

***A development
communication prepared for
political and executive
leadership in Assam, India***

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**Dr Miftahul Islam Barbaruah
Director, Vet Helpline India Pvt Ltd**

&

**Team Leader, Assam State Veterinary
Roadmap Project**

What should we do differently?

Animal Husbandry and Veterinary Sector, Assam, India

**Based on Assam State Veterinary Roadmap
Project
of**

Vet Helpline India Pvt Ltd

**Sponsored by Government of Assam under Animal
Husbandry & Veterinary Department's Annual Plan
2016-17**



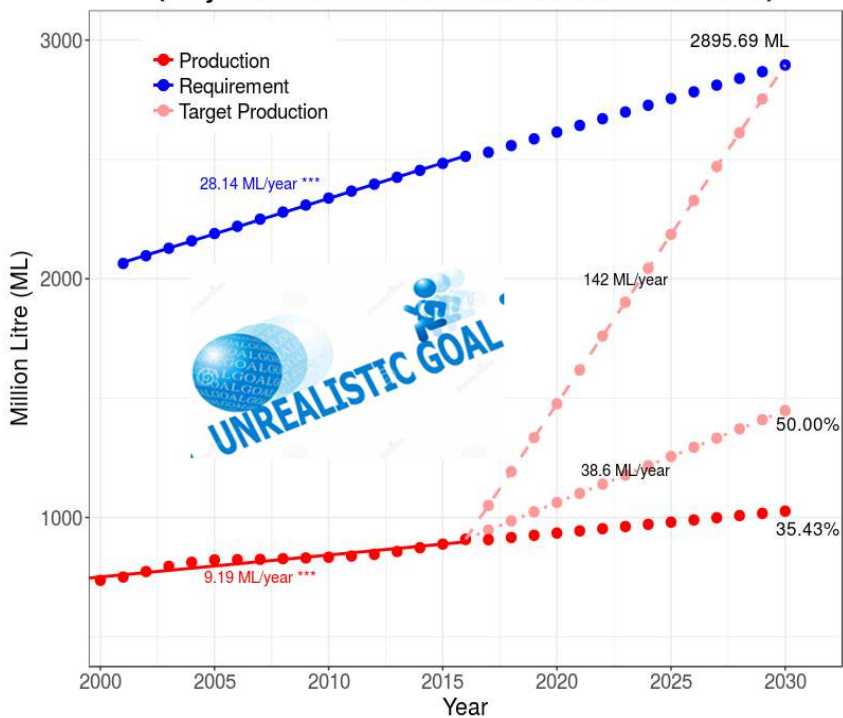
অসম এখন এনেকুৱা ৰাজ্য, য'ত পাম হিচাপে পোহা পশুধন, বন্যপ্ৰাণী আৰু পোহনীয়া জন্তুৱে সকলো নাগৰিকৰ স্বাস্থ্য, পুষ্টি, উদ্যমিতা বিকাশ, নিয়োগ সৃষ্টি তথা বহনযোগ্য অৰ্থনৈতিক আৰু সামাজিক কল্যাণৰ দিশত অৰিহণা যোগায়।

Assam is a state where farm, wild and companion animals are contributing to human health, nutrition, livelihood, entrepreneurship development, employment generation, sustainable economic and social wellbeing of all its citizens.

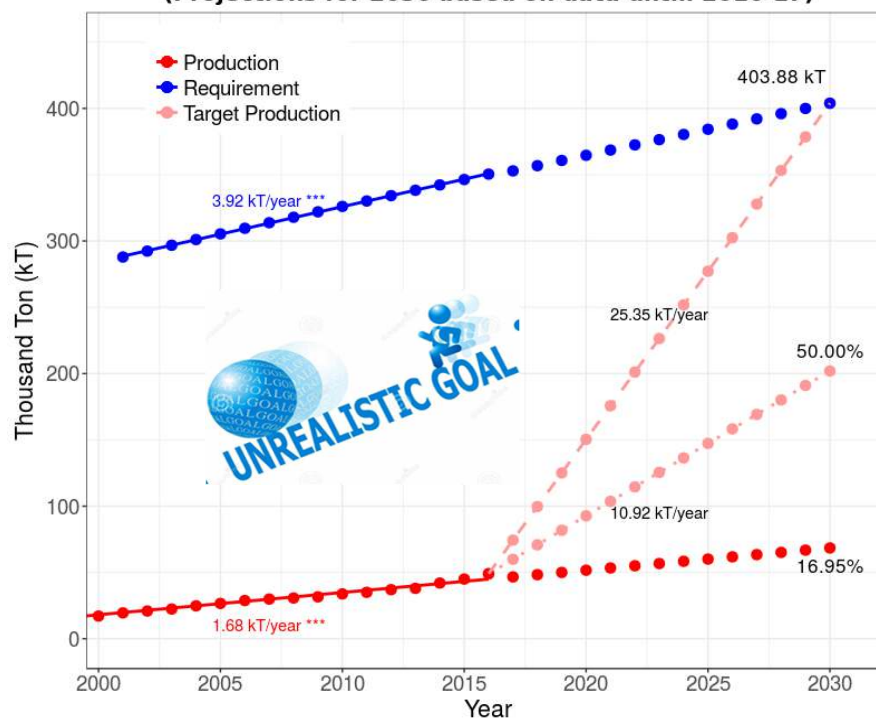
General Approach for government: Ensuring balanced role, prioritizing 'public good' functions

Protection of health of human Vs. health & productivity of Animals.
Preventive services (Animal disease control / Food safety) Vs. Curative Services
Commercial Production Vs. Traditional Production

Production Vs Requirement of Milk (Projections for 2030 based on data untill 2016-17)

