



***Meeting of Assam Milk,  
Meat & Egg Mission  
Society ( AMMEMS)***

8<sup>TH</sup> OCT 2018

PRESENTATION BY  
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VET HELPLINE INDIA PVT LTD

অসম চৰকাৰ



GOVERNMENT OF ASSAM

**Animal Husbandry and Veterinary**

**Baseline data collection  
and development of an  
indicator based real  
time monitoring system  
involving master  
livestock farmers.**

*Based on input from: Dr.Ripunjyoy, Dr  
Pramatesh, Dr Rezaul, Dept of A H and  
Veterinary, GoA*



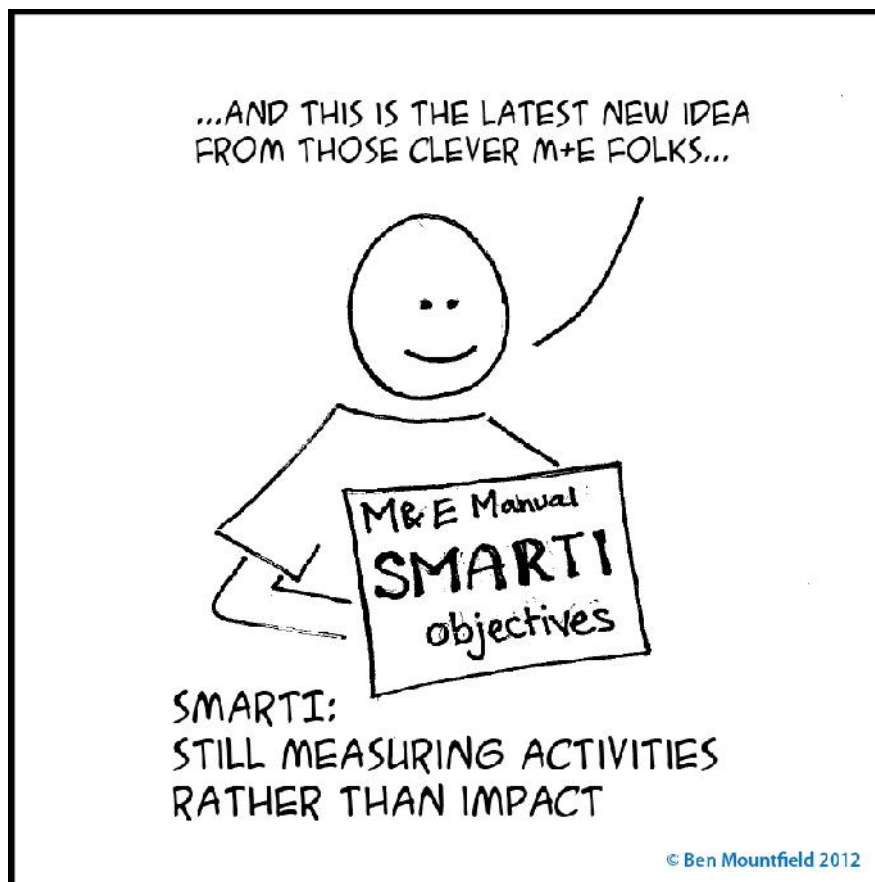
REMEMBER MORE INFORMATION IS USEFUL  
ONLY IF IT IS USED!

I

We need to develop a comprehensive system for real time data generation and dashboard based analysis for effective use.



CURRENT SITUATION



We need to focus  
on careful  
selection of  
indicators and  
agree on the  
impact areas !

