

## TECHNICAL SESSION 2

### THEME: MARKETING

#### Improving the Traditional Milk Marketing for Accelerated Growth in Dairying

**Abstract:** The vast set of actions taken up together indicate that many of the strengths of Traditional Milk Sector (TMS) could be well exploited, weaknesses corrected and its performance vastly improved.



different stakeholders in Traditional Milk Sector (TMS) which accounts for about 77% of the total milk marketed in India.

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)

The capacity development should focus on handling and processing of milk so as to ensure the health of the

#### Policy Implications

1. Enhancing the capacity of the

#### 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.

#### Policy Implications

It is necessary to amend the guidelines in the Prevention of Food Adulteration Act (PFA) for Kerala on minimum milk standards [ 3.5 % fat and 8.5% SNF] for Crossbred(CB) cow milk. This is important for two reasons:

1. 65% of the CB cows up to the 2nd month of lactation, and 16% in the 5th month had less than 3.5% fat in the morning milk in case of field cows.
2. Almost 50% of CB cows did not have the specified SNF content in various stages of lactation.



—Dr. Sosamma Iype, Radhakrishnan J., Stephen Mathew and Raghavan K.C. (Kerala Agricultural University)

#### 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 - TKPs from the repository of research findings in India.

—Dr. P.V.K. Sasidhar, Workshop Coordinator

## FACILITATING POLICY UPTAKE OF LIVESTOCK RESEARCH

*Professionals interact for meaningful policies based on proved research*

The contribution of livestock to the Agricultural Gross Domestic Product (AgGDP) of India has increased from 18 percent in 1980s to 22 percent in 1990s and 27 per cent during 2010, said Dr. K.D. Kokate, Deputy Director General (Agricultural Extension), Indian Council of Agricultural Research (ICAR), at the inauguration ceremony of the two-day National Workshop on 'Reclaiming Research in Livestock Development through Policy Interventions', held at the Indira Gandhi National Open University Headquarters in New Delhi on April 26.

The workshop has been organised by the University's School of Extension and Development Studies (SOEDS), in collaboration with Rajiv Gandhi College of Veterinary and Animal Sciences (RAGACOVAS), International Livestock Research Institute (ILRI), Indian Council of Agricultural Research (ICAR) and Centre for Research on Innovation and Science Policy (CRISP), with funding support from Department for International Development (DFID). The workshop is a platform for all livestock research and development professionals who have sound evidence on technologies, (relevant) knowledge and (improved) practices (TKP) to



Dignitaries releasing the workshop booklet at the inauguration programme on April 26.



#### Need for research and policy uptake

The resource-poor livestock keepers are not able to utilise the technologies/ practices developed by livestock research effectively, said IGNOU VC Prof. V.N. Rajasekharan Pillai in his Presidential Address.

"There are 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

interact and identify appropriate policy support required. The workshop allows a critical analysis of the TKP packages generated by research to showcase the role of policy in the uptake of these TKPs.

"There is a need to point out location-specific, income generating technologies to attract and retain people, particularly the youth, in agriculture. I hope the deliberations of this workshop would definitely serve a useful purpose in making suitable policies for the livestock development," said Dr. Kokate, who was also the Chief Guest at the event.

Pro-Vice Chancellor Dr. Latha Pillai remarked that livestock production is growing faster than any other agricultural sub-sector



## 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

“This workshop is aimed at identifying some solid research evidence which has the potential, but is not in the field due to policy problems. Policy intervention is necessary to ensure that the project outcome is good. A research is of no use unless it reaches the person who needs it and can benefit from it. Our concern is to address the following question: Is there any research output which requires a policy intervention so that a technology can be developed for the betterment of livestock owners?”

—Prof. S.V.N. Rao, RAGACOVAS, Puducherry



## FACILITATING POLICY UPTAKE

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(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



Pro-VC Dr. Latha Pillai speaking at the event.

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 Knowledge 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.



2. The Government should install touch screen information kiosks in veterinary dispensaries, KVKs and other training centres where most of the poor livestock owners frequently visit for information / services.

—Dr. S. Ramkumar, Dr. Chris Garforth, Dr. S.V.N. Rao and Dr. Claire Heffernan (RAGACOVAS, Puducherry and the University of Reading, UK)

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

**Abstract:** COMBACCS is a cellphone mediated mobile audio conferencing. COMBACCS was tested among 50 WSHGs in the states of Kerala, Puducherry, Tamil Nadu and Andhra Pradesh. COMBACCS provided scope for better interaction and helped in clarifying personal doubts from experts far away from their home/neighbourhood.

##### 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), Vazhndu Kattuvom 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 application 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.



—Dr. S. Ramkumar, Dr. T. S. Rajeev, Dr. S. V. N. Rao, Dr. Chris Garforth, Dr. D. Thammi Raju, Dr. K.K. Seethamma, Dr. K.C. Leelavathy, Dr. K. Natchimuthu and Dr. Elizabeth Abraham (RAGACOVAS, Puducherry; (Kerala Agricultural University; University of Reading, UK; Bangalore University; Avinashilingam Women's University, Coimbatore; University of London, UK; Sri Venkateswara Veterinary University, AP)

#### 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. Ruhil and Dr. T.K. Mohanty (NDRI, Karnal and IIT Delhi)