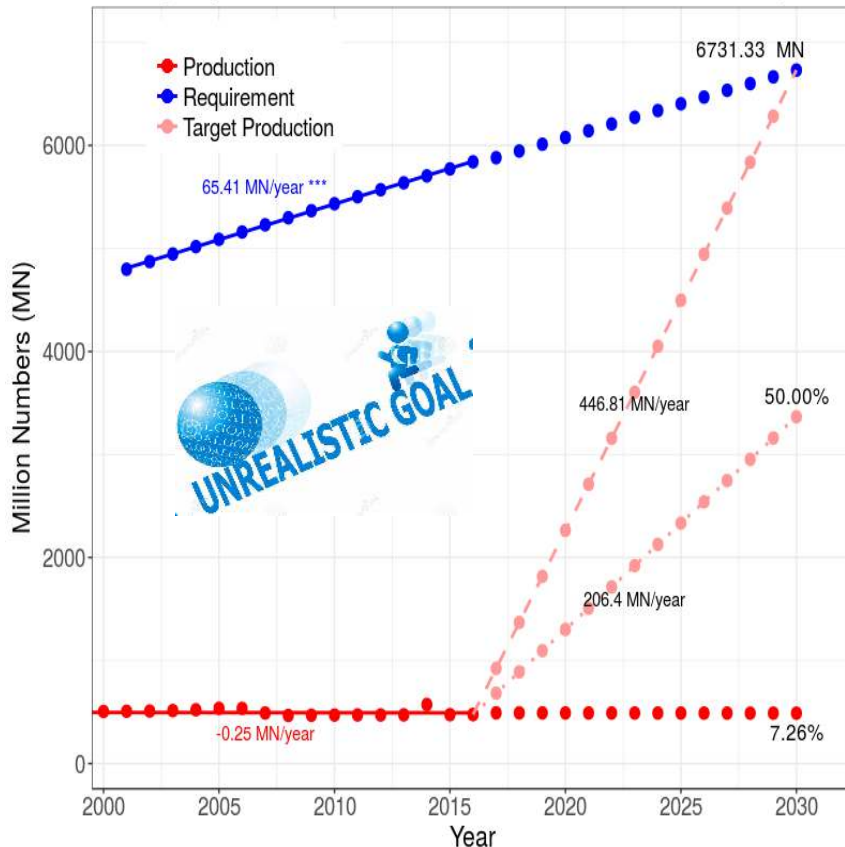


Production Vs Requirement of Meat (Projections for 2030 based on data untill 2016-17)





Production Vs Requirement of Eggs
(Projections for 2030 based on data until 2016-17)



✓ Basis of all these analysis is ICMR recommendation and government sample survey of production data. *No single comprehensive demand study for local produce in last 10 years!*

✓ Inter-state import indicates supply gap but not the demand for locally produced products !





Sundarpukhuri Milk Co-Operative Society



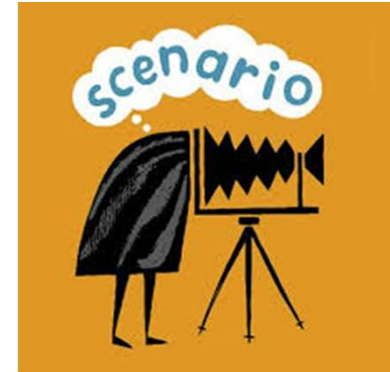
1

Instead of quoting ICMR guideline conduct demand survey for local produce / brands and fix realistic and sustainable production targets at the level of Panchayat, Production cluster and villages based on resource and environmental impact estimation.





Inter state import



A total of 350 trucks carrying table eggs are entering Assam in a month. Out of these a minimum of 100 trucks are unloaded for consumption within Guwahati city alone. The calculation thus indicates total interstate import of table egg of 94.66 million per month.*

The hatcheries in North east India imports 2.4 million hatching egg per week or 9.6 million per month from other parts of the country.

Estimated total per day sale of broiler chicken in North east India is 661 tons out of which 521 tons are produced within the region and 140 tons enters the state from neighboring states.

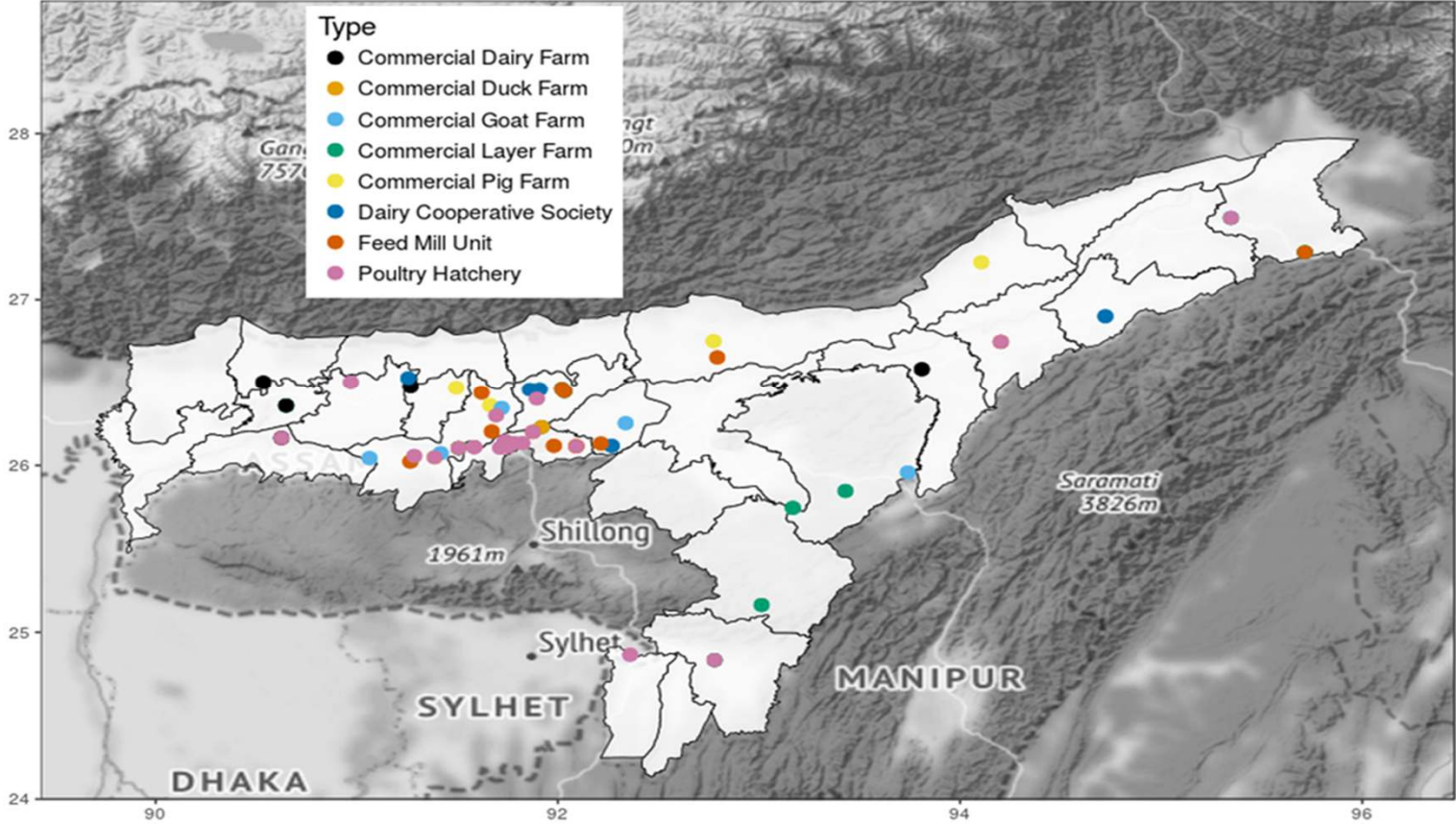
Source: Report of Lotus Chicks Pvt Ltd (2016-17), Guwahati, Assam

