

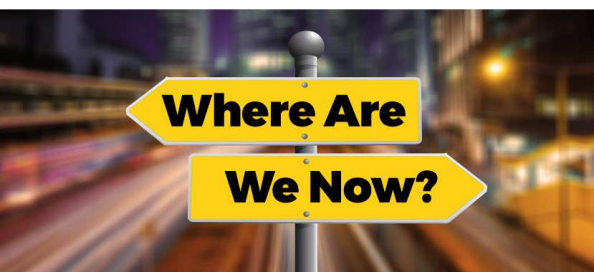


Dr Lonee Dutta
Karbi Anglong, Assam

Partnership for
Professional Efficiency
Development (PED)
of personnel in
veterinary service
delivery.



PRESENTATION BY
DR M ISLAM BARBARUAH
VET HELPLINE INDIA PVT LTD



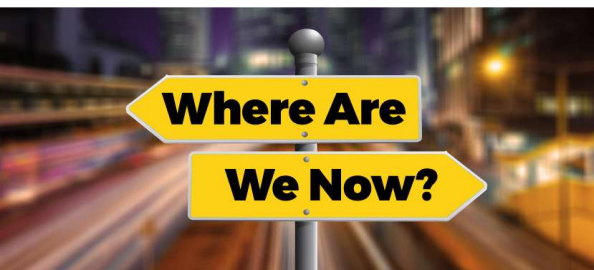
India



OIE PVS Evaluation – 2018

I-2 Competencies of veterinarians and veterinary para-professionals <i>The capability of the VS to efficiently carry out their veterinary and technical functions; measured by the qualifications of their personnel in veterinary and technical positions.</i>	Levels of advancement
A. Professional competencies of veterinarians including the OIE Day 1 competencies	1. The veterinarians' practices, knowledge and attitudes are of a variable standard that usually allow for elementary clinical and administrative activities of the VS.
	2. The veterinarians' practices, knowledge and attitudes are of a uniform standard that usually allow for accurate and appropriate clinical and administrative activities of the VS.
	3. The veterinarians' practices, knowledge and attitudes usually allow undertaking all professional/technical activities of the VS (e.g. epidemiological surveillance, early warning, public health, etc.).
	4. The veterinarians' practices, knowledge and attitudes usually allow undertaking specialised activities as may be needed by the VS.
	5. The veterinarians' practices, knowledge and attitudes are subject to regular updating, or international harmonisation, or evaluation.





India



OIE PVS Evaluation – 2018

I-3 Continuing education (CE)¹⁰ <i>The capability of the VS to maintain and improve the competence of their personnel in terms of relevant information and understanding; measured in terms of the implementation of a relevant training programme.</i>	Levels of advancement
	1. The VS have no access to veterinary, professional or technical CE.
	2. The VS have access to CE (internal and/or external programmes) on an irregular basis but it does not take into account needs, or new information or understanding.
	3. The VS have access to CE that is reviewed annually and updated as necessary, but it is implemented only for some categories of the relevant personnel.
	4. The VS have access to CE that is reviewed annually and updated as necessary, and it is implemented for all categories of the relevant personnel.
	5. The VS have up-to-date CE that is implemented for all relevant personnel and is subject to regular evaluation of effectiveness.







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[Frequently asked questions \(FAQ\)](#)


Back



Veterinary Personnel, India, 2017

Veterinarians											Veterinary Paraprofessionals				
Animal health activities		Public Health activities (abattoirs, food hygiene, etc.)		Laboratories		Academics or Training Institutions	Private practitioners in the pharmaceutical industry	Independent Private Veterinarians	Others	Totals	Involved in animal health activities	Community animal health workers	Involved in food hygiene, including the abattoirs	Others	Totals
Public administration	Private accredited practitioners	Public administration	Private accredited practitioners	Public administration	Private laboratory veterinarians										
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Veterinary colleges in India produces approximate 4000 graduate veterinarians in a year.

There are no reliable statistics on non-technical administrative and marketing related personnel in veterinary service.



- ✔ Many field veterinarians avoid clinical practice due to inadequate self-confidence (mostly due to confusion arising out of fear of not knowing or fear of mistakes)
- ✔ Inadequate job environment has led to the loss of the sense of purpose among a large group of veterinarians.
- ✔ Faulty service orientation and inadequate incentive prevent many veterinarians from appreciating the need for continuing education.
- ✔ Many colleges fail to orient students as a future practitioner or entrepreneur.



The growing disconnect between animal owners and veterinarians.



"“Chronic idiopathic progressive malnutritional hypophagia of environmental origin?” You mean starvation?”



- ✓ Increasing stake and consumer demand associated with animal health care.
- ✓ The emergence of private service providers with foreign veterinarians.
- ✓ The emergence of technology-based holistic herd health and breeding support services.
- ✓ Mandatory Continuing Education (CE) based on 'credits' for renewal of registration with State Veterinary Councils and VCI

Ongoing public initiative:



Under the National Action Plan of DAHD, GoI (2016/17 to 2020/21) the 'Professional Efficiency Program' is aiming to provide Continuing education to some 27,000 veterinarians at a cost of more than 60 million (6 Cr) INR. (852,000 USD)

Source: OIE PVS –India report (2018)



To ensure 5 A's of PEDs

- ☐ Availability → Variety of content.
- ☐ Accessibility → More reach (use of IT ?)
- ☐ Acceptability → Need based / convenient
- ☐ Adequacy → Appropriate content.
- ☐ Affordability → Justified pricing.



