



DAIRY DEVELOPMENT DEPARTMENT
RURAL DAIRY EXTENSION AND ADVISORY SERVICES : 2015-16

Dairy Development Department

Annual Plan 2015-16



SCHEMES UNDER

RURAL DAIRY EXTENSION & ADVISORY SERVICES

Continuing and Ongoing Schemes

(2404-00-102-96-34 OTHER CHARGES)

Total Plan Outlay : Rs 300.00 Lakhs



Rural Dairy Extension and Advisory Services

INTRODUCTION

Dairy extension should help farmers make better decisions by informing and motivating them, with farm consultancy measures being aimed at breeding, feeding, cow comfort, on-farm milk processing and farm management.

Timely and proper delivery of extension service with regular follow up action enhances the knowledge and skill of the farmers culminating in increased production. The quality of extension service is also important. The farmers acknowledged that the information were highly useful to them. (The information should be timely and of value to the farmers.)The Extension Service should aim at assisting farmers through an educational process for improve livestock farming methods and techniques, strengthen the infrastructure and services to increase production efficiency and income, and enable them to enhance their quality of life.

The Dairy Development Department takes up Rural Dairy Extension and Advisory Services through its block level Dairy Extension Service Units, district level Quality Control Units, Office of the Deputy Directors, Five Dairy Training Centre's, Satellite Training Centres, Women Milk Product Facilitation Centre, Pattanakkad & Sewage farm, Valiyathura. The outlay included under this head is meant for the implementation of the following Rural Dairy Extension & Advisory Services Programme.

- Need based On-Campus and Off-Campus Extension Training Programmes organized for the benefit of the clientele group including dairy farmers, personals of Dairy co-operatives, farm women and rural youth through Dairy Training Centre's.
- Advisory Services on / Setting up of dairy farm/Scientific Dairy Farming /fodder cultivation are rendered to the needy clientele group
- Awareness programme on quality related aspects regarding milk & milk products are disseminated to farmer group through discussions, exhibitions, campaigns and group meetings.



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- Preparation / Distribution of Extension literature for the farmers on topics like scientific dairy farming, clean milk production & scientific feeding practices for dairy animals , fodder cultivation etc.
- Organizing Exhibitions & Participation in External Exhibitions
- Farmer's study cum exposure visit/tour programme
- Awards for Best farmers
- Seminars / Ksheerasangamam / Review Workshop etc.
- Celebration of World Milk Day
- Assistance for strengthening existing Farmer Information Centre's

The benefit of the programme reaches the dairy farmer through about 3650 village Dairy Co-operative Societies distributed throughout the state.

FINANCIAL OUTLAY

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SL NO.	PROJECT NAME	UNITS	NO OF UNITS	UNIT COST	UNIT SUBSIDY	TOTAL COST	TOTAL SUBSIDY
				(RS)	(RS)	(Lakhs)	(Lakhs)
1	Farmers Contact Programmes	Nos	1500	2000	2000	30.000	30.000
2	Quality Awareness Programme	Nos	140	4000	4000	5.600	5.600
3	Consumer Interface Programme	Nos	14	10000	10000	1.400	1.400
4	Assistance to conduct training programmes in DTC's	Lump sum	Lumpsum	Lumpsum	Lumpsum	44.000	44.000
5	State Dairy Seminar	Lump sum	1	Lumpsum	Lumpsum	6.000	6.000
6	Newsletter - Ksheerapadam	Nos	4	40000	40000	1.600	1.600
7	Observation of World Milk Day	Lump sum	1	Lumpsum	Lumpsum	4.000	4.000
8. A	Exposure visit for farmers and DCS Personnels – All India	Lump sum	1	Lumpsum	Lumpsum	4.000	4.000
8. B	Exposure visit for farmers and DCS Personnels - Within State	Lump sum	Lumpsum	Lumpsum	Lumpsum	9.800	9.800
9	Contingency Fund	Nos	540	10000	10000	54.000	54.000
10.A	Block ksheera sanghamam	Nos	138	13000	13000	17.940	17.940
10.B	District ksheera sanghamam	Nos	13	50000	50000	6.500	6.500
10.C	State ksheera sanghamam	Nos	1	200000	200000	2.000	2.000



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11.A	New Students Dairy Clubs at schools	Nos	5	20000	20000	1.000	1.000
11.B	Assistance to the existing SDCS	Nos	53	5000	5000	2.650	2.650
12	Best Farmer Award / Ksheera Sahakari Award	Lump sum	1	Lumpsum	Lumpsum	17.000	17.000
13	Provision for Conducting Exhibitions	Lump sum	1	Lumpsum	Lumpsum	6.000	6.000
14	Technical Training Program for Departmental Technical staff	Lump sum	1	Lumpsum	Lumpsum	6.000	6.000
15	Asst.to DTC's / off campus training centres for hiring vehicle for visiting Farm field schools	Nos	6	50000	50000	3.000	3.000
	Asst. For existing Farm field schools	Nos	11	30000	30000	3.300	3.300
16	Extension Activities through Print & Electronic media plus documentations	Lump sum	Lumpsum	Lumpsum	Lumpsum	20.000	20.000
17	Assistance for existing information centres for strengthening ICT activities and for meeting other expenses pertaining to automation activities	Lump sum	152	Lumpsum	Lumpsum	34.260	34.260
18	Strengthening & Modernising the Infrastructure for imparting training and skill development programme and overall automation programme of Department	Lump sum	Lumpsum	Lumpsum	Lumpsum	19.950	19.950
GRAND TOTAL						300.000	300.000