**One truck carries in an average 1288 cartoon having 210 eggs each or 270480 number of eggs*



Emergence of commercial farm operations

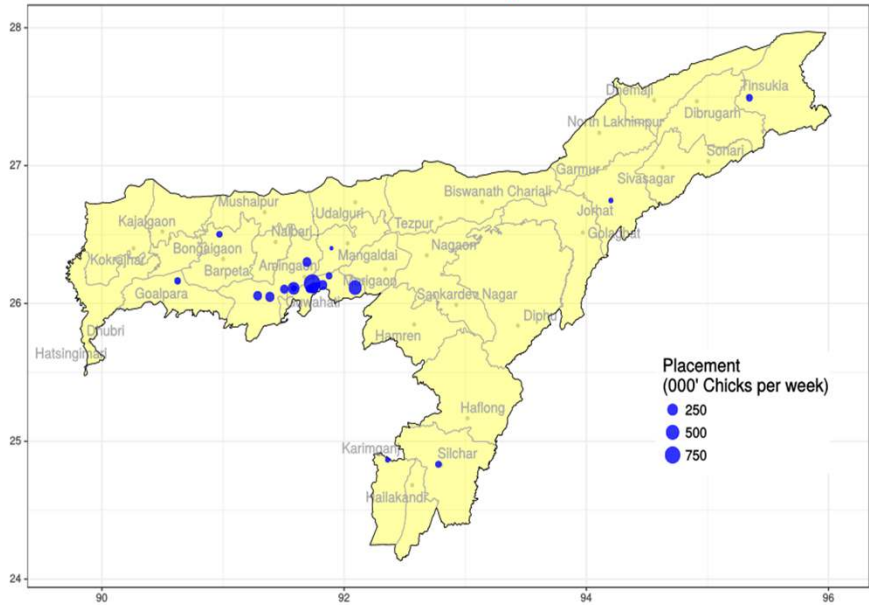
Locations of Some Prominent Private Enterprises



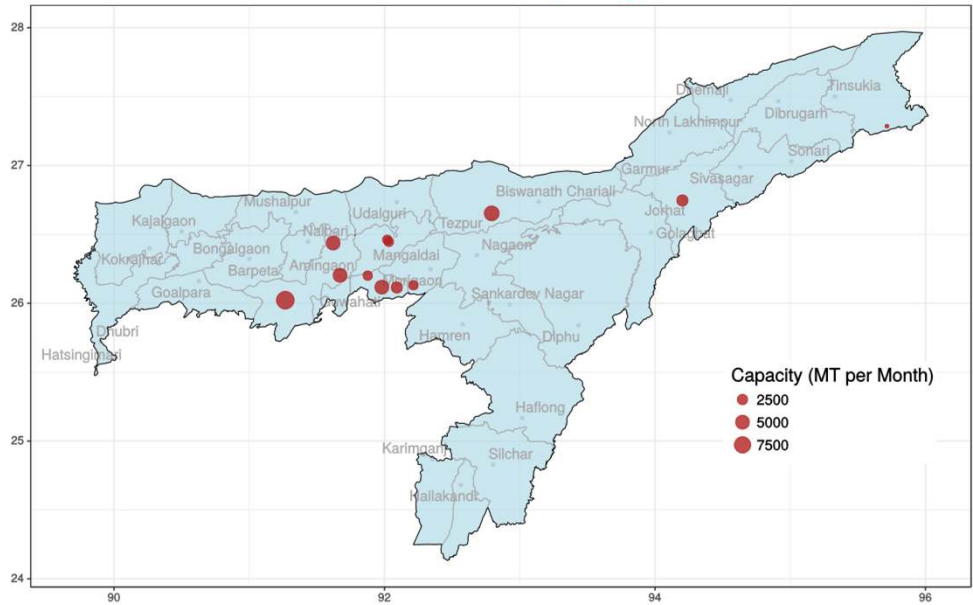
Emergence of value chain critical operations



