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Vet Helpline India Pvt.Ltd.

A development consulting company since 2000

Our Industry membership:



Confederation of Indian Industry



We can help you build loyal customer base for livestock farm inputs by setting up **Model veterinary and extension services.**

Do you know?

Providing quality veterinary and extension services to farmers at their doorstep is the key to ensure new and quality product adoption. A designed and monitored veterinary service within a production belt can help your company understand the product performance and address the quality concerns thereof. Your support to a service delivery system can help in building customer loyalty.

Investment made under category 'agricultural extension project' is also eligible for tax rebate.

Research indicates that there is willingness on the part of majority of livestock farmers in India to pay for quality veterinary services. In majority of the cases they are already paying for largely inadequate public services when provided at their door step.

Why do many farm input manufacturers in India lag behind in creating supportive service structure?

Organizing veterinary and extension services is a highly specialized work. This requires scientific analysis of farmers' need in the area, available resources, stakeholders and business / policy environment.

Studies have shown that the majority of current service models have failed to help farmers in enhancing production, evolving better breed of animals and antibiotic-free farming. These models are rightly described as 'Fire brigade – curative model', which is against farmers' interest and your business interests.

We can change this situation in an identified production area by:

- Conducting in-depth situational analysis and action research to map resources and identify the deficiencies.
- Engaging with stakeholders to fill the identified gap in resources and policies.
- Initiating participatory development of sustainable veterinary service model.
- Build local / organizational capacity to implement the developed model.

Our approach is based on 6 'I' principle of capacity building Viz. Institution, Infrastructure, Investment, Input, Incentive and Innovation. Our work is result and development oriented.

We have experience and partners to make this happen:

Our valued clients include:



Write to us at: vethelplineindia@gmail.com

Or visit us at www.vethelplineindia.co.in