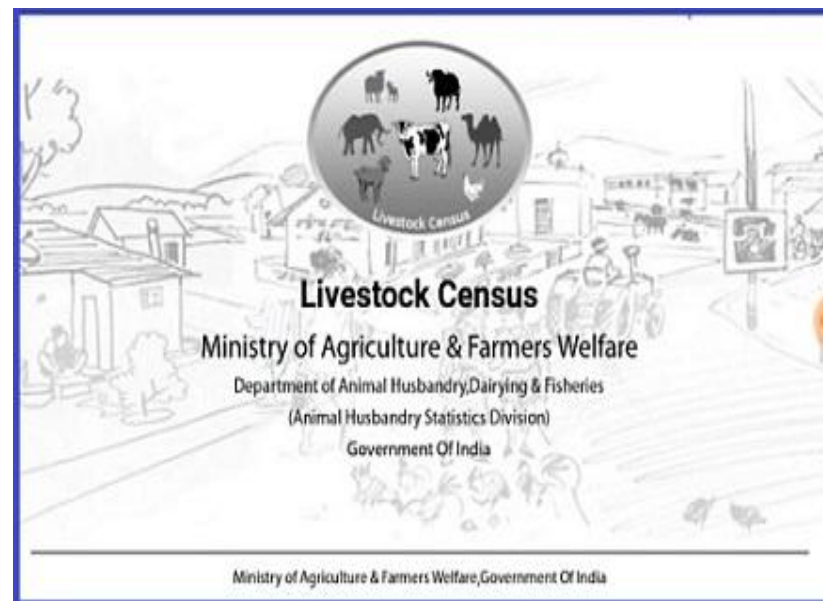
## Examples of ongoing efforts

*'Aamar Gaon Aamar Achoni'*

### Gaon Panchayat Development Plan (GPDP) (2015-16 to 2019-20 under 14th Finance Commission)

#### 12. Livestock Numbers

Cows : _____	Bollocks : _____	Calves : _____
Female Buffalo : _____	Male Buffalo : _____	Buffalo calves : _____
Goats / Sheep : _____	Poultry / Ducks : _____	Pigs : _____
Any Other - Type : _____ No. : _____		
Shelter for Livestock: Pucca / Kutcha / None : _____		
Average Milk Production(Ltrs) : _____		



## 20<sup>th</sup> Livestock Census-2017

### ***Examples of ongoing efforts ( APART Project of the World Bank )***

- ✓ IN-ARIAS-1954-CS-QCBS / Project Baseline Survey and Monitoring & Evaluation of the proposed World Bank aided Assam Agribusiness & Rural Transformation Project (APART)

**Value:** USD 125,004.28

**Status:** Under implementation.

- ✓ IN-ARIAS-3142-NC-RFQ / Hiring of Consultancy Firm for Digital mapping and plotting of Block/Village wise Prioritized Clusters of APART together with other resources in Google Map and development of a web-enabled Application Software

**Value:** USD 26,591.46

**Status:** Completed

**Source:** Revised procurement dated 1<sup>st</sup> June 2018



# Examples of ongoing efforts

*Title of the Project*

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**Estimation of Per Capita Farm Household Income  
Across Various Categories of Farmers in Assam**

Submitted To

SITA, Government of Assam

Submitted By

The Department of Agricultural Economics  
Assam Agricultural University  
Jorhat

Department of Agricultural Economics  
Assam Agricultural University  
Jorhat 785 013

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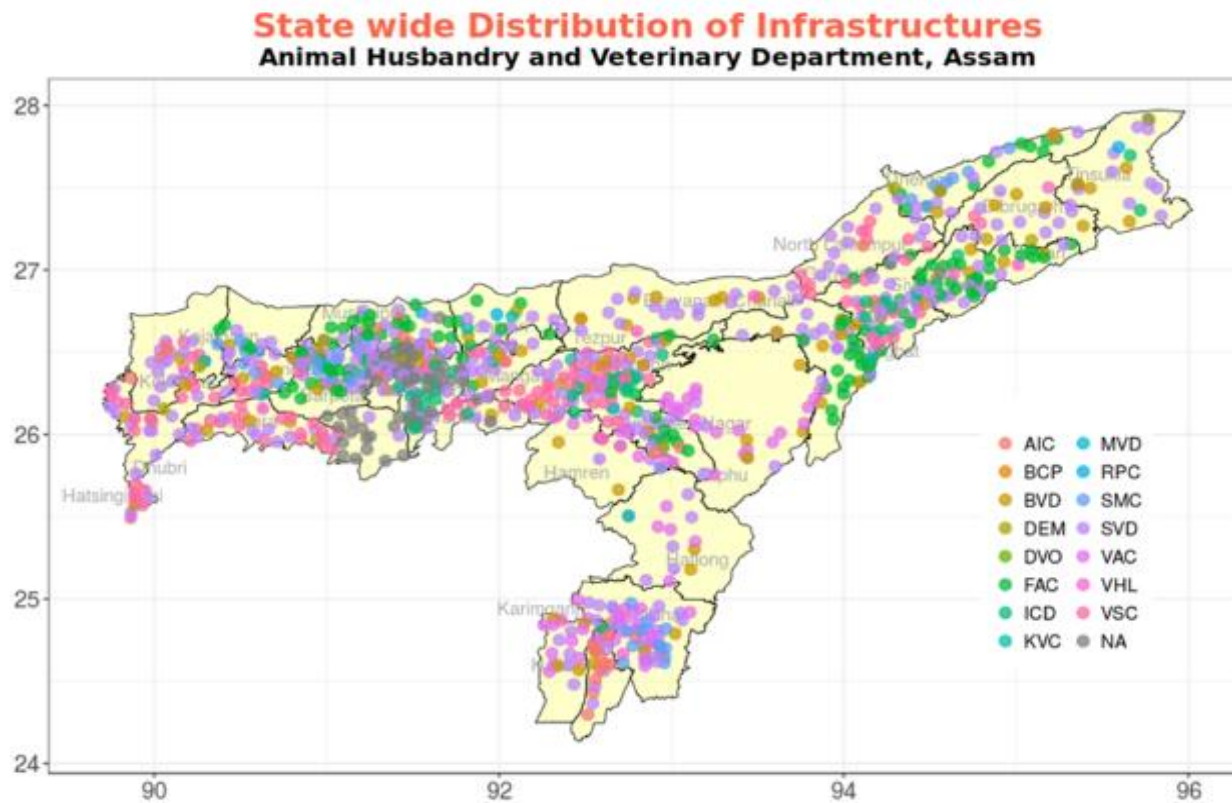
GOVERNMENT OF ASSAM  
TRANSFORMATION AND DEVELOPMENT  
STATE INNOVATION & TRANSFORMATION AAYOG

