

## Kerala Livestock Development Board launches breed improvement scheme for dairy sector



The Kerala Livestock Development Board (KLDB) launched a scheme to distribute sex-sorted bull semen for producing female calves under an accelerated breed improvement programme for the dairy sector.

Minister for Animal Husbandry J. Chinchurani inaugurated the distribution. The scheme, implemented under the Centre's Rashtriya Gokul Mission (RGM) scheme, is expected to trigger a 'milk revolution' in the State, the KLDB said.

Ms. Chinchurani also launched ADAPT (Application for Data Analysis in Progeny Testing), a software/application developed by KLDB in collaboration with the Digital University. ADAPT brings the data in the herd book scheme and the progeny-testing programme under one umbrella.

## Uttarkhand Govt. Plans to Give Genetic Boost to Indigenous Cattle Breed



Uttarakhand is currently preparing for the genetic enhancement of its native Badri cow, which grazes on herbs that grow in the Himalayas, to raise its productivity.

The Animal Husbandry Department suggested using sex-sorted semen technology to increase the stock of the small Badri cattle and to increase the number of cattle with a high genetic stock, officials suggested using the embryo transfer technique to Chief Minister Pushkar Singh Dhama.

The State is investigating the marketing potential of Gaumutra ark (distilled cow urine), cow dung, and Panchgavya in addition to Badri ghee, which costs between Rs 3000 to Rs 5000 per kilogram.

The National Bureau of Animal Genetic Resources had granted certification to the Badri cow, the first registered cattle breed in Uttarakhand.

## Veterinary facilities in 17 TN districts to get new buildings at Rs 25 crore



The Tamil Nadu Department of animal husbandry will construct new buildings for 35 veterinary dispensaries and two veterinary polyclinics in 17 districts. A GO granting Rs 25 crore for the work was released recently. Of the total, 23.75 crore can be sourced through loans from NABARD and the remaining Rs 1.25 crore will be borne by TN government, the GO said.

The 37 veterinary institutions currently function either in private buildings or buildings owned by local bodies or other departments. In 2021-22, 3.8 crore animals were treated by the department and 44.6 lakh cases of artificial insemination were performed.

As per data, TN has 2,979 veterinary institutions—16 veterinary polyclinics, 14 clinician centres, 152 veterinary hospitals, 2,741 veterinary dispensaries and 56 mobile veterinary dispensaries.

## Fodder deficit in India; Govt running schemes to increase production: Parshottam Rupala

"There is a deficit of fodder in the country and the government is taking steps to boost its production. The ICAR- Indian Grassland and Fodder Research Institute (IGFRI), Jhansi has estimated that there is deficit of 11.24%, 23.4 % and 28.9% in green fodder, dry fodder and concentrates respectively, in the country," Fisheries, Animal Husbandry and Dairying Minister Parshottam Rupala said in a written reply.



The states informed that there was no crisis as such but a hike in price was reported for fodder, he added. The various reasons for fodder shortage in the country include changing land use patterns, urbanisation, declining productivity of pastures, diversion of land towards commercial crops, diversion of crop residues to other industrial uses, non-availability of quality fodder seed and increasing demand for fodder due to improved productivity of animals.

"Union Government is implementing National Livestock Mission with a Sub Mission on Feed and Fodder Development in the country wherein financial assistance is provided for seed production of high yielding fodder varieties promoting fodder crop as a cash crop and thereby diversifying more area under the fodder crops," the minister highlighted.

In addition, the central government is implementing the Animal Husbandry Infrastructure Development Fund scheme since 2020-21 for incentivising investments for establishment of animal feed manufacturing units, including Animal Feed Testing Laboratories, so as to ensure production of quality feed. The fodder resource plans prepared for 20 states by the Indian Grassland and Fodder Research Institute, Jhansi have also been shared with the states for implementation.

## Budget For Agriculture During 2014-22 Reached ₹ 6.22 Lakh Crore : Minister

Union Minister Prahlad Singh Patel said the centre has taken several steps for the growth of the farm sector and to boost farmers' income and highlighted that nearly ₹6.22 lakh crore has been allocated in the Budget for agriculture sector during 2014-22.

According to a statement issued by the ministry, Prahlad Patel informed that the agriculture budget stood at ₹1,48,162.16 crore during the 2006-14 period while the budget allocation for the agri sector during 2014-22 reached ₹6,21,940.92 crore.



Under the PM Kisan Samman Nidhi (PM-KISAN) scheme, Prahlad Patel said the centre has provided ₹2.16 lakh crore amount directly into bank accounts of eligible farmers. The Centre provides ₹ 6,000 per year in three equal instalments under this scheme.

