

DEPARTMENT OF ANIMAL HUSBANDRY KASHMIR

Red Cross Road Maisuma Srinagar-190001



Vision | Initiatives | Achievements | Success Stories



Shri Girish Chandra Murmu
Hon'ble Lt. Governor Jammu & Kashmir





Shri Rajeev Rai Bhatnagar
Worthy Advisor to
Hon'ble Lt. Governor of J & K



Shri BVR Subrahmanyam (IAS)
Worthy Chief Secretary J&K



Shri Navin Kumar Choudhary (IAS)
Principal Secretary ASH&F-J&K



Ms. Purnima Mittal (KAS)
Director
Animal Husbandry Department
Kashmir

**TABLE OF
CONTENTS**

Introduction

PAGE 1

VISION

PAGE 2

INIITIATIVES

PAGE 3

ACHIEVEMENTS

PAGE 6

SUCCESS STORIES

PAGE 14

Introduction

Livestock/poultry rearing forms an important livelihood activity for most of the farmers (especially landless, small and marginal farmers), sustainably supporting agriculture in the form of critical inputs, contributing to the health and nutrition of the household (food security), addressing gender bias issues through women empowerment, offering employment opportunities **“throughout the year”**, having lot of scope for **“value addition”** and finally being a dependable **“bank on hooves”** in times of need. Animal husbandry is an integral component of agriculture and supports livelihoods of a majority of the rural population. Through this sector, the agricultural by-products can be gainfully utilised for feeding of animals. There is no gainsaying the fact that animal husbandry as an avocation is seen to be among the best tools to eradicate poverty. Livestock forms an important resource for the landless agricultural laborers as it is the only major asset for them.



A nation rich in livestock is never poor and a nation poor in livestock is never rich

Old Arab saying

ROLE

The Animal Husbandry Department, Kashmir caters to the livestock (cattle, buffaloes, yaks and equines) and poultry wealth of Kashmir Division (which comprises of 10 districts) and is committed to the agenda for ATMA NIRBHAR BHARAT through implementation of various programmes and policies of the Department.

AatmaNirbharBharat Abhiyan

MISSION

DOUBLING FARMERS INCOME through genetic upgradation of local livestock to strengthen and improve livestock productivity and ensure a disease free livestock product supply chain for the region



VISION

Sustainable growth of livestock and poultry for nutritional security and economic prosperity of people of Kashmir Division

INITIATIVES & SCHEMES



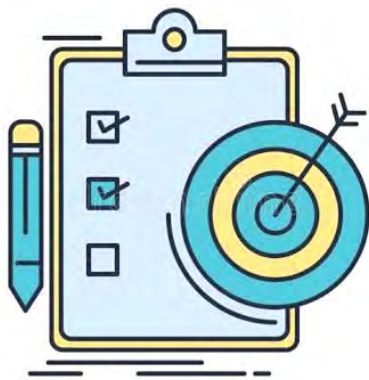
1. **Providing necessary and timely modern veterinary assistance and health cover to the livestock and poultry**
2. **Development of Backyard and Commercial Poultry by introducing improved varieties of LIT birds and making commercial Poultry a viable and profitable endeavour so as to improve livelihoods: Poultry Development Programme, National Livestock Mission (NLM-IPPP-LIT & Broilers)**
3. **Prevention and Control of animal diseases through intensive vaccination of livestock, disease surveillance and monitoring : National Animal Disease Control Programme (NADCP), Livestock Health & Disease Control (LH&DC), Animal Disease Monitoring & Surveillance (ADMAS)**
4. **Implementation of Livestock Breeding Policy for genetic upgradation of livestock: Rashtriya Gokul Mission (RGM)**
5. **Protecting human health by detection and control of major zoonotic diseases of animals e.g., brucellosis, tuberculosis, etc**
6. **To ensure survival and propagation of minor livestock species like equines and other domestic farm species of specific importance to certain areas: National Livestock Mission**
7. **Development of Feed and Fodder resources in order to realize the true potential of the improved cross bred livestock: Fodder Development Programme, National Livestock Mission**

INITIATIVES & SCHEMES (Contd..)

