



***National Seminar  
Organized by  
Indian Veterinary Association  
28<sup>th</sup> June 2019, Guwahati***

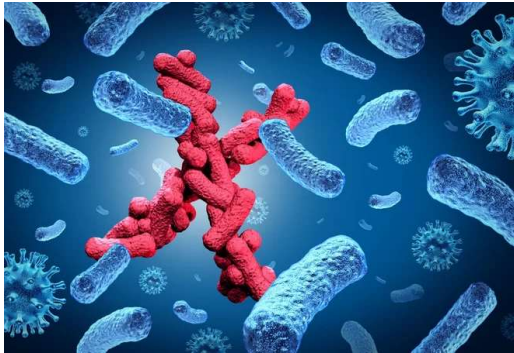
PRESENTATION BY  
DR M ISLAM BARBARUAH  
VET HELPLINE INDIA PVT LTD



Restructuring and  
Strengthening of  
Veterinary  
Services Delivery  
System in the  
Nation.

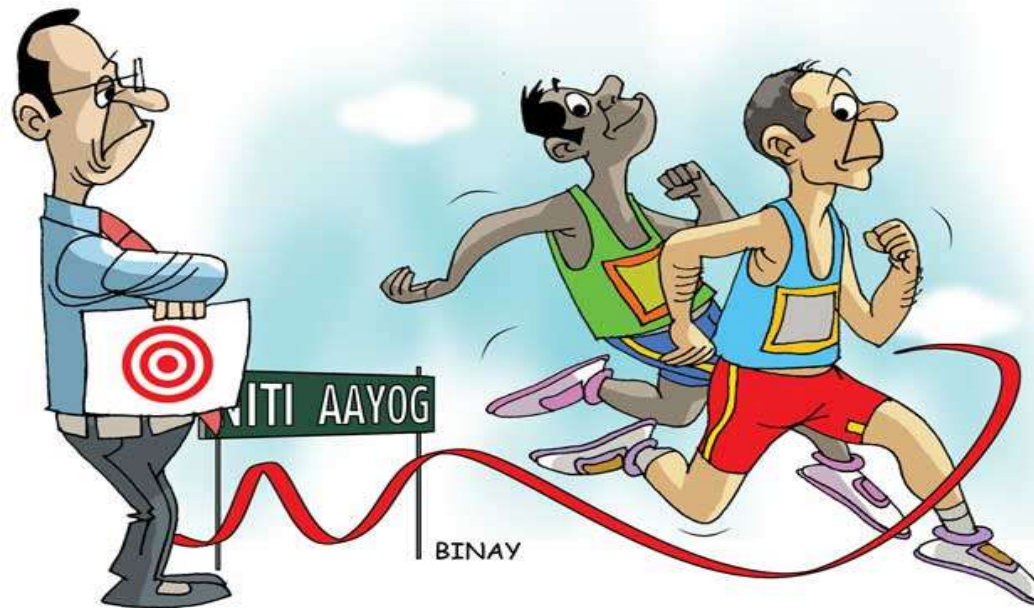


## VETERINARY SERVICE AND INDIA'S COMMITMENT TO ADDRESS GLOBAL CHALLENGES.





We need to strengthen veterinary service as an enabler of trade in animal and animal products.



We need a National  
Veterinary Service  
mandate and guideline to  
help states cooperate and  
compete

India embracing a model of cooperative,  
competitive federalism.

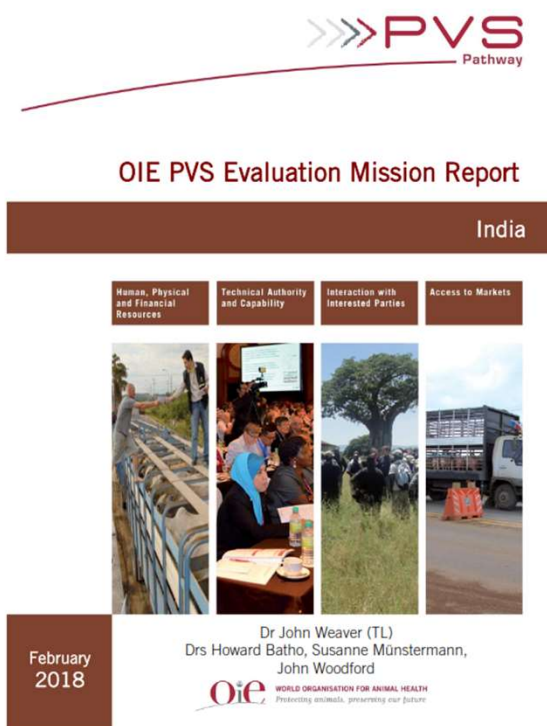


“Reform, Perform,  
Transform is the mantra  
of our Government ”

– Prime Minister Narendra Modi.



