



CIN Number: U85200AS2000PTC006298

Vet Helpline India Pvt.Ltd.

A development consulting company since 2000

Our Industry membership:



Confederation of Indian Industry



We can help you grow your loyal farmer base and quality confidence of consumers by setting up **Model veterinary and extension services**

Do you know?

Providing quality veterinary and extension services to farmers is the key to ensure smooth supply of milk to your processing unit. A designed and monitored veterinary service within the milkshed area can help your company address the quality concerns related to raw material safety at source. This is also required for premium branding of your processed milk and milk products.

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 dairy 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 milk processors in India lag behind in creating supported 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 milk production, evolving better breed of animals and medicine-free farming. These models are rightly described as 'Fire brigade – curative model', which is against farmers' and your business interests.

We can change this situation in an identified milkshed 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