**Survey of Rural Primary Markets (Gramin Periodical Haats)  
in Assam**



Department of Agricultural Economics  
Assam Agricultural University, Jorhat - 785013  
2018

## ***Examples of efforts under Assam State Veterinary Road-map Project***



# Examples of efforts under Assam State Veterinary Road-map Project

**Distribution of Commercial Layer Farms**

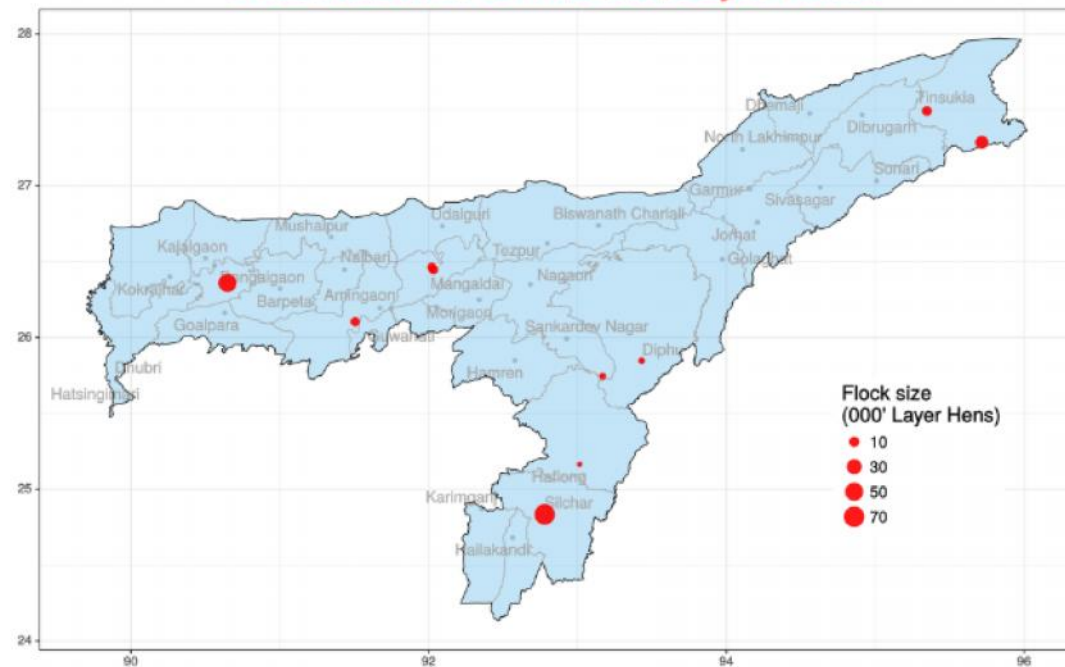


Figure 22 Distribution of commercial layer farms (2017, as reported)

