally dependent upon natural service by local scrub bulls for breeding their animals, as the AI facility was inaccessible to them. With the advent of the Integrated Livestock Development (ILD) Centre in this village, there was a sudden change in the mind set of farmers and they readily accepted AI as a better option to bred their animals. It brought a revolutionary change with the result that Kanapalli has now emerged as a model ILD Centre excelling in all livestock activities.

Like many other villages of the District, Kanapalli was also a poor milk shed village prior to the establishment of the ILD Centre with a daily procurement of 100 litres only. With the availability of breeding and other related services through the ILD center, farmers have become more enthusiastic and passionate about high yielding dairy animals. Now, the dairy farmers of Kanapalli have started reaping the conveying of this program. The available data gives us an idea of the proximal outcome of the program and the additional income being derived by the farmers of this village.

It is a delighting to note that 46 F1 female calves have now come in to milk, yielding between 6 to 8 litres per day with a total output of about 300 litres per day. This translates in to an additional income of Rs.10,500/- per day @ RS.35/- per liter of milk. This is only the income being derived from the F1 calves born out of the inseminations done in the first 9/10 months period of the program. The village is expected to get another 270 F1 female calves from the inseminations done in the another 51 months of the program. These improved animals, when they would start yielding milk, will produce an additional quantity of 1620 litres of milk per day fetching a sum of Rs.56,700/- as an additional income to the farmers of the village. The present procurement of the milk from this village is around 600 litres per day which is likely to reach a level of 2000 litres per day in a couple of years.

This is a true example of how adoption of scientific breeding through AI and good management of dairy animals can bring prosperity to farmers in far flung villages. JK trust is striving to make this happen in about 30,000 remote villages through its 4000 ILD centers operating in ten states.

"FARMERS RECEIVED AWARD RS. 51000/- THROUGH CBIP PROGRAME"

Name of the ILDC: Barkheda Khurd

District: Guna State : Madhya Pradesh

This is not a story but a reality. An Integrated Livestock



Development Centre "Barkheda Khurd" is situated 50 Km away from Guna district running under the aegis of

Navachar Protsahan Yojana.

Introduction of Government Scheme –

Calves production award scheme is being implemented by the Department of Animal Husbandry. In this scheme, they have selected those farmers who have Up-graded Calves of Sahiwal or Gir from Desi CB Calves through Artificial Insemination. In this scheme, every selected farmer is to receive Rs. 17000/- as award. Five such awards are to be given at every block level. Initially, Government gives Rs. 5000/- & rest of the amount is given in instalments of Rs.500/- every month for next 24 months for proper rearing and care of his up-graded Calf.

Our Action -

When we heard about this scheme, we had organized a CB Calves rally with the help of farmers & beneficiaries. It was observed and checked by Dr. Prem Narayan Meena, Government Veterinary Officer. He had selected our three beneficiaries out of five at block level.

All these three selected up-graded calves had been produced through our Artificial Insemination facilities.

Name of Beneficiaries -

1. Mr. Murari Lal S/o, Shri Prem Narayan Meena – For Sahiwal CB Calves
2. Mr. Deepak S/o, Shri Pappu Kushwaha – For Sahiwal CB Calves
3. Mr. Ramcharan S/o, Khuman Singh – For Sahiwal CB Calves

All the above farmers have received Rs.5000/- each at the time of the rally and Rs. 500/- per month from Government Animal Husbandry Department District-Guna. Thus, Total Rs. 51000/- has been awarded to farmers i.e. Rs.17000/- each.