- 8. Entrepreneurship development and employment generation (Dairy Entrepreneurship Development Scheme and Poultry Venture Capital Fund-NLM-EDEG)**
- 9. Conducting training on basic and latest animal husbandry practices and creating awareness among public/ farmers/ entrepreneurs on modern animal husbandry practices through print and electronic media including digital extension (through website, App, digital library, etc): ATMA, RKVY and also through Publicity-IEC Wing and e-Governance initiatives to farmers : Submission on Agricultural Extension - ATMA, National Livestock Mission**
- 10. Human resource development for efficient delivery of quality veterinary services: ATMA, NLM**
- 11. Implementing various Government schemes for the upliftment of economic status of rural poor: NLM, RKVY, KCC, TSP, etc**
- 12. Conducting Livestock Census and Integrated Sample Survey for prospective planning**
- 13. Animal Husbandry Infrastructure Development: Dairy Development Scheme, DEEDS, PVCF, NLM**

NOVEL INITIATIVES

- **ATMA NIRBHAR BHARAT: : National Animal Disease Control Programme (NADCP), Animal Husbandry Infrastructure Development Fund, Kisan Credit Card, Assistance to Dairy Co-operatives**
- **Poultry Policy 2020-operational guidelines: Incentivizing large scale poultry Enterprises**
- **Integrated Dairy Development Scheme: A step towards prosperous Dairy Farming**
- **Cattle Feed Subsidy Scheme for increasing profitability from dairy farming**
- **Fodder Development Scheme: A step towards making Kashmir self-reliant in fodder production**
- **Telemedicine Services launched for livestock farmers of Kashmir**
- **E-Marketing Initiative: A Virtual Poultry Mandi (www.poultrymandi.in) for benefit of broiler farmers of Kashmir Province**
- **One Health Initiative: Collaborative research on Brucellosis going on in collaboration with Government Medical College Srinagar. Testing of Zoonotic diseases like, Brucellosis, Glanders, Tuberculosis, Ranikhet Disease, etc started at IAH & BP, Zakura**
- **Farmer friendly helpline number (0194-2455369) with IVRS interface, SMS Alert Service and web portal www.jkahd.net currently operational**
- **Android Apps for providing information to farmers regarding various aspects of livestock rearing launched (AHD Digital Extension, AHD Lab Reports)**
- **Online lab reporting system currently operational & Digital library and Archives established at Directorate of Animal Husbandry, Kashmir**



ACHIEVEMENTS FY-2019-20



TREATED 14.70 LAC ANIMALS



CONDUCTED 6.96 LAC ARTIFICIAL
INSEMINATIONS



ADMINISTERED 29.30 LAC DOSES OF
CATTLE VACCINES (FMD & Others)



PROVIDED 39.21 LAC ANTHELMINTIC
DOSES TO CATTLE



ESTABLISHED 20,477 POULTRY BACKYARD UNITS – KCL,
CARI RED, CHABRO



ADMINISTERED 104.04 LAC DOSES OF POULTRY
VACCINES



SUPPORTED 260 BENEFICIARIES FOR ESTABLISHING 400
BIRD LIT UNITS UNDER IPPP-NLM -LIT



SUPPORTED 130 BENEFICIARIES FOR ESTABLISHING 600
BIRD BROILER UNITS UNDER IPPP –NLM- BROILERS



ESTABLISHED 15 NEW POULTRY
UNITS UNDER EDEG



11185 CASES OF ANIMAL HUSBANDRY FARMERS
DISBURSED UNDER KISAN CREDIT CARD SCHEME



Contribution to Economy

Rs. 5278.39 crores

2019-20			
Item	Qty	Value	Approx. cost
Milk	1252.41 (000 MT)	Rs. 4383.44	Rs. 35 per liter
Eggs	142.13 million	Rs. 99.50	Rs. 7 per egg
Poultry Meat	352.70 lakh kgs	Rs. 529.05	Rs. 150 per kg
Cross Bred Calves	3.33 lakh	Rs. 266.40	Rs. 8000 per calf
Total		Rs. 5278.39	crores

"Give a hungry child a cup of milk and he will be nourished for a day but give his family a heifer and show them how to care for it and they will drink the milk rest of their lives."