Distribution of Poultry Hatcheries



Distribution and Production Capacity of Feed Mill Units



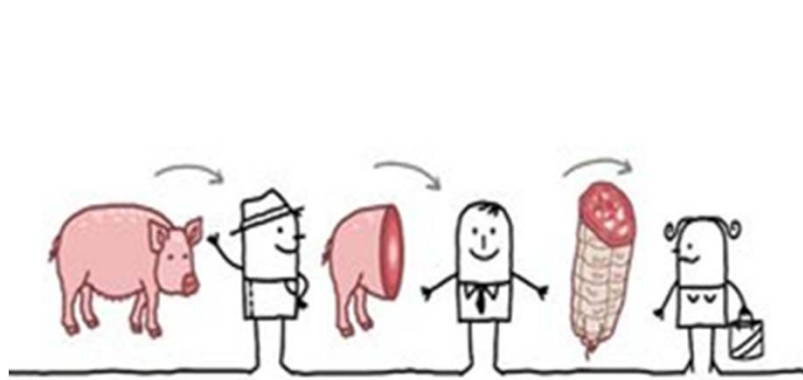


Unique Production Systems : *Khutis* in forest and riverine areas



Recognized '*Lakhimi*' Breed

2



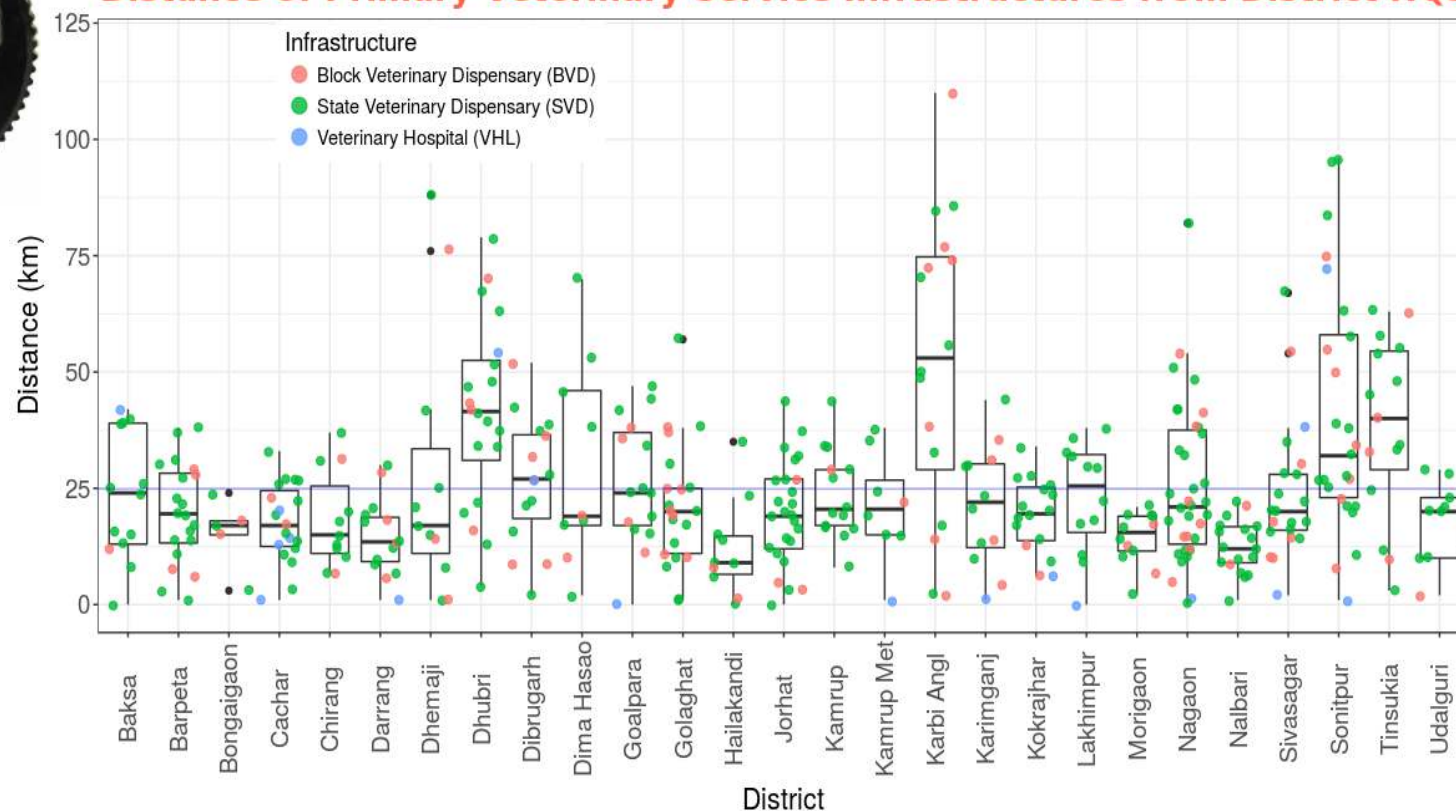
Mass production to **market led** production: Focus on **value chain critical operations**, safety, nutrition, brand building and niche marketing

(Special emphasis on enterprises that uses state's unique farming system and indigenous animal as their branding strategy)



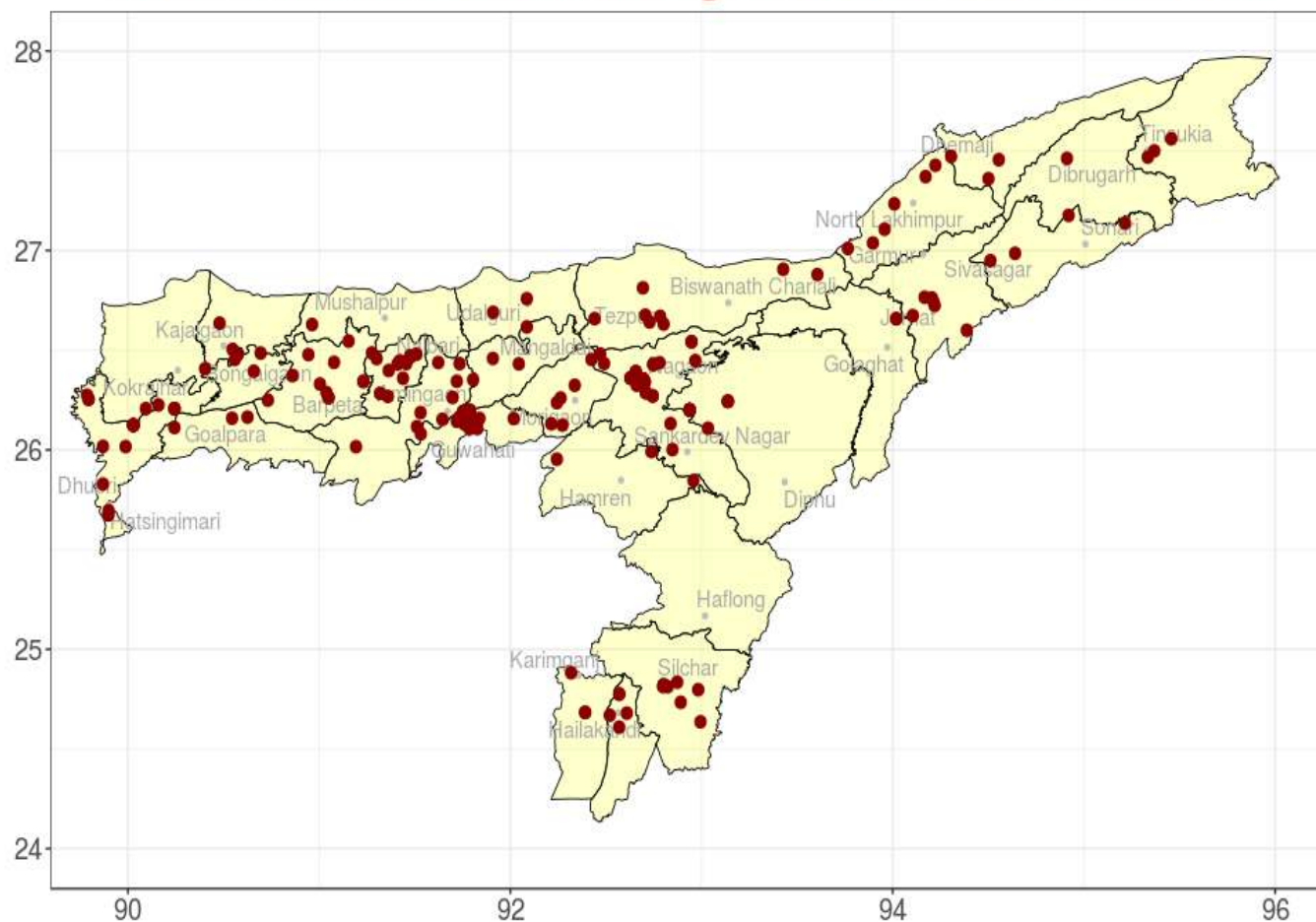


Distance of Primary Veterinary Service Infrastructures from District HQs



The state average of the aerial distance of a PVSI -primary veterinary service infrastructure (SVD / BVD / VH) from district HQ is 25 km. There is hardly any PVSI beyond 100 km.