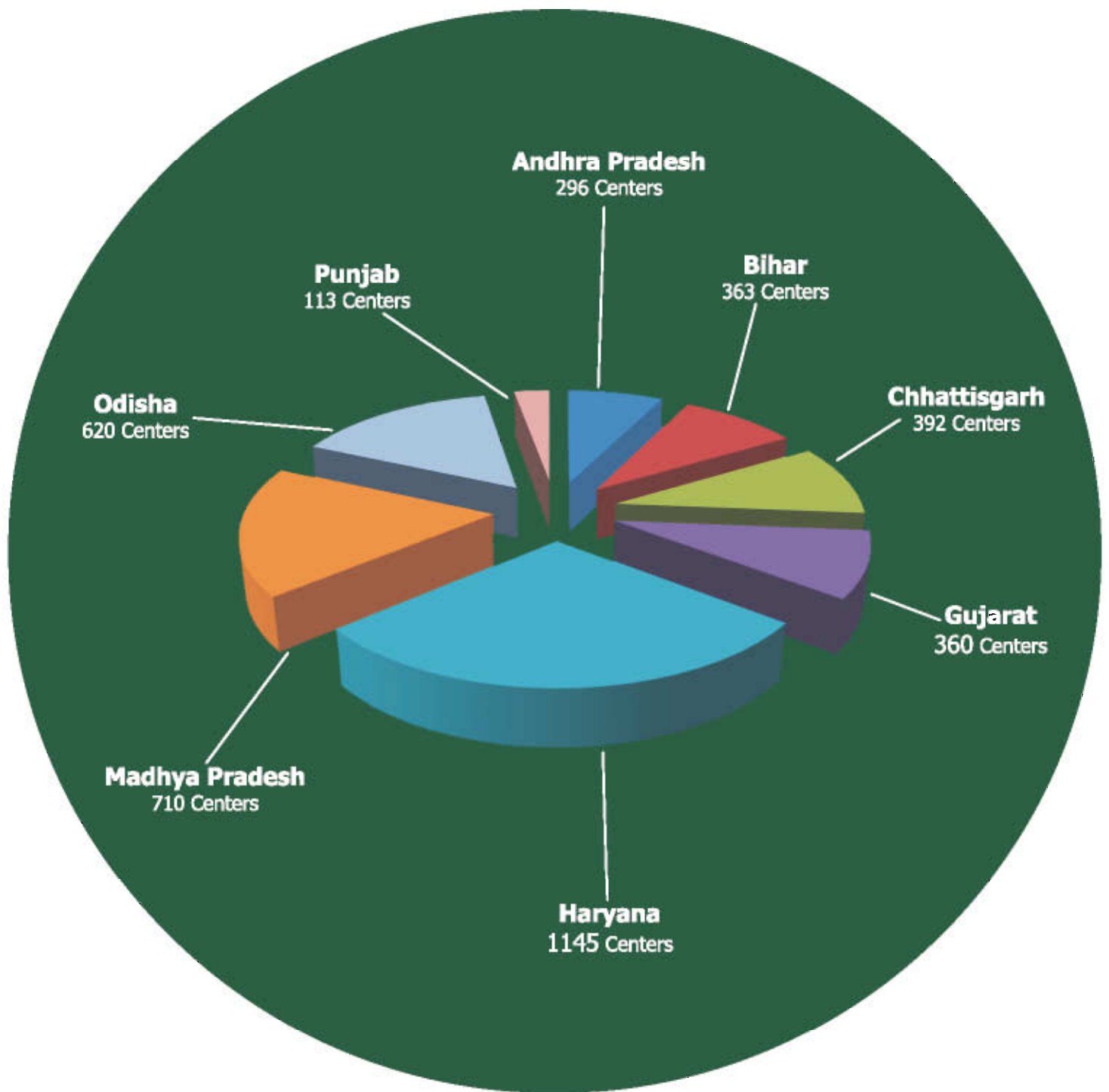
Benefits of this activity -

This award created awareness amongst other farmers on the benefits of Artificial Insemination. It made them very curious to know about our activities & new technologies of Animal Husbandry. It has now motivated them & and they are eager to get these type of facilities from Integrated Livestock Development Centres.

Key of Success Story -

And lastly, we can say with conviction that we are doing our work to the best of our abilities and with the support which we get from the government & for the Cattle Improvement Programme in co-ordination with Animal Husbandry department from the grassroots' level to the highest level. This will actualize our trust's goal - "Animal Husbandry supports the development of our country actively....."

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TOTAL NO OF ILD CENTERS 3999
(As on 31st December 2012)

To,

From,

J. K. Trust Gram Vikas Yojana

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

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

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PARIVARTAN