Elaborating on other major schemes, Patel said more than 1.74 crore farmers have been linked across the country on e-NAM portal and 2.36 lakh businesses have been registered through e-NAM. Business worth ₹ 2.22 lakh crore has already taken place. Under the Pradhan Mantri Fasal Bima Yojana, the minister said that claims of ₹ 1.25 lakh crore have been paid, while ₹ 25,185 crore was given by the farmers as insurance premium.

## Amul entry into organic foods to aid farmers & consumers; help govt save on fertiliser subsidies : RS Sodhi



RS Sodhi in an interview talking about the inflation said, “If you are talking about inflation in food or dairy, there is a difference. In the whole food basket, the dairy segment has seen the minimum price increase in inflation. In any other food; pulses, fruits, vegetables, edible oil, meat and poultry, inflation is around 10 to 30-40-50%. In India, dairy is in the hands of the cooperatives and they are very responsive to consumers’ reactions.

Minimum inflation in dairy in the last one and a half years is 14-15%. We feel demand for dairy, especially packed food products, is still growing much faster than others and I do not think there is any chance of a reduction in any of the dairy product prices because we have not gone up to that level.

Talking about the entering into organic Market R.S Sodhi said we have already launched about eight to nine organic products including whole wheat atta to benefit from the Government of India subsidies on chemical fertilisers. He said “So basically to feed us with chemical free food, we are given subsidies”.

Talking about the butter shortage at AMUL and consumers shifting to other brands “Today we are supplying butter or other products more than the average. It is a consumer choice and there is enough room for everybody – Amul, Nandini, Aavin, Verka, Mother Dairy. There is enough room because only one-third market is an organised market and all have come out of Amul only. I do not consider any of these brands as our competition”.

## NABARD Projects Rs 9,656 Crore Credit Potential For Tripura In 2023-24 FY

The National Bank for Agriculture and Rural Development (NABARD) projects credit potential of Rs 9,656 crore for the state of Tripura for the financial year 2023-24.

NABARD, Tripura Regional Office organised the State Credit Seminar and released the State Focus Paper giving the projection for potential credit flow for the FY 2023-24 in Agartala city.

Cooperation and Fisheries minister Prem Kumar Reang appreciated the role played by NABARD in Tripura. He unveiled the State Focus Paper 2023-24 and urged the banks to provide required credit to the farmers, artisans and entrepreneurs to foster socio-economic development of Tripura.



Secretary of the Finance department Brijesh Pandey, lauded NABARD as the best bankable institution which has always stood by the government and supported development of Rural Infrastructure. He urged the banks to provide credit to facilitate development in agriculture, MSME and other sectors.

Secretary of the Agriculture and Farmers’ Welfare department Apurba Roy urged the banks to provide adequate credit to farmers. He emphasised on enhancing the quality of loan.

DGM Anil Purohit while presenting the State Focus Paper stated that an amount of Rs 9656 crore has been assessed as the potential for credit flow to the priority sector activities during 2023-24 for the State of Tripura. The credit potential for agriculture and allied sectors has been assessed at Rs 4570 crore and that for MSME at Rs 3796 crore.

## Govt Provides List of Schemes Initiated by Centre to Promote Poultry



Parshottam Rupala, Union Minister of Fisheries, Animal Husbandry & Dairy, provided a list of actions that the Department of Animal Husbandry and Dairy has taken to promote poultry (including eggs).

In a written response, the minister told the parliament on Tuesday that the Animal Husbandry Infrastructure Development Fund (AHIDF) worth Rs 15,000 crore has been operational since June 2020.

The statement further said that one of the goals of the programme is to meet the expanding population of the nation's demand for high-quality, protein-enriched meals while also preventing malnutrition. Assisted by technology Poultry Farms, Infrastructure for meat processing & value addition and Construction of an animal feed facility (Poultry feed) activities have been added to the list of Poultry Development activities eligible for credit under the AHIDF.

The Central government would pay a 3 per cent interest subsidy for a 90 per cent loan to eligible beneficiaries such as Farmer Producer Organizations (FPOs), Micro Small and Medium Enterprises, Section 8 Companies, Private Companies, and Individual Entrepreneurs using credit facilities, it added.

Additionally, the central government offers credit guarantees of up to 25 per cent of total borrowings for projects that meet the criteria for being MSME projects. Moreover, as part of the National Livestock Mission, the central government is offering a 50 per cent subsidy up to Rs 25 lakh for the establishment of parent farms, rural hatcheries, brooders, and mother units for the production of hatching eggs with a minimum of 1000 parent layers and chicks, as well as the rearing of the said chicks for up to four weeks in the mother unit.