# OIE-PVS report (2018 ) -a base document to begin the journey of strengthening and restructuring veterinary service delivery.





1

Last mile problem of service delivery





Poor Targeting and delivery of need-based services thereof.

2





## Predominance of Mass centric discontinuous service

3

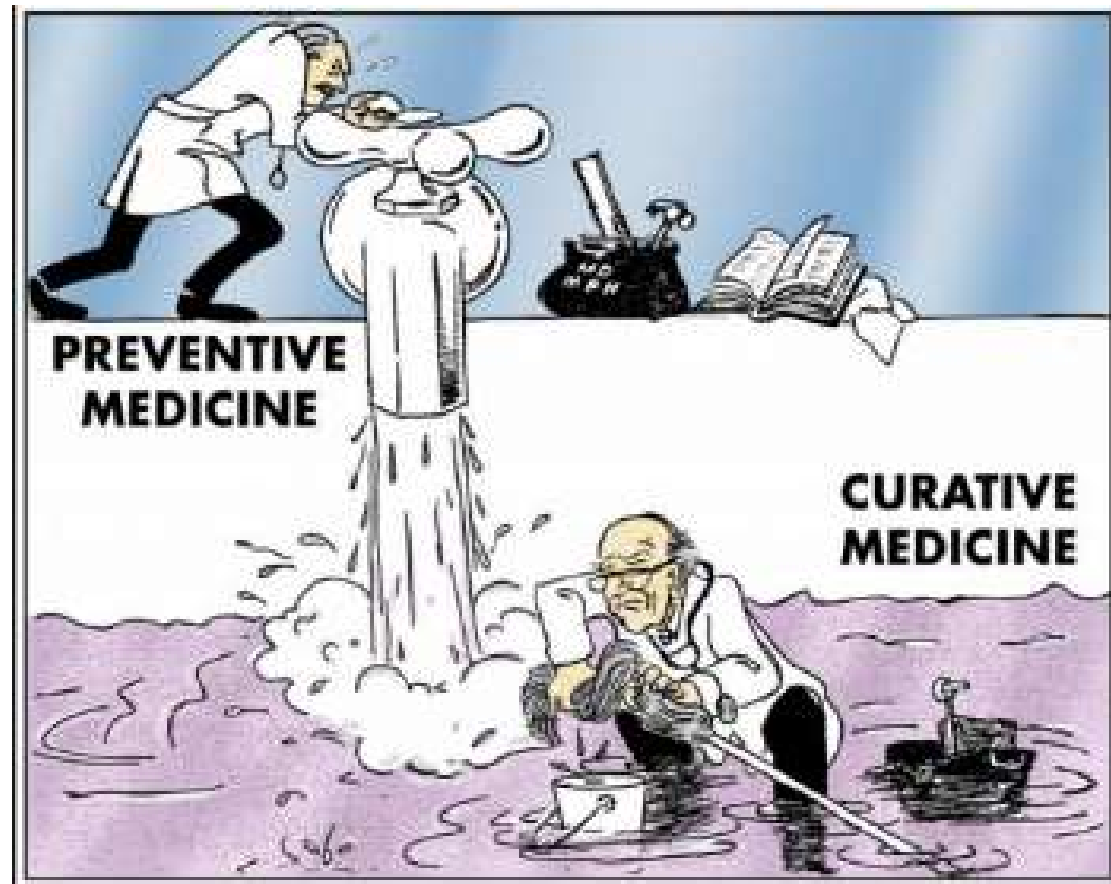


In the majority of cases, a veterinarian operates alone without any groups of animals assigned to him/her. The continuous delivery of service is difficult under such circumstance. Only limited accountability is possible in such a delivery approach. In areas showing growth, there is a fast emergence of service delivery through an annual contract. ( e.g. veterinary service by cooperatives, private companies, Government-NGO partnership model etc. )