1. FARMERS CONTACT PROGRAMME - Rs 30.00 LAKHS

The dairy farmers of the state are mostly following the traditional practices. So special extension efforts are needed to reach them and communicate with them effectively. The extension service should help farmers to identify and analyze their production problems and increase their awareness on the scope for improvement. It should motivate those who are hesitant and ignorant about new technologies and systems which can improve the production and income.



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As known the existing cattle population is more than 80 % cross bred. But the full production potential couldn't be tapped for want of better feeding and proper management practices. Moreover feed and fodder are our major concern as they contribute the maximum for the production cost. Hence farmers are to be equipped to adopt ideal scientific feeding and breeding practices for which awareness is a must.

Farmers Contact Programme (FCP) is an ongoing programme aimed to transfer new innovations in dairying and to share the information with the farmers at village level. Farmers can also interact jointly with the technical experts and share their problems and adopt new technologies to improve production. It helps farmers to identify their production and marketing related constraints through awareness, exposure and exchange of information among other farmers. It will motivate the small farmers to adapt good management practices to optimize production, reduce cost of production and enhance profits. Further the Farmer Contact Programme is an ideal platform for the officers of the department to communicate with the farmers regarding the different department level / Peoples Planning Programme and other agric related activities.

The programme shall be of half day duration, conducted at DCS level. Provisions shall be made for publicity and use of audiovisual aids and light refreshment to the participants. A minimum of 30 farmers are intended to participate per programme. It is envisaged that 1500 FCP may be organized in the year 2015-16. The plan component for providing assistance to each programme is Rs 2000/-.

FINANCIAL OUTLAY

1500 No.s X Rs. 2000 / FCP = Rs. 30.00 Lakhs.

2. QUALITY AWARENESS PROGRAMME - Rs. 5.6 LAKHS

Quality Awareness Programme (QAP) is an ongoing programme organized with the help of Dairy Co operatives, NGOs and other farmer groups to create awareness among the milk producers in maintaining the quality of milk and milk products produced and marketed in the state. It helps the farmers to get better price and in maintaining good quality of milk pooled at the society level. Since the Food Safety and standards Act 2006 has been implemented in the state the Hygienic milk production at source has to be ensured. Food safety incidents often originate in the early stages of the production chain starting from the health of the animal, environment in which milk is produced, farm management practices etc. Though it is necessary to control all the factors in each step of the production chain for producing safe and wholesome milk, thrust should be at farmer level as contamination at that level is at a high degree, which plays the key role in the final quality of the product. The farmer should be made aware of the potential sources of contamination, its hazards, quality factors, hygienic practices, practices for quality improvement etc. through the awareness programme.



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The QAP will provide an opportunity to the farmers to become familiarized with the FSSAI requirements. Priority may be given to elite progressive farmers, the newly registered societies and DCS pouring inferior quality of milk to the concerned regional milk unions. The District Quality Control officer under the guidance of the District Dairy Development officer will be responsible for organizing the programme. The topic selected for discussion / demonstration shall be need based and shall suit the specific requirement of the region / DCS / farmers selected. 140 programmes are to be organized in the state during 2015-16. The programme consists of arranging discussions and demonstrations regarding the importance of hygienic handling of milk, good milking practices, maintenance of cold chain and better management practices which would result in the improved chemical and microbial quality of raw milk and fetching better price for the producers at farmer level.

For each programme the plan fund shall be Rs 4000/-. A minimum of 40 farmers are expected to attend each QAP. The assistance is meant for meeting the expenditure for publicity, hall arrangement, training materials, arranging the demonstrations, discussion, remuneration for external faculty, classes, light refreshment, etc.

Financial Outlay

$$140 \text{ QAP} \times \text{Rs } 4000 / \text{QAP} = \text{Rs. } 5.6 \text{ Lakh}$$

3. CONSUMER INTERFACE PROGRAMME - Rs. 1.40 LAKHS

Being perishable commodities Milk and milk products need day-to-day and prompt quality checking starting from the procurement stage to the end user. The producers as well as the consumers are to be made aware of the quality standards and regulations regarding milk and milk products. The consumers have to be safe guarded from unscrupulous traders entering the market to make a quick profit. For this Consumer Interface programmes are to be conducted for providing a forum for the consumers to interact with the producing dairies and officials to air their views and suggestions.