Road to success in PED

- ❑ Institution : Stewardship of VCI and state councils.
- ❑ Infrastructure : Laboratories, tools, field school for practice.
- ❑ Investment : Financial support from private companies.
- ❑ Innovation : Constant use of technology-driven pedagogy.
- ❑ Input : Research on need /content and feedback.
- ❑ Incentive : Policy that incentivizes CE / training credit.
- ❑ Inclusion : Extension of CE to para-professionals / NTS



To develop a national level self-sustaining online continuing education platform (a Learning Management System) with certified, credit-based content from partners.



To support setting up of a network of independent “*Vet Gurukul*” – the private practice-oriented informal skilling and finishing school for fresh and mid-career veterinarian under the direct supervision and guidance of accomplished partner veterinary practitioners (Gurus).



To advocate for public and private investment for Professional Efficiency Development of personnel in veterinary service.



Proposed technical parameters of online Learning Management System

- ✓ The platform will be linked to an independent website / server and will carry the logo of partners.
- ✓ The system will support the delivery of self-paced courses and fixed period moderated online webinars for a fixed number of participants.
- ✓ Partners will have access to back-office interface and can upload courses directly post the quality check, accreditation.
- ✓ Each registered learner can maintain a detail profile page containing courses attended and credit earned.
- ✓ Will be integrated with online payment gateway.



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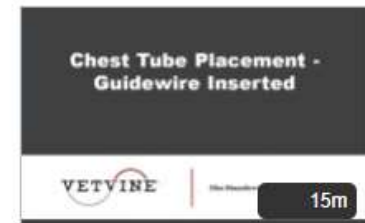
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The concept of Vet Gurukul

A gurukula or gurukulām was a type of education system in ancient India with shishya ('students' or 'disciples') living near or with the guru ('teacher' or 'master'), in the same house (Kula: meaning family or home). The term is also used today to refer to residential monasteries or schools operated by modern gurus.

The concept of 'Vet Gurukul' revolves around setting up of a private practice-oriented informal skilling and finishing school for graduate fresh and mid-career veterinarian and veterinary para-professionals under the direct supervision and guidance of accomplished veterinary practitioners.

Proposed work plan for 'Vet Gurukul'

1. Partnership with the select accomplished veterinary practitioner(s) in any defined geographical area to conduct joint need/competency gap assessment and to develop an informal gurukul set up at the residence of the practitioner.
2. Mentoring of the accomplished veterinary practitioner (Guru) to develop potential short-term courses. Each priced courses will have distinct practical component and a flexible delivery plan.
3. Marketing of the accomplished veterinarian and the gurukul under his / her guidance.
4. Management support to the Gurukul to implement training on a flexible mode without hampering the day to day practice of the trainer (Guru).



DAHD / VCI. (PED Program)

➡ Investment partner /promoter,

Indian Veterinary Association.

➡ Marketing and outreach to members,
networking and resource mobilization.

NAVS (India)

➡ Knowledge partner

Any private company

➡ Investment, Team mobilization,
platform design, maintenance,
revenue accounting and sharing.

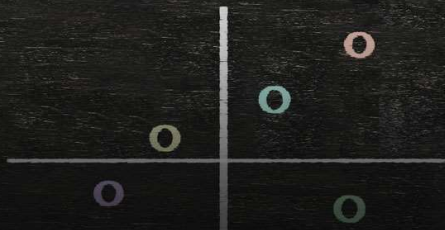


Partner* categories vis a vis contribution.

**State / Region focused partnership*

- | | | |
|---------------------------|---|-----------------------------------------------------------------------------------------|
| Professional association | ➡ | Content ownership and marketing. |
| Statutory bodies e.g. VCI | ➡ | Support for content development,
Content accreditation and grant for
Vet Gurukul. |
| Academic institution | ➡ | Content ownership and marketing. |
| Freelance consultant | ➡ | Content development, design
support, business development. |
| Private companies /NGOs | ➡ | Content ownership, marketing and
Support to Vet Gurukuls. |
| Vet gurukul | ➡ | Development of case studies. |

Market positioning



A public-private partnership based learning platform that can build ones confidence to face veterinary service linked professional challenges * efficiently. A detail positioning strategy will be decided based on research.

*(*Based on the defined role of each category of professionals)*

Revenue



- ✓ Online course fee.
- ✓ Sponsored course.
- ✓ Banner advertisement
- ✓ Mentor fee from Vet gurukul

Revenue sharing and dispute resolution

- ✓ Investing partners can expect to get a return based on the total annual profit of the initiative.
- ✓ Pricing strategy of each course will take into account the cost and profit margin of contributing partner.
- ✓ Back office interface will allow partners to monitor the flow of revenue.
- ✓ Settlement of dispute through a standing committee of representatives of partner organizations.

Proposed estimated investment: (Timeline: 2019)

Heading	Cost (INR)	Remark
Domain and Server	10000/-	Annual, Will increase with traffic & content
Cost of designing of Learning Management of System	270000/-	One time
Annual System Maintenance Cost	35000/-	Annual, May increase with popularity and security (Reliability) concern thereof.
Need based technology upgrade	30000/-	Per annum.
Annual expert fee for content editing and presentation	360000/-	Annual 10 man days per month for 12 months @ 3000 per man day.
Marketing cost and administration (LS)	60000/-	@Rs.5000 per month for 12 month, (Mostly Social media marketing and references)
Total	765000/-	Approximate ~ 800000/- per annum.



Vet Helpline India (P) Ltd

Corporate Identification Number, GOI - U85200AS2000PTC006298

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web:vethelplineindia.co.in

E-mail: info@vethelplineindia.co.in

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