4

## Predominance of curative focus





Predominance of symptomatic treatment  
( *Inadequate awareness of the benefit of proper diagnosis  
using services of laboratories* )

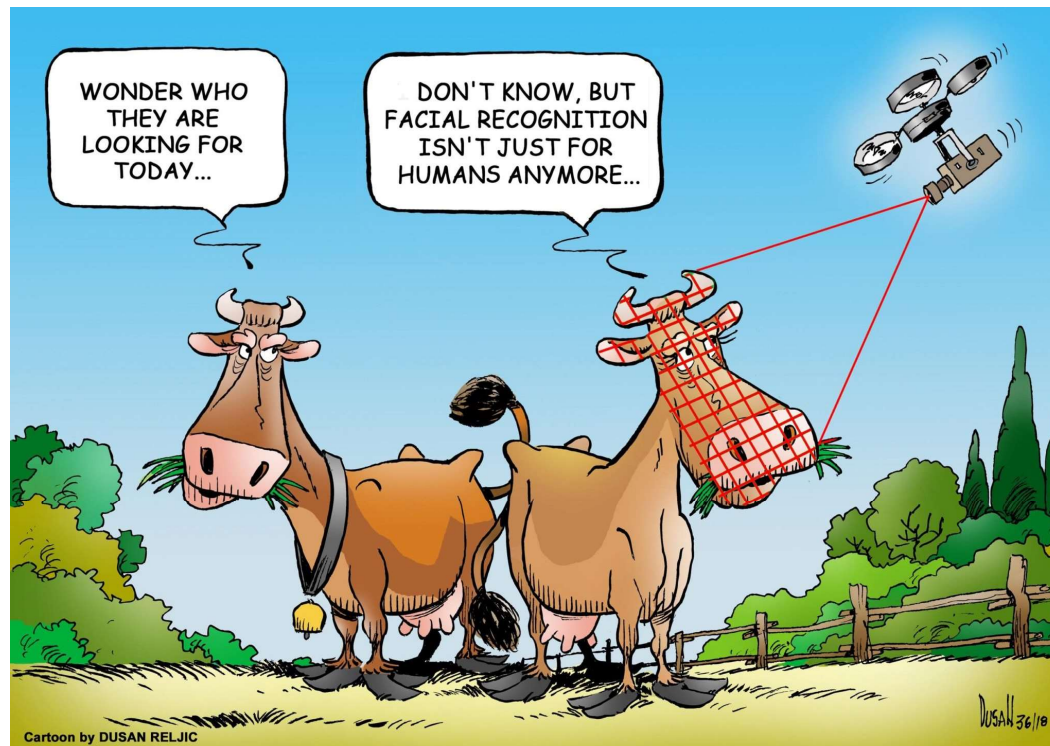
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Inadequate focus on herd health monitoring / productivity linked services.

6



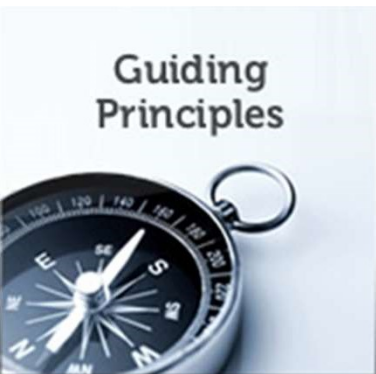


## Poor reporting of diseases

7



"YOU SHOULD HAVE CALLED ME SOONER."