Consumer Interface Programme (CIP) is an important programme organized once in a year in each district as a special drive during Onam season or other festival seasons to create awareness among the consumers about the quality of milk and possible adulterants and precautions to be taken to avoid health hazards. It is organized with the help of line institutions preferably at district or any taluk head quarters. Milk quality information centers will be set up at all district head quarters where information regarding the quality of different brands of milk marketed in the district will be made available to the general public through electronic and print media. Samples of milk brought by the consumers or general public will be tested free of cost and result made available to them. Seminars will be organized with the help of consumer organizations and residents association to create awareness about the quality of milk and milk products. It is conducted by the Quality Control Officer of the respective district. In the state, 14 CIP will be conducted at a cost of Rs 10,000/ - per programme. The assistance is meant for



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meeting the expenditure for publicity, hall arrangement, training materials, arranging the demonstrations (Lab setting charges), honorarium to external faculty / technocrat, refreshment charges etc. The concerned Dairy Training Centre's may conduct exhibitions/ demonstrations for better interaction.

Financial Outlay

14 CIP X Rs 10000 / CIP = Rs. 1.40 Lakh

4. TRAINING PROGRAMMES AT DAIRY TRAINING CENTRES

– Rs 44.0 LAKHS

Training helps to develop the skill of farmers and change their attitude towards work. So training is important for any person in our society. Training programmes for beneficiaries of department schemes, commercial dairy farm owners, milk product manufacturers, dairy co-operative society personnel, farmers, students of VHSE, Food science, women groups, in-service training & workshop for department staff etc. are conducted by Dairy Training Centres of the Department with specific schedule. Off campus programmes outside the district with exposure visit to model farms are also conducted.

In the case of Dairy Co-operatives, the employees and Board of Directors must be trained to discharge their duties at their best. The training programme will be carried out through 5 main Dairy Training Centers at Thiruvananthapuram, Kollam, , Pathanamthitta, Kottayam, Palakkad and Kozhikode, off-campus training centres at Adoor (Pathanamthitta district), Fodder Farm, Valiyathura (TVM district), training units at mini civil station, Cherpu (Thrissur District), Kattappana training unit (Idukki district) and also Milk Product facilitation centre at Pattanakkad, Alappuzha district. The plan assistance of Rs. 44 lakh is to be provided to DTC's and above mentioned training units of the department to meet the expenditure incurred for conducting the training programmes.

The assistance shall be utilized for establishing / improving the library facility of the Training Centre's and also for subscription of journals essential for the awareness of technological enhancement for farmers and dairy department professionals in the dairying filed.

Each training centre will conduct trainings at the DTC and off campus training programmes in addition to the target. Workshop and training programmes will also be conducted in DTCs for Department officials in addition to training of SAMETI, IMG, EEI, ICM, NDRI & other institutions.

The number of trainings in each training centre will be decided according to the requirements of the districts attached to the DTC's.



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Financial Analysis

SI.NO	PARTICULARS	EXPENDITURE (RS)
1	Study Materials for trainees	211500
2	Raw materials for milk products training	90000
3	Food, Refreshment for trainees	1800000
4	Daily Allowance for farmers attending training	1395000
5	Travelling Allowance for farmer's attending training	246000
6	Honorarium for guest lecturers / trainers	60000
7	Purchase of new equipments, furniture, maintenance & repairs of machines and furniture at DTC	347500
8	Documentation charges and expenses for off campus training	250000
GRAND TOTAL		44,00,000

The savings in any component may be utilized for meeting the expenses related to any other component or by increasing the number of trainees.

5. STATE DAIRY SEMINARS - Rs. 6.0 LAKHS

The State Dairy Seminar envisages to provide a common platform of selected farmers of the district, dairy co-operatives' representatives, experts of Indian dairy Sector, Industry Officials, Entrepreneurs, dairy Product/equipment manufacturers, NGO's, scientists Dairy Department, allied department & Universities officials, etc. Presentations, Seminars, discussions & exhibitions on topics of relevance to current trends in dairying will be made. Best dairy units of 5 cow, 10 cow and heifer units will be given awards. 500 people are expected to attend the seminar. To transfer current technology and better farm practices, this program may be organized to the extent possible in association with Indian Dairy Association or other similar organizations / NGO's etc.



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FINANCIAL COMPONENT

Rent for the hall, Food and refreshments for the participants, Printing and Publicity, Arranging Exhibitions, Audio visual arrangements, T.A /D.A to experts, Awards/Mementos, Cash Awards to Best Dairy Unit of 5, 10 and Best Heifer unit, Documentation, miscellaneous expenses etc.

TOTAL ASSISTANCE : Rs. 6.00 LAKHS

6. DEPARTMENT NEWSLETTER, 'KSHEERAPADHAM' – Rs. 1.6 LAKHS

There is a need to strengthen the information and communication network for sharing information with farmers on new technologies, availability of better quality inputs and price,, demand and supply for various products, disease The dairy scenario of the world is fast changing. The traditional concept of dairying as a supplementary/subsidiary occupation has given way to dairying as a commercial activity. Our farmers are to be kept informed about the latest innovations and modern practices adopted by farmers all over the world to make them successful and make dairying sustainable. In order to provide them with the information and latest happenings in the field of dairying in the state, country and the world, especially the latest news regarding various schemes implemented by Dairy development department in the state, it is proposed to bring out News letter, '*Ksheerapadham*'. The copies of the news letter will be circulated among the officials of the department as well as the dairy farmers through primary dairy cooperatives. In each edition 5000 copies or as per the requirement will be printed.