His response further said that the Department of Animal Husbandry and Dairy has created a website portal [nlm.udyamimitra.in](http://nlm.udyamimitra.in) where all the necessary paperwork must be uploaded as part of a fully digital process.

## Tamil Nadu Chief Minister Inaugurates Aavin Ice-Cream Plant In Salem

Tamil Nadu Chief Minister M K Stalin inaugurated the state owned Aavin ice-cream factory established at a cost of Rs 12.26 crore in Salem.

The state-of-the-art facility, virtually inaugurated by the Chief Minister from the secretariat here, can produce 6,000 pieces of ice-creams in the form of cone and cup in various flavours measuring 50 ml, 100 ml, 500 ml and 1 litre which would be sold through the retail outlets.

With a production capacity of 15,000 litres of ice-cream per day, Aavin manufactures about 84 dairy products in 146 varieties for consumers.



"In order to increase its contribution in the growing ice-cream market and to generate additional profit and maintain the welfare of the milk producers, the new facility has been inaugurated on the premises of the Salem dairy farm by the Chief Minister," a release said

## 2023: Dominating trends for recruitment in agriculture sector

India's agriculture sector continued to be the leading industry in terms of employment in the financial year 2021, employing nearly 152 million people. In fact, despite the coronavirus pandemic's negative impact, agriculture was the only sector that saw an increase in its employment last year. While some of this can be attributed to many migrants returning to their villages during the enforced lockdowns, the sector has nonetheless always maintained a high employment record. In the recent Union Budget 2022, as much as Rs 132.5 lakh crore was allocated to agriculture and we can say with certainty that the sector will continue to be a lead employer in 2023.

One should point out one big difference though – the sector is getting disrupted significantly due to digitization, and new technologies, including agritech, aimed at reducing the drudgery in agriculture while enhancing farm productivity. This is necessitating change in recruitment areas and the role profiles are also expected to undergo a change. The last budget had also identified productivity enhancement, investment and sunrise opportunities in sectors, including agritech, as one of the four pillars of the country's development.

### Tech to create more jobs

There's no denying the need for and the positive impact of newer technologies in agriculture to get improved productivity, better management of depleting resources such as land and water, environmentally safe and sustainable practices, and the like. But contrary to the popular belief, tech advancements such as use of drones and precision agriculture tools, including machine learning and IoT etc, may lead to better employment generation in agriculture. A recent World Economic Forum (WEF) report has estimated the positive impact of agtech at a 1-1.5 per cent boost to the country's GDP and creation of at least 5,00,000 jobs in the coming years.



### Tech to open new and diversified jobs

With technology dissemination acquiring a major role in adoption by the farmers, there is also going to be a significant opportunity in new jobs that help create and deliver technology content to farmers. Addressing another key challenge of ensuring faster, effective and cheaper outreach to farmers is creating newer roles that curate the technical content and deliver advisory straight to the farmers. With increased mobile phone penetration in the rural areas, this will be the new frontier for companies looking to generate demand, thereby creating jobs to manage these channels.

### Training becomes key and dynamic

With the widespread application of tech tools, training will take centre stage. What used to be considered a 'nice to do activity' for farmers, will have to be undertaken more conscientiously and efficiently. One-day Smart Farming trainings using e-crop, an IoT device developed by Indian Council of Agricultural Research (ICAR) have already been initiated by the government. Similarly, with internet penetration steadily improving, virtual training programmes are gaining ground and becoming an efficient way to train farmers for the private companies as well.

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## Sector to become more gender representative

A big and positive change in agriculture is the attempt by companies to ensure equal representation of gender across all functions. Though women constitute over 42 per cent of the agricultural labour force in India, they own less than two per cent of farmland. Empowering women through land and ownership rights has definite benefits for the sector, not to mention the potential of raising total agricultural output in developing countries by 2.5 to 4 per cent and reducing hunger across the world by 12-17 per cent, according to the FAO.

To conclude, the recruitment scenario in agriculture is ripe for disruption and the new recruitment trends in the agriculture sector in 2023 are likely to improve its gross value added (GVA) share in the country's total GVA. That will be a true sign of maturity and efficiency of the sector.

## Nano urea to breeding high-yield cows, Godrej Agrovet to focus on new-age agri

Godrej Industries agri business division, Godrej Agrovet, is investing heavily on next generation agriculture and dairy farming practices. From experimenting with nano urea, encouraging new-age tech-driven farming techniques, to working on breeding project in dairy industry with high yielding cows and improving efficiency of cow feed, the ₹6,000-odd crore company is investing significantly on research.