**Distribution and Production Capacity of Feed Mill Units**

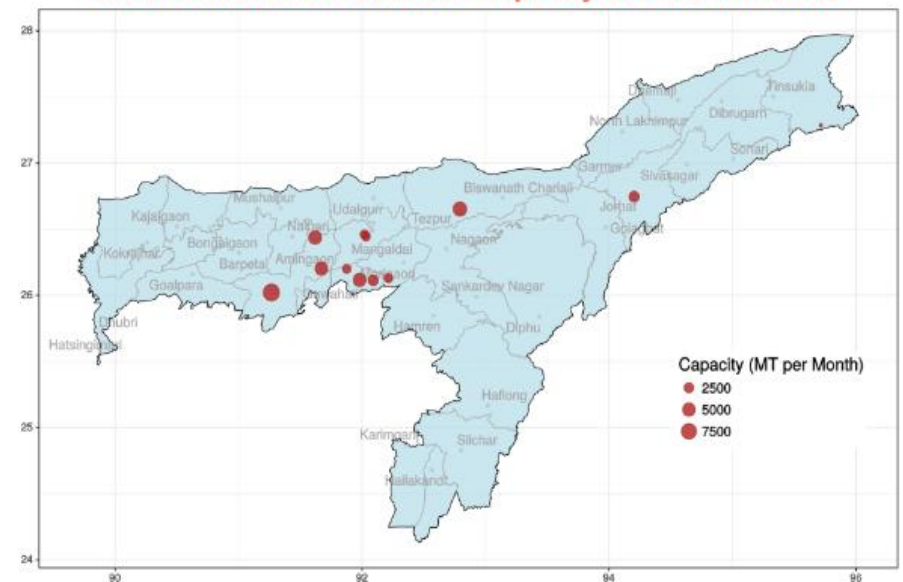


Figure 24 Distribution of Feed mills in Assam (2017, as reported)



# Proposed Methodology

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- Census of 2487 village panchayat ( Additional to GOI requirement )
- Sample study of livestock farmers covering 6 agro- climatic zone.
- Sample study of consumers and retailers ( Sampling taking care of factors )
- Market intelligence survey.
- Review and re-organization of existing internal departmental records. ( Where available ).

Mobile application based data collection suitable for spatial analysis using existing works at institutes like GIS Cell of Planning Dept, ASTEC, NIRD etc.



Premises Registration Card/			
PIN :1035012			
	Premise Owner/	:	
	Contact No/	:	8651280801
SMS		URL	
Village/	:	chetantola	Block/ :Muzaffarabad
District/	:	Saharanpur	State/ :Uttar Pradesh
Pin Code:400 605			

Premises registration of minimum 6 master farmers ( 2 each for cattle, small ruminants and poultry ) in each village panchayat to act as stringer network for real time data entry beyond baseline work.

# Benefits of nurturing a master farmer stringer network

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- Support during baseline data generation including census.
- Eyes and Ears of the department.
- Preventive and planned service delivery in remote areas.
- Role model creation.

# Mission's 6 I' activity framework to fix indicators

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- Institution building at farmers' level and across value chain
- Infrastructure development.
- Investment promotion.
- Input support and facilitation.
- Innovation in service delivery targeted at 5 A's
- Incentive to farmers and other value chain actors.

## Identified indicators ( Sector level )

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1. Livestock related functional community assets.
2. Number of beneficiary of veterinary / livestock linked government schemes.
3. Number of trained master livestock farmer.
4. Number of breeding unit capable of supplying heifer, kid, piglets etc.
5. Adoption of recommended listed practices for respective agro-climatic zone



## Identified indicators ( Sector level )

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6. Calf / piglet / kid mortality
7. Incidence of diseases (Bacterial / Viral and Production related) and Infertility at farmer's place.
8. Percent demand for locally produced livestock products against overall demand.
9. Volume of local production and sale of biologicals (Government and Private )
10. Volume of trade in physical livestock market

## Identified indicators ( Department level )

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1. Incidence of major animal disease ( Lab confirmed )
2. Response time of disease investigation.
3. Number of capacity building training conducted (Category wise in each subdivision to be differentiated from awareness training).
4. Standards of livestock products.
5. Semen straw production Vs consumption.
6. Conception rate.
7. Foot fall in veterinary & farm facilities for entrepreneurship related counselling.

## Identified indicators ( Department level )

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8. Number of private farms incubated by government farms.
9. Completion time of infrastructure projects.
10. Stakeholder opinion on services at the level each institution e.g. hospital, farms, training institutes Standards of livestock products.
11. Departmental interaction program with private value chain players.
12. Veterinarian attending CVME programs in any year.
13. Percent expenditure against allocation.
14. Number of externally funded project / partnership.



People risk !

Policy risk !

Process risk !

Political risk !

Technical risk !

Financial risk !





## Vet Helpline India ( P ) Ltd

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Thank You!

We help organizations conduct studies and implement development projects in the field of animal health care, animal welfare, livestock development, food safety and public health.

