

# Educational Mobile App



IVRI- Pashu Prajanan  
(Animal Reproduction) App



ICAR- Indian Veterinary Research Institute (Deemed University), Izatnagar-243 122 (UP) India  
&  
ICAR- Indian Agricultural Statistics Research Institute, Pusa, New Delhi-110 012, India

IVRI-Pashu Prajanan (Animal Reproduction) App, designed and developed by ICAR- Indian Veterinary Research Institute, Izatnagar, UP & ICAR- Indian Agricultural Statistics Research Institute, Pusa, New Delhi is targeted to impart knowledge and act as a ready reckoner for the Graduating Veterinarians, Field Veterinary Officers and Livestock Entrepreneurs about reproductive diseases / disorders in cattle and buffaloes and measures to treat and control them.

The IVRI-Pashu Prajanan (Animal Reproduction) App is available on Google Play Store for free.



## Features of the App

1. It is an offline App developed for Android platforms.
2. Its present size is 13.5 MB.
3. The App provides information in 11 languages
  - English, Hindi, Punjabi, Oriya, Gujarati
  - Assamese, Bangla, Tamil
  - Telgu, Malayalam, Marathi
4. The major users of the App would be the Graduating Veterinarians, Field Veterinary Officers and Livestock Entrepreneurs.
5. The App would help the end users to learn about major reproductive problems of cattle and buffaloes and measures to treat and control them alongwith heat detection & Artificial Insemination.
6. Home Page
7. For feedback of the users, a specific e-mail support is provided, through which they can send feedback / queries to the developers.
8. Till now the App has been installed by 4503 users.



9. User ratings available on the Google Play Store show a very good rating of 4.7 out of 5.0 to the App.
10. Further, excellent and motivating reviews have been given by the users about the App.

### Content of the App

1. The major reproductive diseases/disorders covered in the App are as follows:
  - Anoestrus
  - Repeat Breeding
  - Silent Heat / Silent Estrus
  - Uterine Torsion
  - Dystocia
  - Abortion
  - Uterine Prolapse
  - Retention of Foetal Membranes / Placenta
  - Metritis
  - Brucellosis
  - Campylobacteriosis / Vibriosis
  - IBR-IPV

2. All the information of reproductive problems/ disorders is provided under the following major heads:
  - What and How
  - Symptoms
  - Treatment
  - Prevention
3. The App additionally provides basic information on heat detection and artificial insemination in cattle and buffaloes.

The App can be downloaded from Google Play Store by following the link to the App given below or the QR code.