Distribution of NGOs Working in the AH Sector in Assam

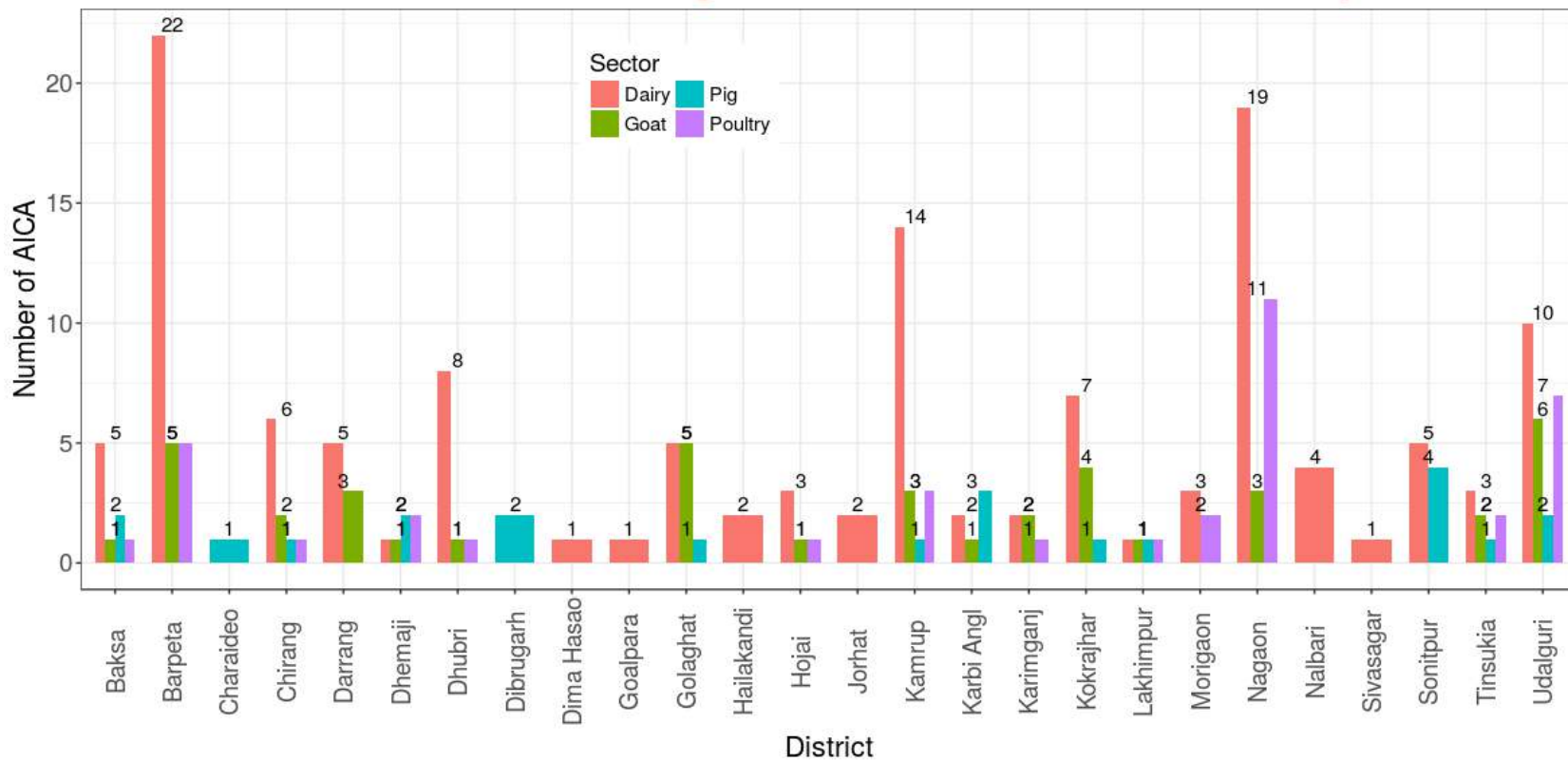


Source: NGO-DARPAN of NITI Aayog

Potential to develop clusters:



District wise Areas showing Interest in Commercial Activity (AICA)



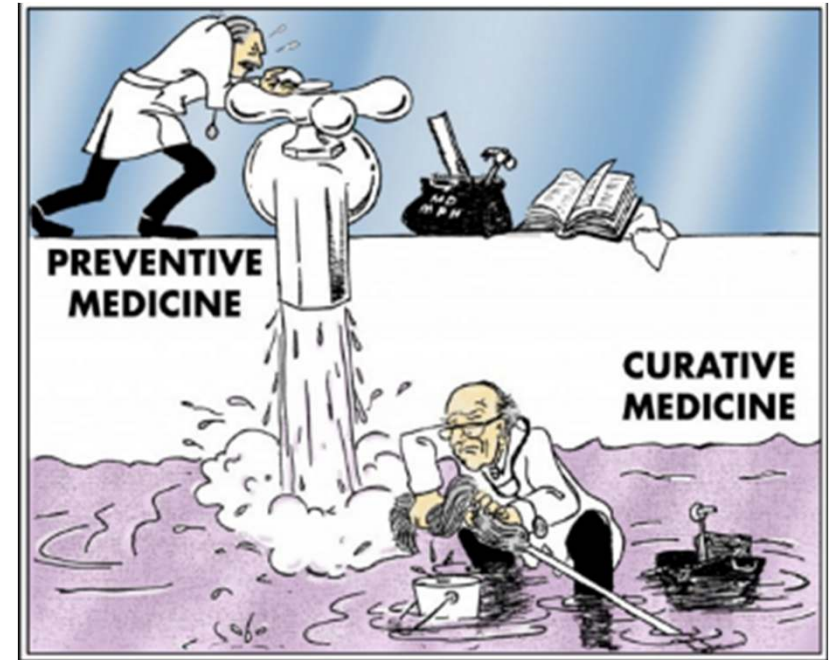
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Targeted delivery of **data** focused **productivity oriented** quality veterinary and extension service to identified production clusters to scale up production of quality products.