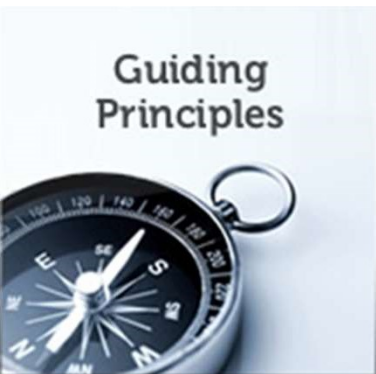
Service delivery should focus on:

## 5A's

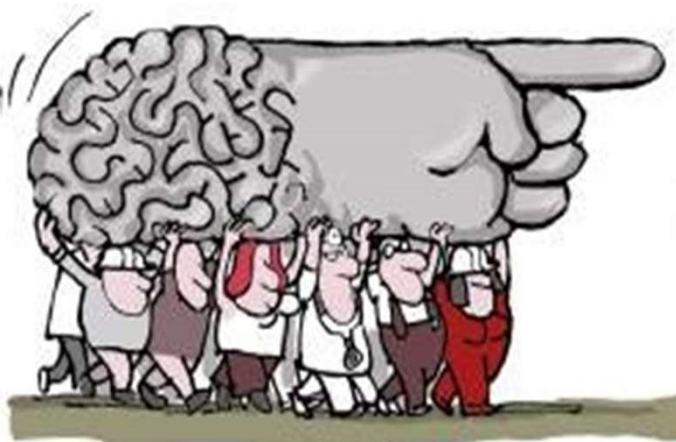
- ☐ Availability
- ☐ Accessibility
- ☐ Acceptability
- ☐ Adequacy
- ☐ Affordability

## 6R's

- ☐ Responsive service
- ☐ Responsible actions
- ☐ Representative Organization
- ☐ Rights ( Client Vs Animal )
- ☐ Reason / Result of activity.
- ☐ Rule of Law ( Enforcement )



Development intervention for improved services should focus on



Collective wisdom is must for sustainable solutions

- ☐ Institution
- ☐ Infrastructure
- ☐ Investment
- ☐ Innovation
- ☐ Input
- ☐ Incentive
- ☐ Inclusion

7 I's

## Examples of areas of strengthening and restructuring

- ✓ Service mandate.
- ✓ Organizational structure / divisions.
- ✓ Service delivery arrangements.
- ✓ Cadre structure, recruitment norms and career progression.
- ✓ Balancing the workload of personnel.
- ✓ Practice regulation and occupational standards.
- ✓ Private participation in clinical service / extension.
- ✓ Norms for data sharing and outsourcing of public service.

## Examples of changed approaches

- ✓ Increased focus on Human health role of Veterinary Service.
- ✓ Focus on Mobile Veterinary, IT-based extension, holistic breeding and trade linked services.
- ✓ Realistic production targeting instead of ICMR consumption guideline alone.
- ✓ Balanced focus on unique production system and traditional medicines.
- ✓ Balanced targeting of all sectors and players of value chain beyond livestock farmer.
- ✓ Balanced species focus. Functional allocation of the budget instead of species-wise allocation.

# Key investment needed to support new service structure



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			

Key investment needed to support new service structure. (Contd.)



Information Technology based solutions for service management, communication, capacity building and veterinary service / extension delivery.

## Assistance to states for the restructuring of veterinary service delivery (ASRVS) – Suggested components.

Support for OIE-PVS self-evaluation and development of vision cum road-map for the restructuring of service delivery.

Support for detailed cadre review, Organizational Development Exercise and Skill mapping / workforce assessment of professionals / field workers.

Development of national model guideline, service information and learning management system for the use of service providers ( Public / Private )

Support for fixing of indicators, improved data generation, reporting, and IT application in service delivery.

Support for pilot activities for private sector participation in service delivery.

Setting up of project management unit for coordination, planning, and handholding of change process.