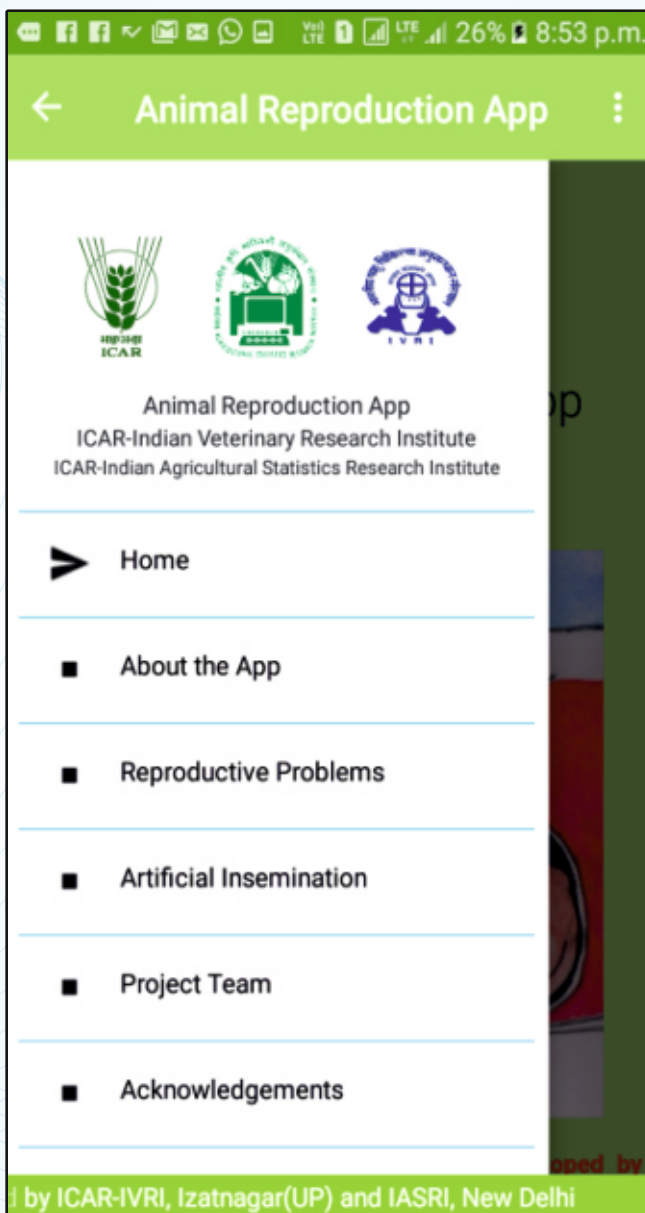
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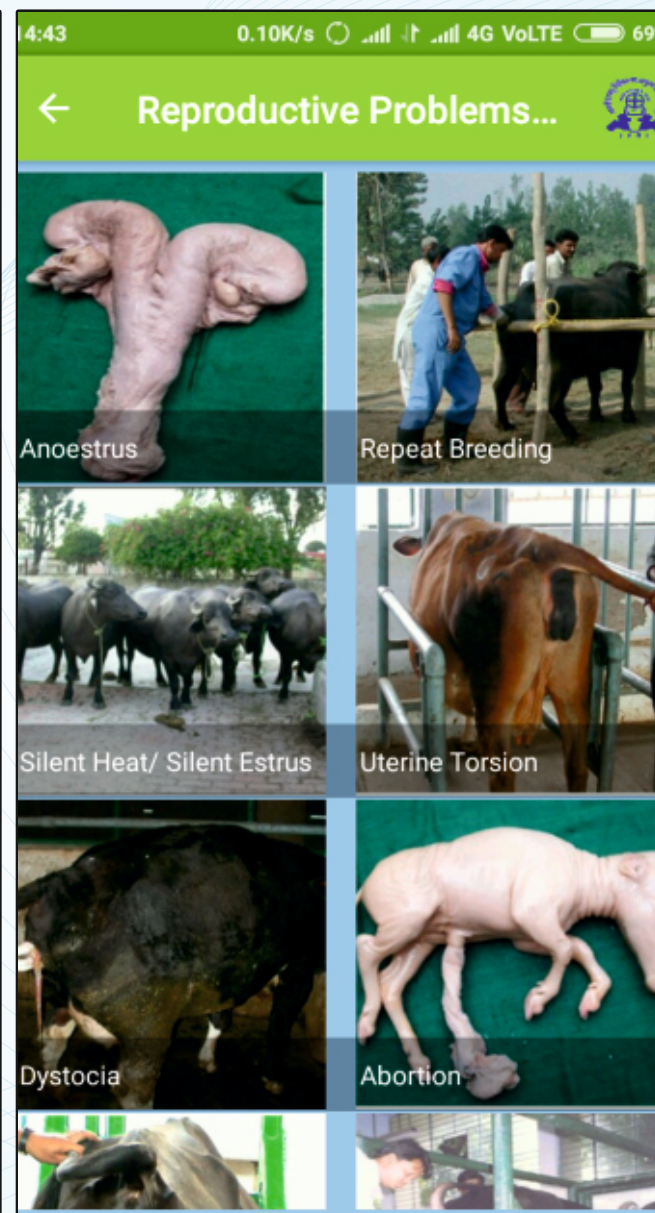
## Screen shots of IVRI- Pashu Prajanan (Animal Reproduction) App