Assist farmer organizations in clusters in hiring productivity focus expert service – if needed

4



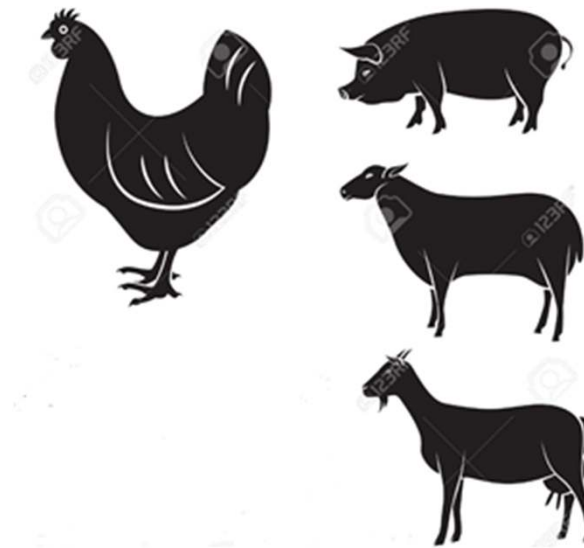
Partner with panchayat and community organizations to address **the 'Last mile problem'** of preventive and curative service delivery for **livelihood** support to poor smallholder farmers.

5

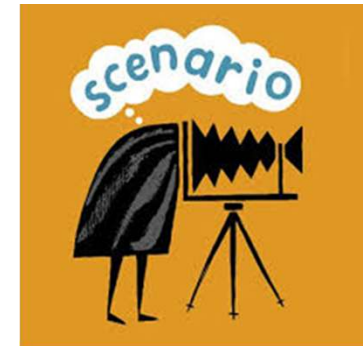
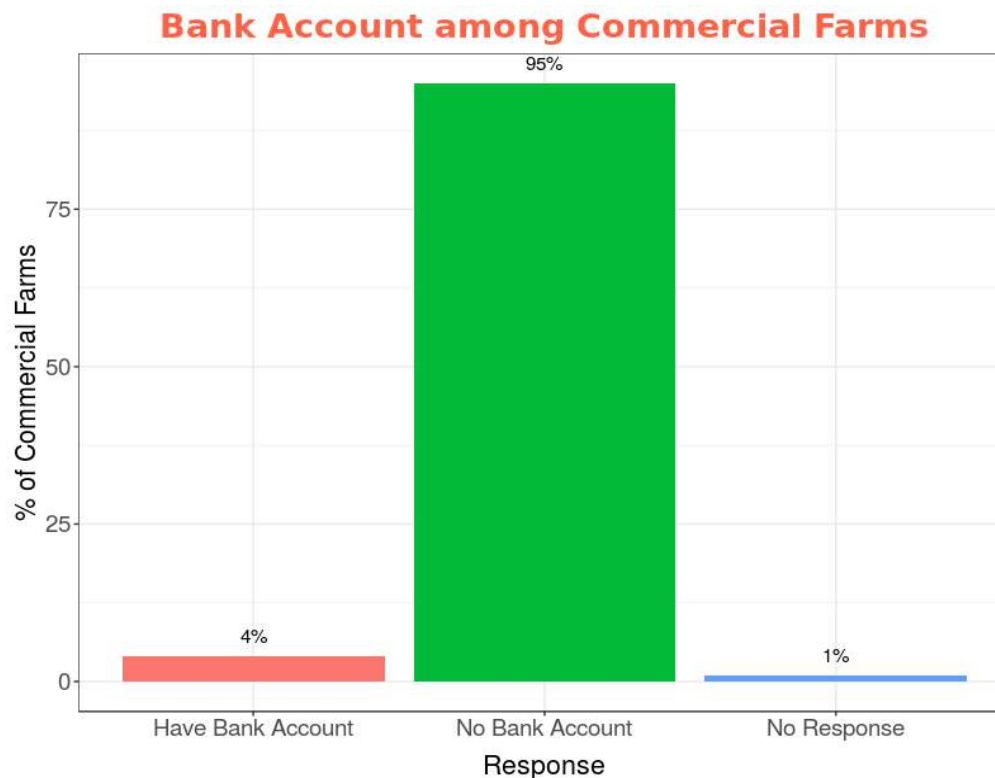


Mass centric to client centric approach of services : *Invest in mobile facilities instead of static facilities to reach out to farmers at their doorstep.*

6



Instead of dairy, focus on small farm animal and backyard poultry in remote and hilly areas as livelihood support program as they are relatively easy to manage.



Just 12% of the respondents reported availing loans from financial institutions for livestock farming. Only 4% of commercial farms have bank account in the name of their enterprises (Current Accounts).

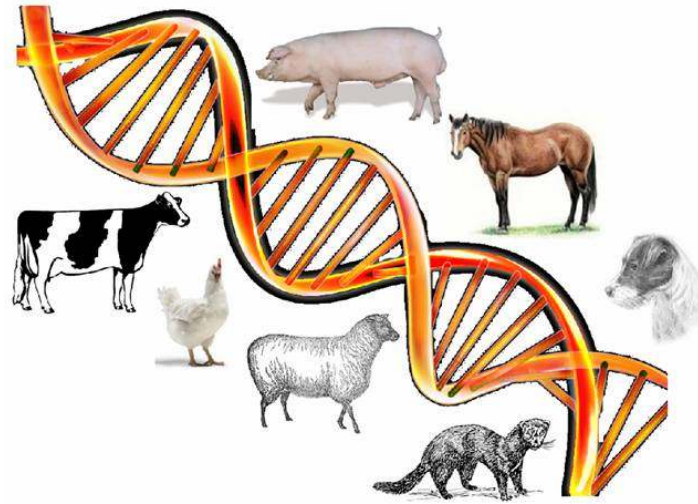
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Credit delivery to supporting farmers to become **creditworthy**

Promote current account, Livestock Farm Decision Support system, Private data service for productivity monitoring of supported units by banks etc.