The project cost and plan assistance shall be **Rs. 1.6 lakh.**

7. OBSERVATION OF WORLD MILK DAY ON 1st JUNE - Rs 4.00 LAKHS

World Milk Day is observed all over the world on 1st June every year.

The Day provides an opportunity to focus attention on milk and to publicize activities connected with milk and the milk industry. The fact that many countries choose to do this on the same day lends additional importance to individual national celebrations and shows that milk is a global food. The day is observed with a motive to promote production, procurement, processing, distribution and consumption of hygienic milk and milk products in our society.

The project envisages observation of the *World Milk Day* in all dairy co-operative societies and Dairy Extension Service Units in Kerala with vigor and active participation of Dairy



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farmers. The societies should ensure the presence of local body members and the leading farmers. The society and its premises should be cleaned with the participation of farmers. Flags should be hoisted with due dignity, small family meetings of the farmers and consumers may be convened and discussions on hygienic milk production, procurement, distribution, and consumption should be made. Suggestions from the members should be given due weight for carrying out if found practicable. More over selected well performed farmers may be honored and if possible presented with attractive gifts. A glass of milk or milk based Sweets may be distributed among the school children.

In the Dairy Extension Service Unit also flags should be hoisted. Posters highlighting the observance of **World Milk Day** should be exhibited. Programmes like planting of tree saplings, farm house visits and distribution of leaflets etc should be arranged. Small meetings may be convened to discuss the issues standing as stumbling block against the smooth implementation of the schemes, the issues faced by the farmers etc.

FINANCIAL OUTLAY

Rs. 4.00 lakh shall be provided as plan assistance to organize the **World Milk Day** celebrations

COMPONENTS

COMPONENT	AMOUNT (RS)
State Level Celebrations	1,50,000.00
14 Districts and DTC,s	2,20,000.00
Printing charge of posters and leaflets, Publicity, printing ,stationary &other Miscellaneous expenses	30,000.00
GRAND TOTAL	4,00,000.00

8. A. EXPOSURE VISIT (ALL INDIA) FOR PROGRESSIVE DAIRY FARMERS/DCS PERSONNEL IN KERALA : Rs. 4 LAKHS

Many of our dairy farmer friends have proved their wisdom by coming up with innovative applications and findings from their fields. If we provide them an opportunity to expose to new technologies, improved methods and practices in the field of dairying, they would come up with their own contributions suiting to the conditions prevailing in our state. Many of such



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contributions would be more practical and cheaper than the original. This would definitely reflect in the milk production and quality of milk produced. A dairy exposure visit may therefore be organized for progressive dairy farmers and DCS personnel from different parts of the state to visit areas of interest in dairying in the country to update and enhance their knowledge in the field of dairying. The exposure visit will provide an excellent opportunity for farmers/DCS personnel to get acquainted with the latest know-how in dairy farming. Thirty progressive dairy farmers/DCS personnel (30 Nos) from across the state may be beneficiaries of this exposure visit. The list of participants may be nominated by the district officers of Dairy Development department. Preference may be given for the awardees in the district cattle fairs. The team may visit various places of interest in the field of dairying. Farmer members/DCS personnel may be exposed to improved practices of clean milk production, cattle housing, animal maintenance, cattle feeding, feed production systems etc adopted in the places of visit. A five member team of Dairy development department officials shall accompany the group.

The concessional rate for 'Kisans and milk producers' of Indian Railway may be utilized for the commutation of farmer members, department officials need to pay full rate as applicable to Round Tour scheme of Indian Railways. The visit may span a period of 12 days including days of travel. Stay for the team members may be arranged with the authorities of concerned institutions at their hostels.

FINANCIAL ASPECTS

Sl. No.	Item of expenditure	Amount for the Group (Rs.)	Remarks
1	Traveling Expenses	40,000	Train fare is considered with 50 % concession for farmers
2	Food and Accommodation charges	2,40,000	Stay may be arranged in the hostels of Agricultural Universities, NDRI, IVRI, NDDDB etc.
3	Miscellaneous Expenses	1,10,000	Misc. expenses include local transportation charges, entry fee etc.
4	Documentation charges	10,000	
GRAND TOTAL		4,00,000	



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Any savings from any of the component may be utilized for any other component

The exposure visit will be a nice opportunity for farmers/DCS personnel to update their knowledge in dairy farming/co-operative dairying. The team members will get a chance to see improved practices and methods adopted in various institutional farms/organizations. Once they are convinced with what they observe during the visit, many of their findings can be spread to others and revolutionary results can therefore be achieved. It will motivate more farmers to innovate and adopt newer practices, hence improving quality milk production and in turn the whole dairy sector in the state. Exposure visit to farmers within the district can also be conducted through other agencies like ATMA, SAMETI etc.

8.B. WITHIN STATE EXPOSURE VISIT FOR DAIRY FARMERS AND DCS PERSONNEL'S

Technical advancement and innovations have been the hall mark of Indian agriculture sector and the Dairying sector is in no way an exception to this. In the wake of the new technological trends, its inevitable that the traditional farmers may be motivated to adopt new technology by exposing them to innovative projects being implemented by various agencies in other regions.