Language option



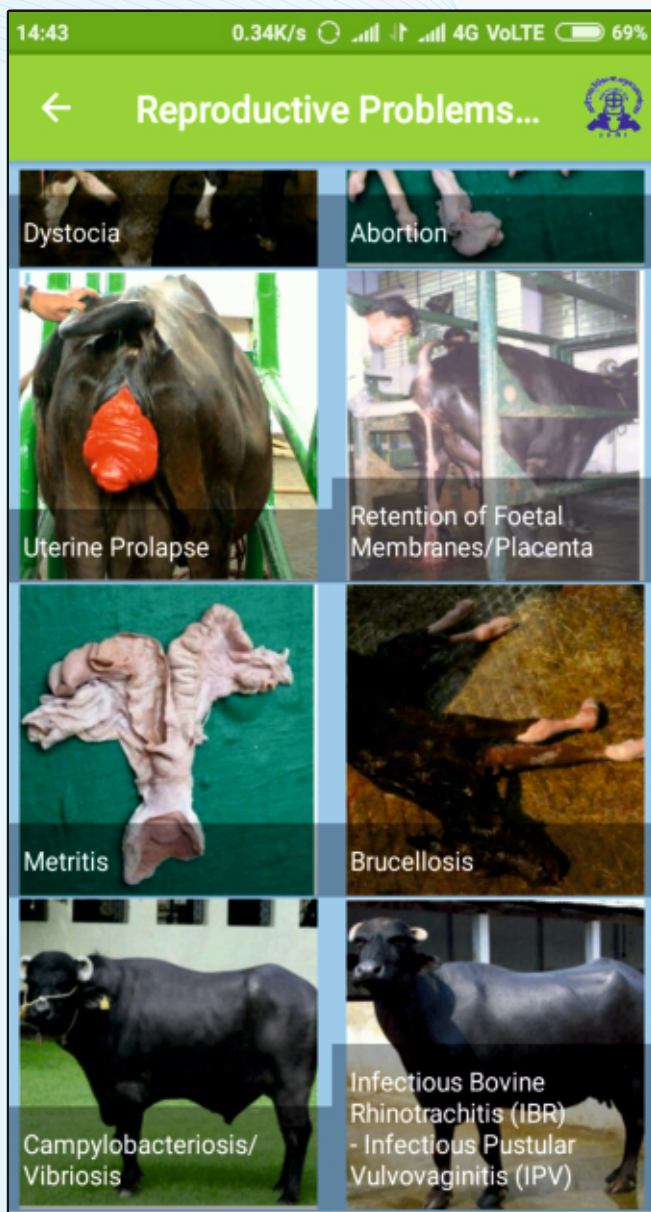
Main Menu



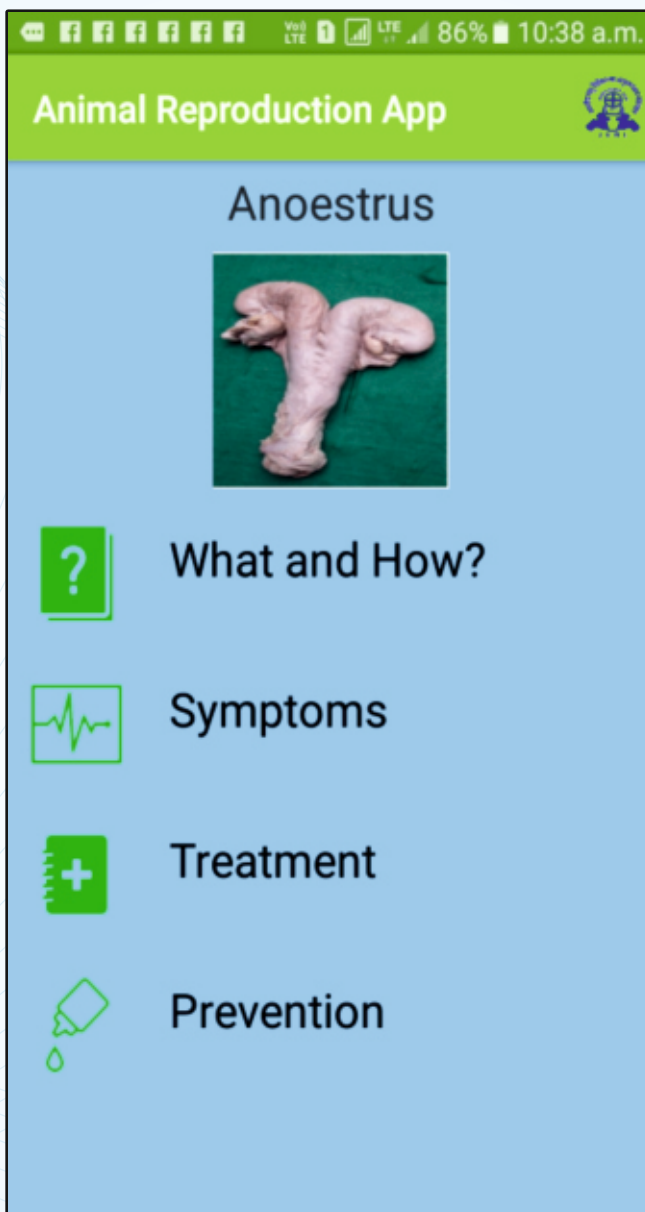
Reproduction Problems & Solutions



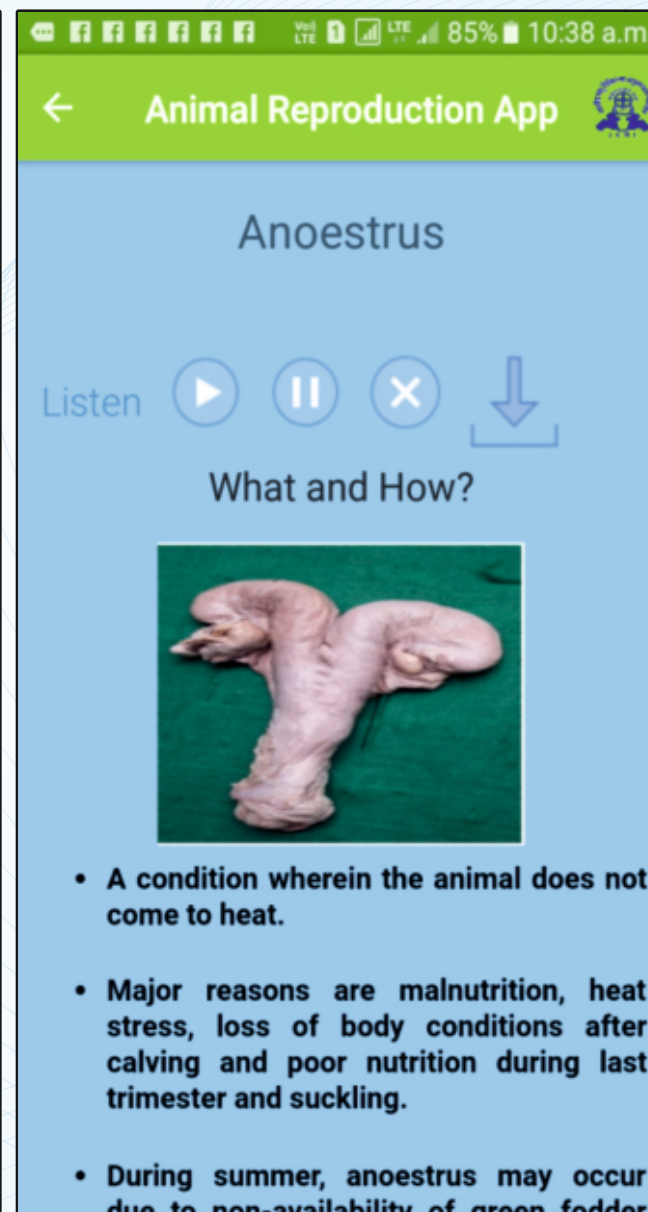
## Screen shots of IVRI- Pashu Prajanan (Animal Reproduction) App



Reproduction Problems & Solutions



Diseases Menu







What & How

## Screen shots of IVRI- Pashu Prajanan (Animal Reproduction) App


Animal Reproduction App

### Anoestrus

Listen    

#### Symptoms

- Normally calved cattle and buffaloes not coming to heat after 90 days of calving may be considered anoestrus
- Heifers suffering from anoestrus don't come to heat after attaining the expected pubertal age





 Home

What and How?    Treatment    Prevention


Symptoms

Animal Reproduction App

### Anoestrus

Listen    

#### Treatment







- Balanced and adequate supply of green fodder and concentrate in animal diet.
- Supplementation of Area Specific Mineral Mixture daily @ 50 gram/adult animal to overcome the mineral deficiency.
- Providing proper housing, wallowing facility or splash water on buffaloes and cool drinking water during summer days

Treatment

Animal Reproduction App

### Repeat Breeding

Listen    

#### Prevention

- Feeding balanced ration to the animals.
- Area Specific Mineral Mixture and adequate green fodder should be included in the animal diet.
- Routine vaccination and de-worming of animals.
- Bull's semen should be examined regularly for ensuring quality.
- Maintenance of breeding record to monitor breeding efficiency of herd.
- Artificial Insemination should be done after 12 hours of manifestation of signs of heat. Animals can be bred once in the morning and once in the evening to