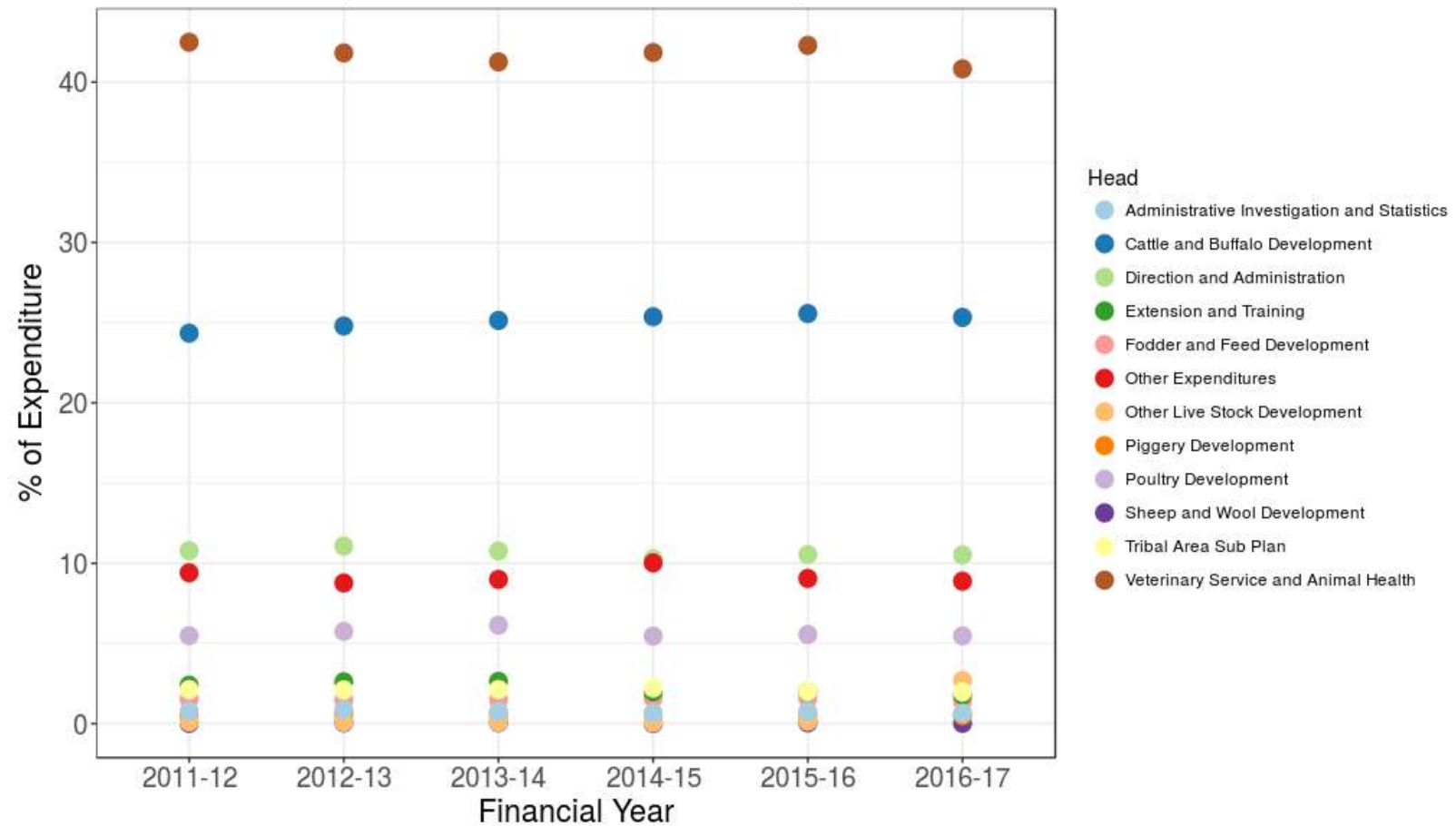
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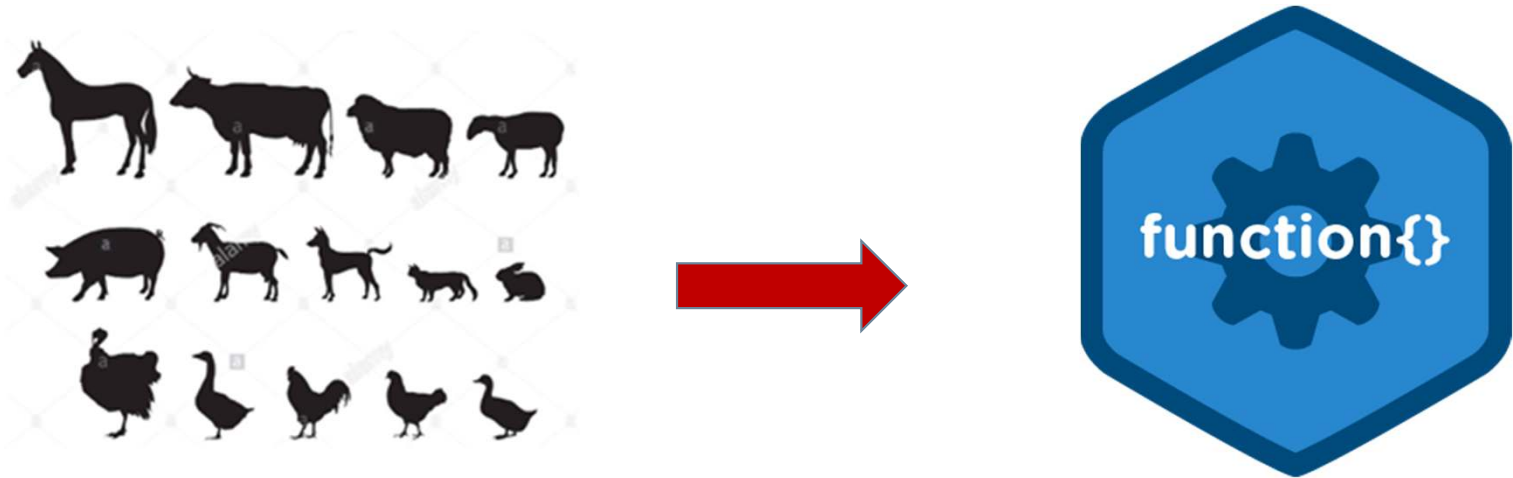
Artificial insemination (AI) to **holistic breeding support**

Share both benefit and risk of AI with farmers. Support them for planned breeding strategies for his / her farm in given context *(including handling of infertility, nutrition support and culling practices etc.)*

Distribution of Actual Expenditure (Non-Plan Revenue Account)