Any change to be stable and progressive, it should come from the grass root level. The dairy farmers of the state need to be exposed to the changing trends and innovations in the dairying sector. The farmers need to be well aware of changes that are happening in the industry. The farmers need to be aware of the mandatory quality requirements that are needed for their produce. The farmers need awareness regarding the changing rules and laws related to dairying, milk and milk products especially those specified in FSSA Act and Rules. Exposure Visits to successful dairy models / fodder farms / Bulk Milk Cooling Centre's / Chilling Stations / Dairy Plants / Livestock Stations / Breeding Farms / University Farms / KVK's / dairy related NGO stations, District Level/State Level dairy department programmes etc and also by providing opportunity for the farmers to attend workshops, seminars, symposiums, training programs related to dairying aspects can be used as an effective tool for ensuring the technological enlightenment of dairy farmers.

There are almost 3 lakh farmers who are daily pouring milk to nearby Dairy Co-operative Societies. These farmers are daily interacting with the Dairy Co-operative personnel's. These dairy co-operatives are not merely trading institutions but they serve as a social welfare institution of that locality. The DCS personnel's need to be aware of the technological innovations in the dairy sector. As a result, the DCS personnel exposed to new techniques can be utilized as an effective motivator and trainer for the dairy farmers of his DCS. Also new diversified activities carried out in elite DCS of the state can be replicated in their DCS also.

There are many innovative, progressive and elite dairy farmers in the state who are running the dairy farms in an economically viable and feasible manner. Even there are farmers have



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diversified the dairying activity by combining with eco-tourism. Some farmers of the state have succeeded in developing low cost cattle shed model and have followed low cost yet effective feeding pattern by incorporating conventional feed stuffs. There are also farmers in Kerala who have increased the profitability from dairying by ensuring increased revenue through sale of value added milk products in one area which the dairy farmers have not fully utilized.

OBJECTIVE OF THE SCHEME

To assist dairy farmers and DCS personnel's for undertaking

- Exposure visit to mini dairy units, heifer units, commercial dairy units within the state
- Exposure visit to integrated farms
- Exposure visit to government level hi-tech dairy farms
- Exposure visit to fodder units like state level department recognized fodder farms, fodder farms of Kerala Agriculture University, KVASU, KLDB, AH Department, CPCRI, KVK's etc
- Exposure visit for awareness regarding commercial hydroponic units within the state.
- Exposure visit to Milk Chilling Units within the state
- Exposure visit to Dairy Processing Plants within the state (run by DCS/Federation/Union)
- Exposure visit for awareness regarding organic farming.
- Assistance for attending exhibitions conducted by government departments / universities
- Assistance for attending state level department workshops, seminars, symposiums, state level department functions like world milk day celebrations, ksheera karshaka sangamam, Ksheera Sahakari award etc relating to dairying.

(Assistance for within district exposure visits, other programmes shall not be covered under this scheme)

BENEFICIARIES

The beneficiary coming under this scheme component shall be

01. Selected Dairy farmers of the district who pour milk in the DCS of that district
02. Selected DCS personnel's of a particular district

The Deputy Director of a particular district shall be the authority for selecting the beneficiaries under this scheme component. The applications for the same shall be routed through proper channel.



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FINANCIAL ASPECTS – PLAN FUND (Rs 9.80 lakh)

ASSISTANCE TO EXPOSURE VISIT OF DAIRY FARMERS AND DCS PERSONNELS						
SI. NO	PARTICULARS	DAIRY FARMERS		DCS PERSONNELS		TOTAL AMOUNT
		ONE DISTRICT	14 DISTRICTS	ONE DISTRICT	14 DISTRICTS	
		RS	RS	RS	RS	
1	Travelling Expenses	25,000.00	3,50,000.00	25,000.00	3,50,000.00	7,00,000.00
2	Food and refreshment charges	6,000.00	84,000.00	6,000.00	84,000.00	1,68,000.00
3	Documentation and other miscellaneous Expenses	4,000.00	56,000.00	4,000.00	56,000.00	1,12,000.00
Grand Total		35,000.00	4,90,000.00	35,000.00	4,90,000.00	9,80,000.00

Note : Food and refreshment charges calculated at the rate of Rs 150/- per participant

Savings in any component within the scheme can be utilized for meeting expenditure for any other component within the scheme

Any expenditure incurred over and above the plan assistance for the exposure visit shall be met as beneficiary contribution or DCS Contribution (with prior sanction of the registrar)

ASSISTANCE TO WITHIN STATE EXPOSURE VISIT OF DAIRY FARMERS AND DCS PERSONNELS			
SI. NO	PARTICULARS	PLAN FUND ASSISTANCE FOR ONE DISTRICT	PLAN FUND ASSISTANCE FOR 14 DISTRICTS
		RS	RS
1	Dairy Farmers	35,000.00	4,90,000.00
2	DCS personnals	35,000.00	4,90,000.00
Grand Total		70,000.00	9,80,000.00



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IMPLEMENTATION AND MONITORING

The Deputy Director of a particular district shall be the authority for selecting the beneficiaries (dairy farmers and DCS personnels) under this scheme component. The number of participants from each category shall be the discretion of the Deputy Director and shall be need based and also depending on the availability and disbursement of fund from directorate. The applications for the same shall be routed through proper channel. The Deputy Director shall be the authority for district level supervision and monitoring of the programme. The Deputy Director shall periodically supervise, monitor and evaluate the district level progress of the scheme component and shall report the same periodically to the Director. The Director, Dairy Development Department shall be responsible for state level monitoring and evaluation of the scheme component.

