Fixing Standards for Crossbred Cow Milk

Abstract: Farmers’ cows in Thrissur District of Kerala were recorded for production traits since 1986. The results necessitate amendments in the guidelines in the PFA for Kerala on minimum milk standards for Crossbred (CB) cow milk. It is necessary to amend the guidelines in the Prevention of Food Adulteration Act (PFA) for Kerala on minimum milk standards for Crossbred (CB) cow milk.

Policy Implications
1. Enhancing the capacity of the different stakeholders in Traditional Milk Sector (TMS) which accounts for about 77% of the total milk marketed in India. The capacity development should focus on handling and processing of milk so as to ensure the health of the consumers and increase the income of both producers and intermediaries.
2. Collect data on the TMS, to plan interventions so as to fully realise the potential of this sector.

—Mr. N. Raghunathan, Dr. A.K. Joseph and Dr. Satish Kulkarni (NDRI, Bangalore)

Regulating Contract Broiler Farming to Safeguard Small Farmers

Abstract: Study on 49 contract broiler (CB) farmers under four leading integrators in Puducherry revealed that the contract is favouring the integrators. The contract stipulates standards for the outputs from the farmer, but it does not specify any standards for the inputs the integrator supplies such as weight and cost of the day old chick, etc.

Policy Implications
1. The government may constitute a regulatory authority to oversee the contractual obligations or commitments of both the parties engaged in contract broiler farming with regard to price, quality, quantity, delivery schedule, place and mode of payment. This is critical because under the current system, a. farmers are not getting the due for their labour b. farmers can actually do little if integrators violate their contracts.
2. The integrators should make CB farming a win-win situation by making it attractive to the CB farmers for instance by bearing the cost of miscellaneous inputs being provided by them and making payment on the basis of Feed Conversion Ratio (FCR). Otherwise the booming market will not benefit the small farmers.

—Dr. R. Thamizh Selvi and Dr. S.V.N. Rao (RAGACOVAS, Puducherry)

This is a collaborative venture of the RAGACOVAS, ILRI, ICAR, CRISP and IGNOU to reclaim technologies, (relevant) knowledge and (improved) practices (TKP) to address the gaps in the information flow between research and extension; extension and livestock keepers; and policy and research communities. It is imperative that the professionals bridge these gaps to help the livestock keepers realise the potentiality of the research output,” he said
**EXPERTS SPEAK**

“Participating in research is not enough to improve the livelihood of livestock owners. We need a more complex network, wherein institutions and policies can play a vital role in adoption of technology. Lack of a suitable policy framework is one of the important factors which influences the uptake of research-generated knowledge by the livestock owners. We need an enabling environment and policy change to show that our technologies are relevant and can contribute towards betterment of these people.”

—Dr. Ranjitha Puskur, Team Leader, Innovation in Livestock Systems, ILRI, Addis Ababa, Ethiopia.

**FACILITATING POLICY UPTAKE**

Continued from Page 1 (with the exception of aquaculture) and it is predicted that by 2020, livestock will produce more than half of the total global agricultural output in value terms. This process has been referred to as the “Livestock Revolution”.

“The factors contributing for ‘Livestock Revolution’ and increase in demand for livestock products are human population growth, increasing urbanisation, rising incomes, purchasing power parity and associated changing food preferences from vegetarian to foods of animal origin, and boosting trade in both inputs and outputs due to globalisation,” she said.

Dr. Kokate also released a special booklet highlighting the 12 potential innovations in livestock development which demand policy support.

Others present at the ceremony included Dr. Ranjitha Puskur, Team Leader, Innovation in Livestock Systems, ILRI, Addis Ababa, Ethiopia; Prof. S.V.N. Rao, RAGACOVAS, Puducherry; Dr. V. Venkatasubramanian, Assistant Director General, ICAR; Prof. B.K. Pattanaik, Director, SOEDS, IGNOU; and members from the workshop team.

**TECHNICAL SESSION 1**

**THEME: INFORMATION AND COMMUNICATION TECHNOLOGIES (ICTs)**

**Touch Screen Kiosk for Cattle Health Dissemination among the Poor**

Abstract

The information kiosk, an ICT device, designed to provide access to the poor and illiterate cattle keepers to facilitate improvement in their knowledge can lead to improved livelihoods. The cattle owners were satisfied to get information in their own language at an easily accessible place in their locality, saving time and money. They felt they could get complete information on a topic compared to the bits of information they usually get from the veterinary professionals.

Policy Implications

1. Touch screen information kiosks are useful in providing reliable and complete information to livestock keepers.

**Cellphone Operated Mobile Audio Conferencing (COMBACCS) Training Tool**

Abstract: COMBACCS is a cellphone mediated mobile audio conferencing system developed in livestock sector, this training tool has applicability in the fields of agriculture, health and education.

Policy Implications

1. COMBACCS is widely recognised as being useful among the stakeholders namely State Animal Husbandry Departments (Andhra Pradesh, Kerala, Tamil Nadu), Society for Elimination of Rural Poverty (Andhra Pradesh, Tamil Nadu and Kerala), Vazhudhu Kattusoovum Project (Tamil Nadu), Sujala Watershed Project (Karnataka) and MSSRF.

2. COMBACCS will be of great use at block level ATMA training centres, KVKs and Centres of Rural Development.

3. Though developed in livestock sector, this training tool has applicability in the fields of agriculture, health and education.

4. The role of human intermediation/facilitation is very important in the initial stages of the use of COMBACCS. However, research suggests that this facilitation can be done by leaders or promoters of WSHGs.

**Development of Wireless Sensor Network for Animal Management**

Abstract: One of the important contributions of ICT in livestock sector is development of unique identification of animals by using RFID chips. IIT, Delhi has demonstrated the temperature and humidity sensor based mist controller and water trough to control water flow based animal proximity sensor which have been installed in cattle yard for testing. The focus is on to develop a wireless ad hoc sensor network (WSN) to identify the animals’ uniquely through sensor nodes and to monitor the behaviour of animals.

Policy Implications

1. The Govt. of India must make it mandatory that all the animals purchased under any government scheme must be identified with Radio Frequency Identification (RFID) chip.

2. Livestock insurance companies must adopt RFID chip for animal identification to speed up the insurance claims and reduce fraudulent claims.

3. The government must constitute Animal Identification & Recording Authority, as was formed in the state of Maharashtra.

—Dr. A.P. Ruhl and Dr. T.K. Mohanty (NDRI, Karnal and IIT Delhi)