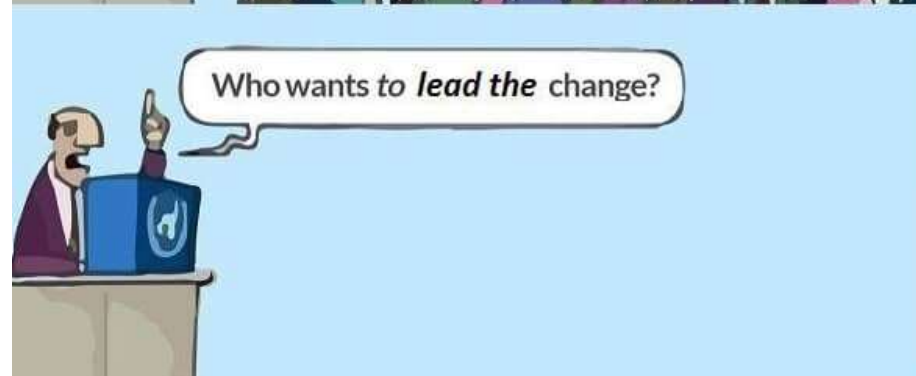


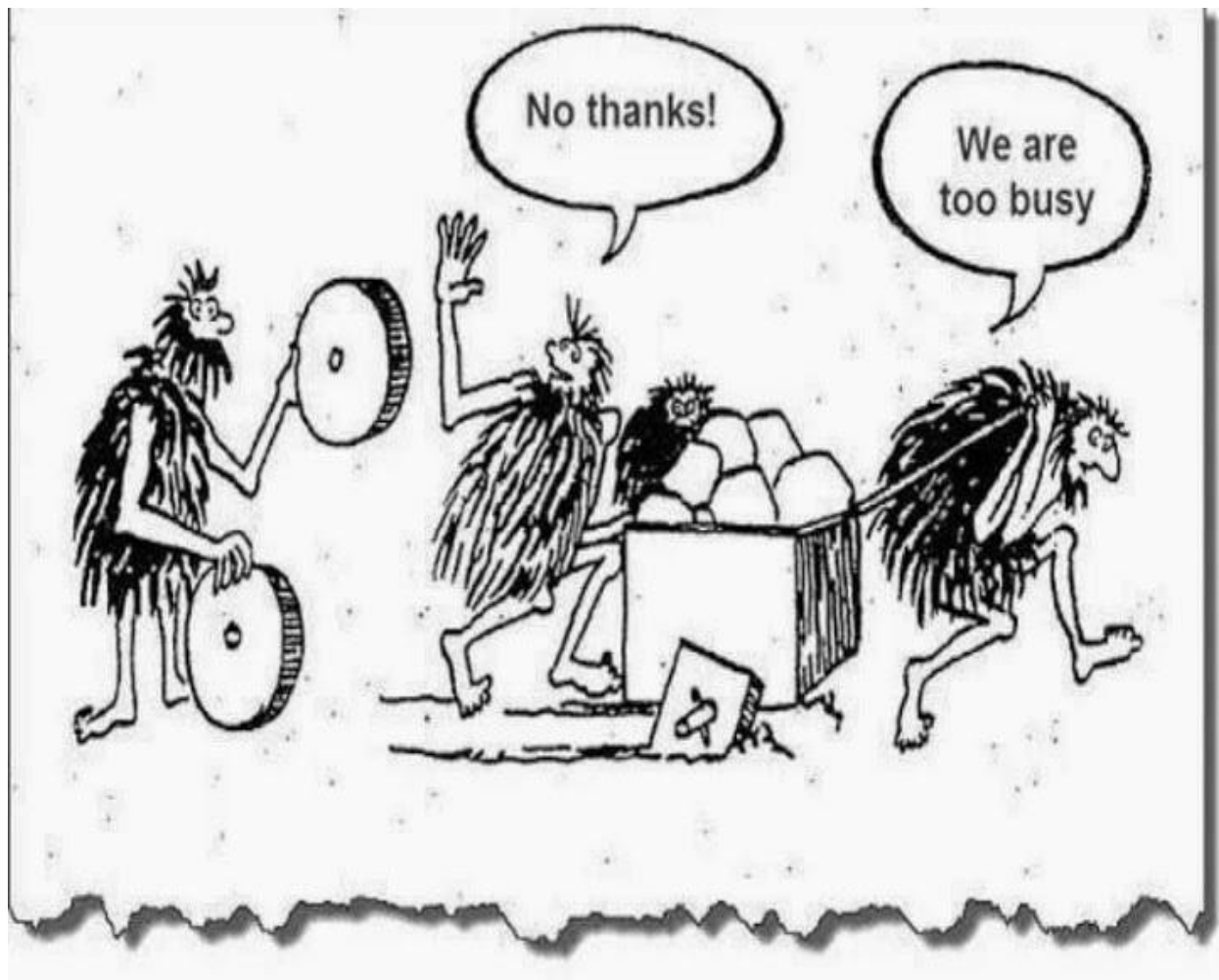
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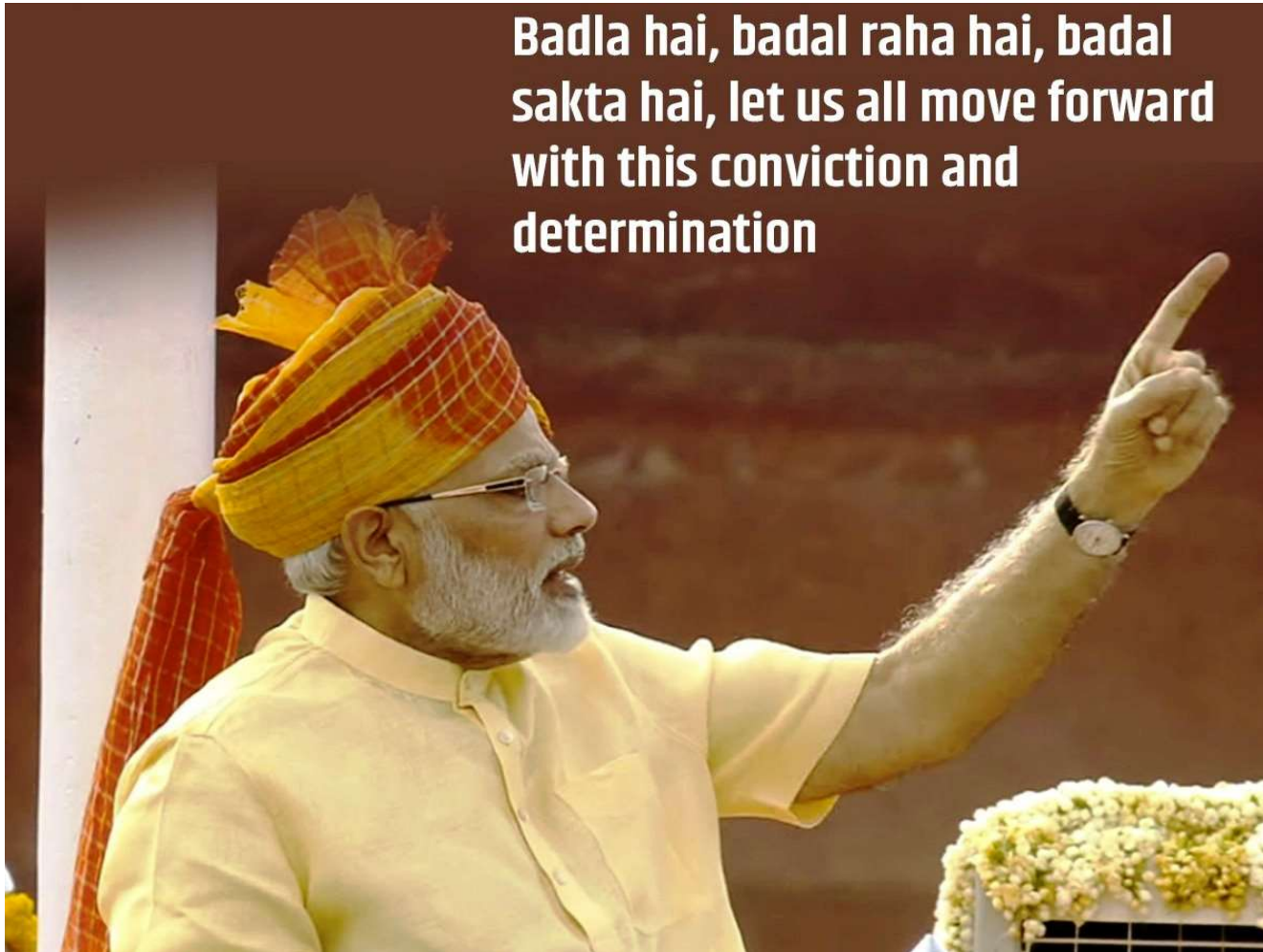
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**RESISTANCE  
TO CHANGE**

**Badla hai, badal raha hai, badal  
sakta hai, let us all move forward  
with this conviction and  
determination**





## Vet Helpline India ( P ) Ltd

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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.