EXPECTED OUTCOME

The proposed exposure visit is expected to

- Equip the dairy farmers to meet the new challenges of the dairying sector
- To provide a real time exposure to the dairy farmers and DCS personnel's in regard to the new innovative technologies evolved in dairying.
- To nurture DCS personnel's as trainers for the dairy farmers of their DCS
- To equip dairy farmers to emulate successful dairying and fodder development models of the state.
- To help as a tool to facilitate practical implementation of innovative ideas from lab to farm level.
- Providing an opportunity for farmers and DCS personnel's to interact with the technocrats, scientist and role model dairy farmers in the sector.

CONCLUSION

The exposure visit will be a quality opportunity for farmers/DCS personnel to update their knowledge in dairy farming/co-operative dairying. The team members will get a chance to see improved practices and methods adopted in various institutional farms/organizations. Once they are convinced with what they observe during the visit, many of their findings can be spread to others and revolutionary results can therefore be achieved. It will motivate more farmers to innovate and adopt newer practices, hence improving quality milk production and in turn the whole dairy sector in the state



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9.0 SCHEME FOR ESTABLISHING CONTINGENCY FUND : Rs 54.00 LAKH

The scheme envisages giving financial support to dairy farmers in case of unexpected losses incurred by them. An amount of Rs. 10000 to 540 farmers across the state will be provided as assistance with a total outlay of Rs. 54.0 Lakh. Quite often the loss will be unexpected and none of the departments in the sector will have any fund for providing assistance to those farmers. Hence it is imperative that a fund be set apart for meeting such contingencies. Every year more than 2000 such cases reach the department seeking assistance. During the current year assistance from this fund will be made available for the most deserving dairy farmers directly by the Director of Dairy Development Department after verifying the genuineness of the case and ensuring that assistance cannot be provided under any other scheme. The assistance will be provided on a first come first serve basis. This would be a relief to those farmers who are victims of unexpected losses in dairying. This will in turn increase the confidence of farmers who are new to dairy field and will also sustain the existing ones. The project will liven up the dairy sector of the state.

FINANCIAL OUTLAY

Sl. No.	Component	Physical Target (No)	Assistance Per unit (Rs)	Total outlay (in Lakhs)
1	Contingency Fund	540	10000.00	54.00

10. 'KSHEERASANGAMAMS' (STATE, DISTRICT AND BLOCK LEVELS)

Rs 26.44 LAKHS

Ksheerasangamam at State, district and block level will help the farmers in sharing their views and experience in dairy farming. It is a gathering of dairy farmers and their animals at a common place. It helps to differentiate the new inventions and traditional approaches in dairying and to adopt advanced practices for improvement in dairy production. The Department has an approach of encouraging progressive farmers and to giving an exposure to others. 138 Block Level *Ksheerasangamams* are proposed during this year for which an assistance of Rs. 13,000/-, 13 District Level *Ksheerasangamams* are proposed for which a maximum of assistance Rs 50,000/- and one State *Ksheerasangamam* is proposed for which a maximum of Rs. 2,00,000/- is to be allocated to organize the *Ksheerasangamam*. The assistance provided is for meeting the expenses of publicity, hall arrangements, honorarium for guest faculty, food and refreshment for participants, prizes, award, memento to farmers with outstanding performance, seminar expenses etc. An exhibition based on a relevant theme (or a combination of themes) like fodder development, modern dairy equipments, scientific feeding, clean milk production, quality maintenance etc is mandatory for block level, district level and state level *ksheerasangamam*. There should be a minimum participation of 250 farmers for block level and 750 for district level



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Ksheerasangamams. There will be 13 districts Ksheera sangamoms and the remaining district will host the state level ksheera sangamam. The concerned Dairy Training Centres may participate to conduct exhibition / demonstrations as part of Ksheerasangamam.

FINANCIAL OUTLAY

SI No	Component
1	Stall Arrangement
2	Advertisement, Printing, Mass Media
3	Cattle Feed, Fodder to Animals
4	Prizes, Awards, Memento etc to Farmers with Outstanding Performance
5	Food & Refreshment to Participants
6	Hall Arrangement, Public Address System etc
7	Seminar Expenses (Scribbling pad, Pen, Audio Visual aids, POL etc)

10.A Block Ksheerasangamam	-	138 No.s X Rs.13, 000 / BKS	=	Rs 17.94 Lakh
10.B District Ksheerasangamam	-	13 No.s X Rs 50,000 / DKS	=	Rs 6.50 Lakh
10.C State Ksheerasangamam	-	1 No X Rs 2,00,000 / SKS	=	Rs 2.0 Lakhs

11.0 STUDENTS' DAIRY CLUBS AT SCHOOLS – Rs 3.650 LAKHS

(Assistance for 5 New Students Dairy Club & Existing 53 Students Dairy Club)

Dairy Club is a student organization that allows members the opportunity to become involved in the dairy sector, meet other people with similar backgrounds and interest. This Club provides a great chance for students to meet members of the dairy sector and learn more about animal health, animal handling, milk & milk products and other progressive methods of dairying.

