

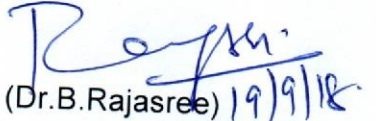
F.No.N-03/101/2018-AHT (RGM)
Government of India
Ministry of Agriculture & Farmers Welfare
Department of Animal Husbandry, Dairying and Fisheries

Krishi Bhavan, New Delhi
19.09.2018

Sub: Guidelines for Implementation of genetic up-gradation programme through High Yielding Indigenous Bovine semen during Krishi Kalyan Abhiyan phase II in 100 identified villages of each 112 aspirational districts from 2nd October to 25th December 2018 – Reg.

The undersigned is directed to inform that the ' Guidelines for Implementation of genetic up-gradation programme through High Yielding Indigenous Bovine semen' during Krishi Kalyan Abhiyan phase II from 2nd October to 25th December 2018 in 100 identified villages of each 112 aspirational district is enclosed herewith for your reference and needful.

Encl: as above


(Dr.B.Rajasree) 19/9/18
Assistant Commissioner (RGM)

Distribution:

1. Secretary, Animal Husbandry Department of all States.
2. Director, Animal Husbandry Department of all States
3. Chief Executive Officer, Livestock Development Agency/Board of all States

Copy for kind information to:

PPS to Secy (ADF)/ PPS to JS. (CDD)

Guidelines for Implementation of genetic up-gradation programme through High Yielding Indigenous Bovine semen during Krishi Kalyan Abhiyan phase-II in 100 identified villages of each 112 aspirational districts from 2nd October to 25th December 2018.

1. Preamble

- "Rashtriya Gokul Mission" has been launched in Dec. 2014 with an outlay of Rs. 2025 crore for development and conservation of indigenous breeds through selective breeding especially for genetic up-gradation of 11.3 crore low milk yield nondescript bovine population.
- It is proposed to initiate campaign mode Indigenous breed upgradation program in the 112 Aspirational districts identified by NITI Aayog. These districts have 13 million breedable Indigenous cattle population (7% of total indigenous cattle population) and 7 million breedable buffalo population.

2. Rationale:

The A.I coverage among Indigenous Bovines is low therefore a focussed approach would be required to further extend A.I coverage. The advantage of campaign mode program is that the work that is generally done in one year can be carried out in 2-3 months. Based on the success of Krishi Kalyan Abhiyan Phase I implemented during 1st June to 31st August 2018, it is proposed to extend the programme to 100 more villages from 2nd October to 25th December 2018 under Phase II.

Following objective would be met with the extended Krishi Kalyan Abhiyan:

- a) Providing doorstep reliable AI delivery system in Aspirational districts
- b) Adoption of AI technology by large number of Farmers.
- c) Birth of genetically superior male and females of Indigenous breeds
- d) Increase in Milk Production
- e) Increase in Farmers Income

3. Action Plan and Selection of Villages:

- 3.1. To increase the Artificial Insemination coverage, it is proposed to implement genetic up-gradation programme through delivery of quality AI services at farmers' doorstep during second phase of Krishi Kalyan Abhiyan (KKA) as well.
- 3.2. The second phase of KKA will be implemented in additional 25 villages per Aspirational district. List enclosed (Annexure-I). However A.I is to be launched in 100 villages out of which 25 villages will be the ones chosen under KKA-phase II and the rest will be chosen by the District magistrate/Collector of the district based on certain criteria. These 75 villages will be selected in

consultation with the District Veterinary Officers based on the criteria of villages having a bovine population of 1000 and more as per 19th livestock Census (2012). Decision of the District Collector with regard to selection of villages will be the final. In case, the 1000+ bovine villages are short, 500+ bovine villages will be given 2nd preference and 100+ bovine villages as the 3rd preference. **The list of selected 75 villages should be submitted to this Department on or before 25th of September 2018.**

- 3.3 During the period 10112 villages in 112 districts will be covered and in each village 100 animals will be covered through AI, using semen of High Yielding Indigenous Breed (HYIB). Crossbreds yielding less than 8 litres of milk per day may also be considered for backcrossing with HYIB bovine semen as per State breeding policy. However in no case crossbreds yielding more than 8 litres per day be backcrossed with HYIB bovine semen. HYIB to be used for AI should meet standard and specification prescribed in MSP for semen production and dams lactation yield should not be below 3000 kgs/lactation. Under the proposed programme, AI services will be delivered to farmers free of cost. Cost per dose of semen is expected to be Rs 25/dose which includes cost of semen doses, transportation and storage. Approximately 30.33 lakh AIs are required be performed in these villages taking conception rate as 33%.
- 3.4 Phase III of AI with High Yielding Indigenous bull (HYIB) semen will cover 8971 villages in 112 aspirational districts based on the criteria of villages from 15th January to 15th April, 2019.
- 3.5 Incentive @ Rs 50 /AI will also be made available to AI technicians for performing AI using semen of HYIB bulls and after that incentive will be made available @ Rs 100 on calf born basis. About 100 calves will be born out of 300 AI conducted in each village. This will promote AI using semen of indigenous breeds and lead to development and conservation of indigenous breeds.
- 3.6 The proposed activity will be covered under the scheme RGM under the component of development and conservation of indigenous breeds as per the guidelines of the scheme.
- 3.7 All the animals covered under the programme shall be identified using UID and their data shall be uploaded on INAPH data base. After AI the animal shall be followed up and all the events shall be recorded on the data base till the birth of the calf. Tablets made available under Pashu Sanjivni component of RGM shall be used by AI technician for uploading data on INAPH database. Trainers training have already been completed and training of all the technicians shall be organized with the help of these TOTs.
- 3.8 If tablets are not available printed data entry sheets shall be printed by Livestock Development Board (LDBs) and made available to AI technicians.