Fortune India, Nadir Godrej, chairman, Godrej Industries (GIL) and chairman, Godrej Agrovet, says the big problem for Indian agriculture is lack of scale and that the need of the hour is tech intervention and new methods that could help build scale. Building farmer networks and giving them tips on best-practices is a great way to improve farm efficiency and build scale, believes Godrej. "We are doing it with our oil palm farmers, they are all small holders and there is a lot of improvement. We are getting them to use soil testing technologies, giving them fertiliser advice and how to improve yield. Drones are being used for chemical treatment of plants. IoT is being used to measure exactly how much fertiliser is being used."



Godrej Agrovet is also experimenting with nano urea. "You can use much less urea and have much less pollution. You can not only reduce waste, but also prevent environmental damage. There is a lot of scope," explains Godrej. He is especially excited about the work they are doing on animal feed, which he claims will not only improve yield but also be much more sustainable.

The company has also launched a cow breeding programme in partnership with two Israeli scientists. "They got the best high yielding breeds from the world. The crossbreed's yield is as high as the international level and it has immunity from the surrogate mother. It is really IVF cows," explains Godrej. He says that organisations such as National Dairy Development Board are buying these cross-breed cows from them which are being bred at a farm near Nashik. Even the likes of Nestle India are buying milk produced from these cows at a huge premium.

## Dairying & Sustainable Development Goals

Centre of Excellence for Dairy Skills in India (CEDSI) helps the empowerment and betterment of Livelihood for farmers, wage workers, and other stakeholders in the Dairy & allied sector value chain. We have taken this initiative to aware all the stakeholders on how working in dairy sector would bring real change. Every week we shall publish about how each goal is associated with dairy & livestock and is bringing holistic sustainable development for all. This is the 15th article in the series.

### Goal 15 : Life on Land

Sustainable Development Goal 15 aims to Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss.

SDG 15 Targets

1. Conserve and Restore Terrestrial and Freshwater Ecosystems
2. End Deforestation and Restore Degraded Forests
3. End Desertification and Restore Degraded Land
4. Ensure Conservation of Mountain Ecosystems
5. Protect Biodiversity and Natural Habitats
6. Promote Access to Genetic Resources and Fair Sharing of the Benefits
7. Eliminate Poaching and Trafficking of Protected Species
8. Prevent Invasive Alien Species on Land and in Water Ecosystems
9. Integrate Ecosystem and Biodiversity in Governmental Planning

### Livestock perfect partner for SDG 15

Livestock production is ubiquitous, with up to 25 percent of the earth's land area covered by rangelands (rangelands include natural grasslands, savannahs, shrublands, some desert lands, alpine terrains, marshes and meadows). Livestock populate about 70 percent of that area, while 33 percent of croplands are used for fodder production. Livestock's impact on biodiversity, due to its intrinsic complexity and the lack of agreed metrics, has received less attention in environmental assessments of the livestock sector than other criteria, such as greenhouse gas emissions.



Land use for animal feed production can have a positive influence on the carbon balance, if the soil acts as a carbon sink instead of being a source of emissions (e.g. through deforestation). This is rarely the case in cropland, although conservation agriculture allows for better soil cover and thus promotes natural carbon capture. Permanent, well-managed grassland, however, has the highest potential to function as a carbon sink. Besides its vital role in the carbon cycle, the way the land is used can also have wide environmental impacts in terms of soil quality, water, microclimate, and vegetation.

The ability to produce strong synergies between the different components of SDG 15 is a key specificity of the livestock sector. Through improved grazing management in particular, livestock has the potential to deliver benefits at multiple levels: land restoration, animal genetic resource preservation, biodiversity conservation and ecosystem services provision. Striking a balance between under- and overgrazing is crucial for the healthy functioning of grassland ecosystems. Measures helping reverse land degradation include the adjustment of the timing, intensity and spatial distribution of grazing (e.g. rotation, fencing), nutrient management, and grassland productivity improvements such as light fertilization and legume introduction.



## Conclusion :

Goal 15 focuses on reducing degraded natural habitats and ghting biodiversity loss. While the livestock sector plays a part in biodiversity reduction, land degradation and deforestation, it also provides invaluable services that protect, restore and promote sustainable use of terrestrial ecosystems, combat desertication, reverse land degradation and halt biodiversity erosion.

**Partner with CEDSI to Implement social development projects in alignment with SDG Goals**



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