Students Dairy Clubs organized at various Schools in the state may provide a forum for the student members to take up small projects in dairying viz., fodder demonstration plots, milk products' preparation etc, arranging dairy awareness camps, farm visits, dairy plant visits, surveys etc.

The District Officer may select the beneficiary schools for the programme. A Governing committee may be constituted with the President of DCS (DCS functioning in the area where the particular school is situated) as the Chairman/Chairperson and President of School PTA, Head Master/Mistress of the School and Extension Officials of the concerned DESU as members. The Dairy Extension Officer of the concerned block along with the DCS President (Chairman of the Governing Committee) may take a lead role in organizing such Dairy Clubs.



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It provides an opportunity to persuade the younger generation in taking up dairying as a vocation, dairy science as a field of study etc. It helps to disseminate information related to prospects in field of Dairying and allied sectors. There are 53 no.s of Students Dairy Club already organized and functioning till date. 5 more new students dairy club are proposed for the year 2015-16. A sum of Rs. 20,000 is provided to each new Student's Dairy Club for undertaking various dairy awareness activities. Student members of Dairy Club can also participate in the various programmes of Department. It is proposed to provide an assistance of Rs. 5000/- each for 53 existing Student's Dairy Club for continuing their activities.

The plan fund proposed is **Rs. 3.65 Lakhs.**

Financial Analysis

Sl No.	Component	Physical Target	Assistance per unit (Rs)	Total Outlay (Rs In Lakhs)
1	New Students Dairy Club	5	20000	1.00
2	Assistance for existing SDCs	53	5000	2.65
GRAND TOTAL				3.65

**12. KSHEERA SAHAKARI AWARD TO BEST PRODUCING & POURING
MAXIMUM QUANTITY OF MILK IN DAIRY CO OPERATIVES -
Rs. 17.00 LAKHS**

One of the major reasons that keep youth out of dairy farming is the social stigma attached to the sector. Mostly, the hard work put up by dairy farmer is not properly rewarded either in terms of monetary returns or as social recognition. If achievements of outstanding nature by farmers are properly rewarded and highlighted, it will be a morale boost to the farming community and will help in attracting more farmers to the sector.

The scheme envisages recognizing farmers pouring milk in the dairy co operatives by providing awards for producing and pouring maximum quantity of milk in the dairy co operatives. Regional & District wise awards shall be given to the Dairy Farmers for General, Women & SC/ST categories and a state wide award will be given at a function organized at state level (combined with or without any of the State level functions). Award will be given on the basis of quantity of milk poured at dairy co operatives during the last financial year (2013-14). It is envisaged to provide cash award, mementos and certificate to selected farmers as follows.



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FINANCIAL OUTLAY

SI No	COMPONENTS	Amount (Rs in lakh)
1	State wide Best Award (Ksheera Sahakari) - 1nos	1.00
2	Best Regional Award – Consolation (First Prize)	
	3 Region Awards @ Rs 50000 (General)	1.50
	3 Region Awards @ Rs 50000 (Women)	1.50
	3 Region Awards @ Rs 50000 (SC/ST)	1.50
3	Best District Award – Consolation (First Prize for 14 District)	
	Best Dairy Farmer (General - 14 District @ Rs 20000)	2.80
	Best Dairy Farmer (Women - 14 District @ Rs 20000)	2.80
	Best Dairy Farmer (SC/ST- 14 District @ Rs 20000)	2.80
4	Expenditure for Conducting Award distribution Ceremony (Hall rent, Refreshment, Lunch, memento, documentation, TA to 52 Farmers and two of their dependants, PA system, Hall arrangement etc.)	3.10
	Total (Rs in Lakhs) (A+B)	17.00

EXPECTED OUTCOME

The project will certainly provide an opportunity to showcase the achievements of hard working dairy farmers encouraging more and more young people to take up dairying as a profession which would not only be help full to improve milk production but also make the dairy sector vibrant.

13. PROVISION FOR CONDUCTING EXHIBITIONS – Rs. 6 LAKHS

Throughout the ages, trade fairs have been recognized as one of the most efficient and powerful tools for effectively doing extension work. As a face-to-face meeting point, fairs and exhibitions are basically a target opportunity for achieving our objectives. They are a cost-effective means to reach your market audience - in one time and in one place. Among the key advantages of trade show participation is:

Customer contact: Trade shows provide excellent venues for initiating contacts with new customers and farmers and developing new trade leads. Equally important they enable you to maintain and renew contacts with valued clients.

Product and Service Launch Platforms: Live presentations and Demonstrations of your products and services speak for themselves, accelerating the selling process and generating new sales.