AI technicians shall records information on the data sheet and same shall be uploaded on INAPH data base from stationary data recording centres established under RGM and NADRS.

4. FUNDING PATTERN:

The sub-scheme will be implemented as per the funding pattern approved under RGM.

5. IMPLEMENTING AGENCIES:

5.1 State Implementing Agencies (SIA's)	State Livestock Development Boards
5.2 End Implementing Agencies (EIA's)	<ul style="list-style-type: none"> • State Livestock Development Boards • State Animal Husbandry Departments • State Milk Federations • Reputed NGOs BAIF and JK trust
5.3 Participating Implementing Agencies (PIA's)	Other agencies having a role in Bovine Development .

6. Programme Implementation- Phase II (2nd Oct - 25th December 2018)

- AI technicians will deliver AI services at the farmers' doorstep free of cost and the incentive money to AI Technicians shall be provided after verification of data on INAPH data base.
- AI technician will perform AI following SOPs formulated by Government of India (Annexure-II).
- After covering 100 breedable animals per village remaining doses shall be made available to other villages in the district.
- Procure semen doses of high genetic merit bulls of HYIB preferably from A graded semen stations with dams standard lactation milk yield of 3000kgs and above (list of semen stations as communicated for KKA phase I).
- The MSP for HYIB semen shall be from bulls with dams standard lactation milk yield of 3000kgs and above. State implementing agencies shall be allowed to procure semen doses preferably from A graded Semen Stations @ Rs 25/dose including cost of semen, transportation and its storage. Semen doses will be supplied by LDBs free of cost to AI. technicians. Total admissible cost shall not exceed Rs 75 per AI. including incentive to AI. technicians.
- Calves born through AI will also be identified using UID and data generated will be uploaded on INAPH data base through tablets supplied under Pashu Sanjivni component of RGM.

- In each state, a nodal officer shall be nominated by the State and DADF will monitor the Abhiyan through its officials as done in Krishi Kalyan Abhiyan phase-I.
- In order to Inseminate cows and Buffaloes of Indigenous breeds, village wise details of AI technicians to be shared by State and same detail will be displayed in each village through wall painting, posters etc. Details of Village wise A.I technicians shall be uploaded on the web portal.
- All the prerequisites to start the campaign shall be completed and State officials shall ensure that Farmers in the aspirational districts shall have mobile number of AI Technicians assigned to the village.

7. Incentives

- Incentive will be made available to the technician @ Rs 50/ per AI and after that Rs 100 per calf born. Payment will be based on the basis of data available on INAPH data base.
- Incentive will be transferred through DBT to AI technicians as per the guidelines issued by Gol.

8. Details of activities to be covered under the programme .

Tentative district wise fund allocation is as below. For details, please refer administrative approval.

S. No.	Item	Total
1	No. of villages to be covered per district	100
2	No. animals to be covered per village	100
3	No. of AI to be conducted per village	300
4	Total No. of AIs to be performed per district	27085
5	No. of semen doses required (10% extra over number of AI)	29794
6	Cost of Semen doses including consumables, transportation and storage (in Rs)	Rs. 744866
7	Incentive to AI technicians @ Rs 50 per AI (in Rs)	Rs. 1354285
8	Incentive to AI technicians after birth of each calf @ Rs 100 per calf (100 calf per village) in Rs	Rs. 803571
	Total cost per district	Rs. 2902723

9. Monitoring Mechanism:

- At the level of the district, scheme will be monitored by Krishi Vigyan Kendra, where daily AI report shall be uploaded for all the villages (100 no.) including the 25 villages selected by Niti Aayog. From the village, AI report shall be obtained by District Animal Husbandry Officer (DAHO) through SMS from the designated lead AI worker or local veterinarian. The report may be submitted to concern District KVK for 100 villages in order to upload on the Krishi Kalyan Abhiyan Portal.
- The concerned DAHO shall ensure with the KVK incharge with regard to proper uploading of data sent by him.
- Data uploaded by AI technicians / stationary AI centre with desktop facility on INAPH data base will be used in online monitoring of the project activity.
- At the level of the State scheme will be monitored by State Animal Husbandry Department and other major players engaged in cattle and buffalo development.
- State Animal Husbandry Department shall constitute Technical Monitoring Committee(TMC) and hold the meeting of TMC at regular interval.

10. Measures to ensure quality of goods and services

- 10.1 Standards and specifications in the form of MSPs/SOP's formulated by Government of India shall be implemented in letter and spirit.

11. Impact Analysis

- 11.1 Third party evaluation will be under taken in a sample size of 10% districts covered under sub-scheme, the term of references shall include a) constraints faced during implementation; b) success rate of AI; c) number of pregnancies reported; and d) different elements including UID and uploading data on Information Network for Animal Productivity & Health (INAPH) data base.
- 11.2 Third party evaluation will also be conducted after one year of the programme in a sample size of 10% of the districts covered under the sub scheme. The term of references shall include:
- a) Number of female calves born
 - b) Mortality rate among calves

c) Number of male calves born.

11.3 Impact analysis will be undertaken centrally as per TOR approved by this Department.