Prevention



## Screen shots of IVRI- Pashu Prajanan (Animal Reproduction) App

Animal Reproduction App

### Uterine Prolapse


Listen    

#### Symptoms

- Uterus everted out of vulva with visible placentomes on the exposed endometrium.
- Bleeding may occur due to injury to endometrium or placentomes.
- Parous animals show weakness, depression, subnormal temperature, anxiety, struggling and prostration.
- Straining is observed in most of the cases.
- Animal may go under shock due to blood loss from internal or external injury to the uterus.

Treatment





Artificial Insemination



Information on AI

Artificial Insemination

### Proper time of Artificial Insemination

Listen    

- Animal in heat allows other animals to mount on her and remains in standing position.
- If the animal exhibit estrus in the morning, it should be inseminated in the evening and if exhibits estrus in the evening, then it should be inseminated in the morning.
- Correct time of AI can be detected with the help of the Crystoscope developed by IVRI, Izatnagar (available in the market with the name Lykascop, Ranscop, Hariscop, Labscope, H.D. Scope) .

Proper time of AI



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*Free download now:*



**Designed & Developed by**  
**ICAR-Indian Veterinary Research Institute, Izatnagar-243 122 (UP) India**  
**(Deemed University)**

Rupasi Tiwari, Triveni Dutt, Mahesh Chander, Sanjay Kumar, Amarpal, Bina Mishra, B.H.M. Patel,  
J.K. Prasad, Putan Singh, K. Mahendran, Bablu Kumar

**&**

**ICAR-Indian Agricultural Statistics Research Institute, Pusa, New Delhi – 110 012, India**  
Sudeep Marwaha, Mukesh Kumar, Soumen Pal