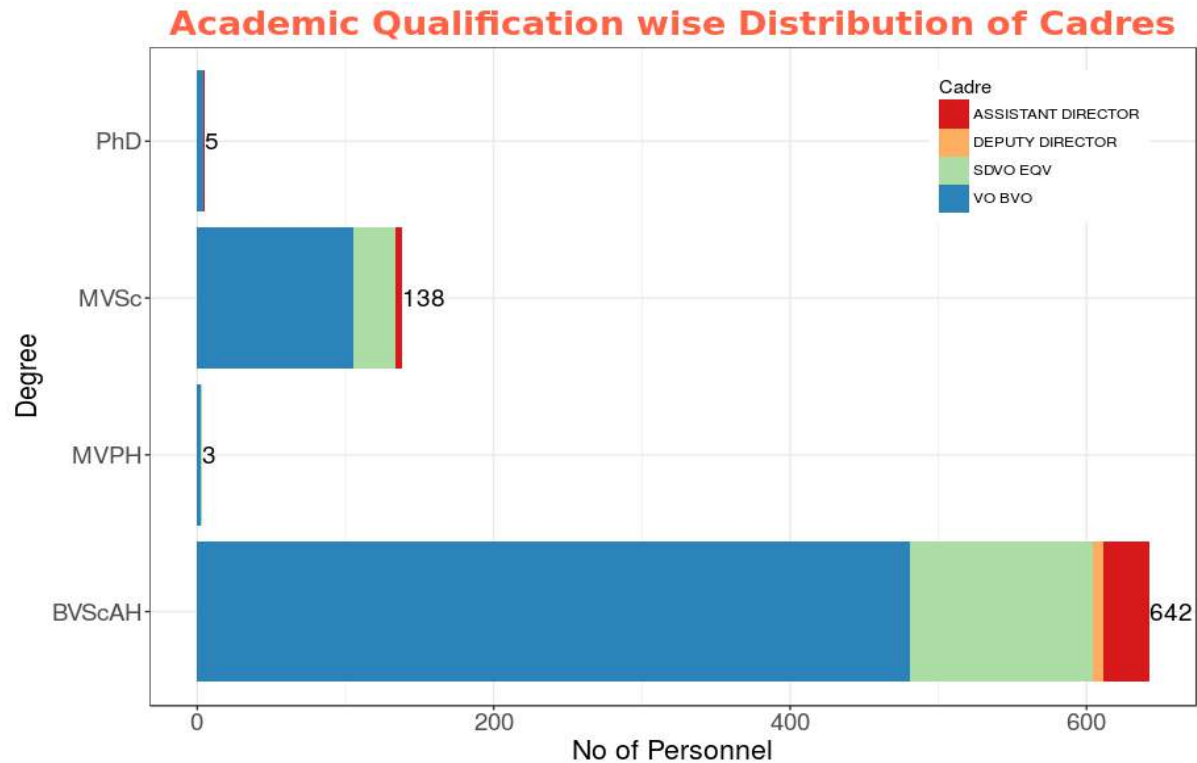
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*Species focus to **function focus** : Re-orient department budget, plans and programs under functional head instead of species head for strong HR management and monitoring.*



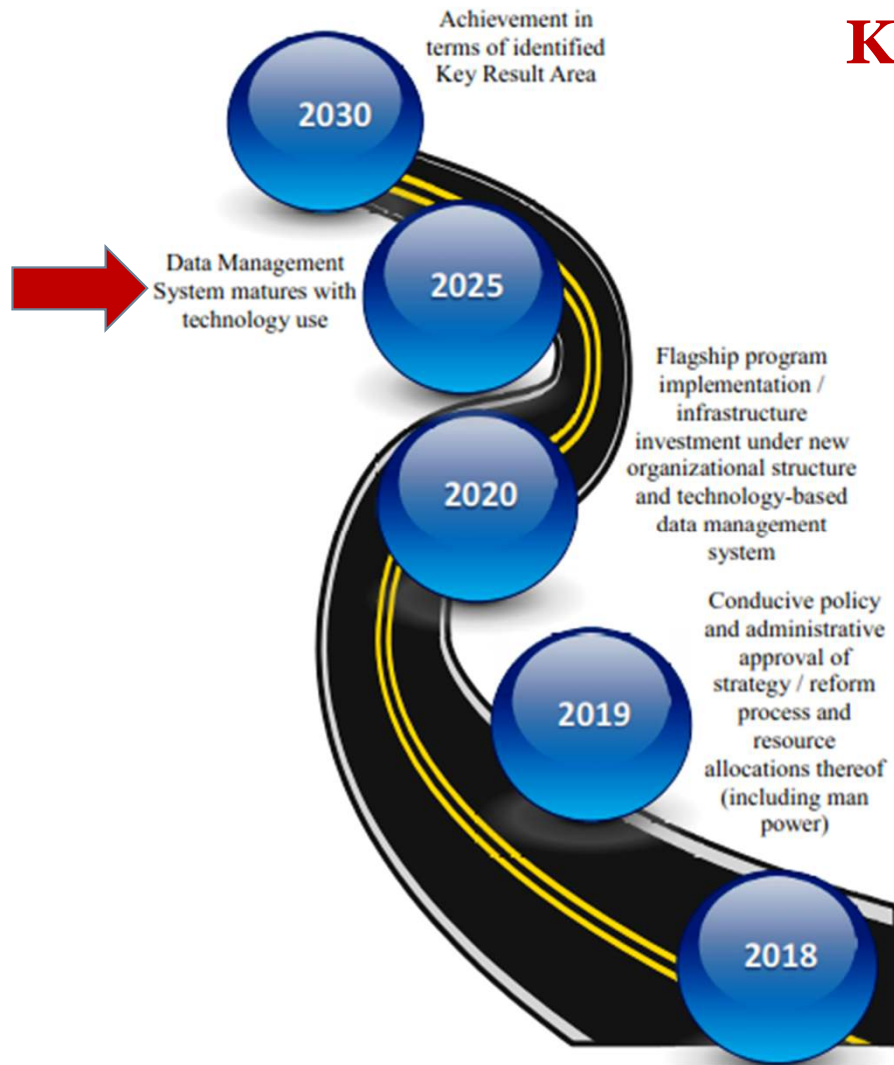
10



*General appointment to **specialized appointments**: Ensure skill mapping of officials and engagement of more specialized persons based on mandated functions.*



Key Imperative for strong monitoring:



1

Data Management System based on IT based premises registration with the scope of real time data analysis at farm (Public / Private) and facility level.

2

Each entity / functional division as Independent Strategic Unit (ISU) for Resource allocation and performance evaluation based on outcome indicators.

3

Strategic Asset /Land Use Initiative





Vet Helpline India (P) Ltd

Corporate Identification Number, GOI - U85200AS2000PTC006298

Like 2.8K

web:vethelplineindia.co.in

E-mail: info@vethelplineindia.co.in

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