M. E. Beyer



Economic Impact

COVID-19 & ANIMAL HUSBANDRY ACTIVITIES

- 1. All Veterinary Hospitals / Field VETERINARY Institutions including Central Veterinary Hospital, Srinagar, remained functional during lockdown period and provided 24x7 veterinary healthcare services**
- 2. Novel Tele-Medicine services started so as to facilitate consultation of livestock owners**
- 3. Prophylactic Vaccinations conducted: 47.00 lac vaccinations were conducted in cattle and poultry under Livestock Health and Disease Control program, wherein 7.30 lac animals were also vaccinated against Foot & Mouth Disease**
- 4. Department also conducted 1.37 lac Artificial Inseminations and District Anantnag achieved the target of more than 20,000 AI's under NAIP**
- 5. 20,000 KCC's distributed among livestock farmers and around 13,000 applications are pending with banks for disbursement**
- 6. Department produced and distributed 50,838 Day Old Chick's under backyard poultry development program and established 5,376 backyard poultry units**

ACTIVITIES AT A QUICK GLANCE



Hon'ble Governor Shri S. P. Malik released coffee table book on Livestock Breeding Policy Rules



Hon'ble Lt. Governor Shri G. C. Murmu launching Kisan Pakhwada



Worthy Chief Secretary during SANJY-2019



Worthy Principal Secretary to Govt ASHF Shri Navin Kumar Choudhary (IAS) chairing meeting of Officers regarding Kisan Pakhwada



Worthy Advisor to Hon'ble Lt. Governor, Shri Rajeev Rai Bhatnagar reviews stock positions of Animal Husbandry Department Kashmir



Distribution of Dairy Equipments under Dairy Development Scheme



Distribution of Chaff-cutters under National Livestock Mission (CSS)



Kisan Mela at IAH&BP Zakura



Animal Husbandry COVID-19 Warriors providing feed and necessary healthcare to livestock of people who were under Administrative Quarantine in district Bandipora


पशुपालन और डेयरी विभाग
 Department of Animal Husbandry and Dairying

Anantnag, Jammu & Kashmir
 achieved a target of
20,000
 Artificial Inseminations
 under NAIP



District Anantnag achieved the target of more than 20,000 AI's under NAIP



Activities under Skill Development Initiatives



Workshop after conclusion of NDDB Base line Survey

Progressive Dairy Entrepreneur



Marketing of Poultry & Poultry Products

Launch of FMD-CP



Online Poultry Mandi

An e-Marketing Initiative of Animal Husbandry Department Kashmir



Backyard Poultry Development Programme



Low Input Tech birds being distributed



Activities under Poultry Development Programme



Semi-intensive Rearing of Low Input Tech Birds



**Under Skill Development Initiatives
Capsule Training of unemployed
educated youth at JDP Hariparabath**



DUCK Rearing

**Backyard Poultry Farming:
A Low Input Business with
High Economic Returns**

SUCCESS STORIES

.....stories of breaking stereotypes

Mr. Syed Tanveer...

Law Graduate to a DAIRY ENTREPRENEUR

who hails from a hamlet in Shopian: *A Trend Setter*

Vivid Animal Lover!!!
His dairy farm spans
10 Kanals of land and
also houses Low Input
Tech Birds, Turkeys,
Ducks, Anz, Pigeons,
etc

SILAGE



HEALTHY CALF



TURKEY REARING



....Sells
around 120
litres of milk
per day...

...remunerative and satisfying...

Anna Dairy Farm Nazneenpora, Shopian



Mr. Subzar Ahmad Lone

.....from an unemployed youth to a successful poultry entrepreneur.....

Before this venture he was financially disadvantaged, but is now earning handsome monthly income and is able to provide employment to others



..highly satisfied and thankful to AHD for timely guidance..

He also owns transport Vehicle (open cage) for transporting poultry birds for marketing

Unit established under PVCF Scheme (EDEG component of NLM)

Poultry Farm Kilam Bozgam, Kulgam

ALVI AGRO BREEDING FARM- A SUCCESS STORY

.....Source of employment to scores of youth

From a Small Scale Broiler Farmer to a Popular Name in Central and North Kashmir

...currently owning Parent Breeding Farm, Feed Mill, Hatchery & Broiler Farm (25,000 birds per cycle)..



A reliable and alternative source of stress free, cost efficient and good quality DOCs for small scale broiler farmers of Kashmir valley

Yangoora Manasbal, Ganderbal

Being realistic and concrete when setting goals is what success teaches us

Mr. Sheikh Abdul Rashid, R/O Zakura

MIR AND SONS DAIRY FARM

His message to fellow farmers is “working with passion, focusing on purity of breeds and breeding with good quality semen will lead to a successful dairy venture”



Mr. Showkat Ahmad Mir



Sells around 1.50
Qtls of milk per day



Pahoo, Kakapora, Pulwama

Hard work and Passion: Success
of Mir & Sons Dairy Farm

*Inspiring Story of
Post Graduate Dairy
Entrepreneur*



