

## **Work-plan for private veterinary service in milk-shed areas of India**

The project for any milk-shed area will have following work plan divided into two phases:

### *Phase-I (Participatory development of action plan)*

1. Review of secondary literature (published and grey) and stakeholder analysis.
2. Facilitated one to one interaction with stakeholders and potential local partners / change agents<sup>1</sup>.
3. Area specific value chain study / GIS mapping and farm premises registration<sup>2</sup> in association with local partner.
4. Review of knowledge, attitude and practice (KAP) pertaining to dairy farming.
5. Policy-legal review in the context of breeding, para-vet training and traditional milk marketing, pollution and food safety.
6. Data analysis and report preparation ( baseline milk-shed data will be preserved )
7. Preparation of draft action plan.
8. Organization of stakeholder consultation on findings and draft action plan.

### *Phase-II (Implementation of action plan)*

The action plan to be developed during phase-I will be implemented with six inter-linking central components viz. Service delivery, Animal Data Recording, Capacity Building, Human resource management, planned herd expansion and Monitoring. Subject to modification based on findings of the phase-I, following activities in general will be initiated keeping in mind the need of maintaining sustainability of the intervention:

1. Training of select local youths as para-vets through existing local vocational training provider as per standards prescribed by Agriculture Skill Council of India.
2. Specialized training of select veterinarian of the promoting company on herd health management, extension and computerized data interpretation.( He will be the master trainer and supervisory guide for the group of independent para-vets )
3. Strengthening / Formation of farmer's institutions as future owner of the project.
4. Exposure visit of select lead farmers and input traders for technology awareness.
5. Demand side intervention if required ( Increasing demand for locally produced milk )
6. Introduction to need based technologies (through trained para-vets, based on finding of KAP study of phase-1) in the area of housing, feeding and management.
7. Setting up of quality doorstep farm input delivery system in close association with a select active farm input trader of the locality.
8. Setting up of community action group of farmers for logistic ease in service delivery, monitoring of heifer management, fodder production and to build capacity to pay for contractual continuous veterinary services.
9. Streamlining of existing infrastructure and networking with government agency for data sharing on services and continuous supply of breeding related inputs.
10. Facilitation of continuous knowledge sharing, credit / forward linkages and resource mobilization as a part of business development.

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<sup>1</sup> This will focus on an in-depth assessment of local politico-legal dynamics, man power availability vis a vis need and larger picture of dairy / livestock sector within the concerned state of India.

<sup>2</sup> Using QR code based premises identification cards. This will be used during phase-II of project implementation.