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The Department has been receiving requests from various agencies for arranging exhibitions in connection with some of the major events held in the state like Thrissur Pooram, National & Regional level Trade Fairs & other major events organized by the Department, line departments and other organizations etc. Quite often, we are unable to meet their requirements due to lack of funds even though such events provide us with a platform to showcase the major activities of the department and create awareness among the public regarding the importance of dairy industry. The department may take keen interest in displaying major activities covering various facets of scientific dairy production such as Clean Milk Production, Milk and Milk Products Quality Control, Forage Production, Animal Nutrition etc. Hence it is proposed to set apart a small provision to meet such requirements. Amount at the rate of Rs 1500 (max) shall be utilized for exhibitions arranged as a part of block ksheera sangamams (138 No.s) in the state.

14. TECHNICAL TRAINING PROGRAMME TO DEPARTMENT STAFF **- Rs 6.00 LAKHS**

In the rapidly changing world of technology, keeping pace with the latest technological developments is vital for professionals. Keeping oneself updated with the new technologies and acquiring new skills is not an option; it's a must. Department reinforce this by providing various Learning and Development opportunities to employees to enhance their technical and professional skills.

Training to department Staff is important because

- Rapid technological innovations impacting the workplace have made it necessary for people to consistently update their knowledge and skills.
- People have to work in multidimensional areas , which usually demand far more from their area of specialization.
- to foster growth and development
- to aid employees in contributing to the achievement of department goals and the agency's mission and vision
- to build employee self-confidence and commitment
- to produce a measurable change in performance
- to bring about the desired changes that can solve a variety of problems

The field staff of the department is to be equipped with modern farming practices and other technical information so that the dairy farmers of the state can be persuaded to continue in the field and make dairying sustainable by adopting latest scientific farming practices. The recent development like the introduction of FSSA in the state also makes the updating of technical



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skills of the field officers a necessity. There are a group of young entrepreneurs coming forward in the state to take up dairying as a commercial activity with large herd size. For communicating with these knowledgeable farmers, the department staff will need a different set of skills. They should be made aware of the latest practices at modern farms, testing milk and milk products, proper handling of products to avoid post-process contamination, HACCP standards, environmental friendly waste disposal techniques, communication & management skills, extension methodologies etc. Moreover, workshops can be conducted to improve enthusiasm and productivity among the staff by motivation. Training to departmental staff is to be conducted at reputed national level institutes like NDRI, NDDDB, NIRD, MANAGE, IRMA and Agricultural/Veterinary universities etc, for updating their technical skills and knowledge. The plan fund ear-marked will be Rs 6.00 lakhs.

Financial Outlay - Rs. 6.00 Lakhs

15. ASSISTANCE FOR EXISTING FARM FIELD SCHOOLS – Rs 6.3 LAKH

The Dairy Development department has seven Dairy training centres (including satellite centre and milk product facilitation centre) in the districts of Thiruvananthapuram, Kollam, Alappuzha, Pathanamthitta, Kottayam, Palakkad and Kozhikkode where training programmes on the modern Dairy farming practices, management of farm animals, clean milk production, Fodder cultivation practices, milk product manufacturing etc are conducted for the prospective farmers venturing into the field of Dairying. Even though these DTC's have qualified technical persons to provide the required theoretical knowhow, there are no facilities to provide an opportunity for the farmers to directly see these techniques being put into practice. The basic principles of extension programmes are that "seeing is believing" and "learning by doing". The success of any new technology or innovative idea depends on the reliability of the information and the success of any pioneer who have adopted the technology. Dairy farmers are likely to try out any new idea only if they have proof that it has been successfully tried out by any fellow farmer. The theoretical information gains acceptance only if the farmers are given a chance to see them being practiced and their confidence to try it out increases many fold. The concept of Farm field schools are introduced with an objective to provide an opportunity to the farmers for seeing the scientific and technical advancements in the field of Dairying being adopted in the farm by a fellow farmer and also to provide a chance to gather first hand information regarding the successful farming practices. The assistance included can be utilized for incorporating new components / additional facilities for the up gradation of existing Farm School.

During 2012-13 Department had introduced 11 farm field schools in the State.



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THE SCHEME

The scheme envisages setting up farm field schools in the areas where Dairy Training centre's are situated so that the trainees undergoing training in these centers can be taken to these Farm Field Schools for direct interaction with the owner of the farm and also gain on farm experience of putting into practice what they have learned in the training centres. The farmers selected during 2012 -13 were provided with the necessary assistance to convert his farm into a model dairy farm with all the modern facilities so that those visiting the farm get a chance to see the most modern equipments, machineries and farming techniques being practiced there. They will also be allowed to have hands on training on operating the farm equipments to gain confidence in their ability to use them in their own farms.

The owner of the selected farm should have executed an undertaking in writing that

(i) He/she will obey the instructions of the department officials and provide all the necessary facilities for training to the trainees visiting his/her farm as per the directions of DTC principal.

(ii) He will maintain the farm with the required herd size for a minimum period of 5 years

FINANCIAL OUTLAY

Assistance will be provided to the owner of the farm for the following

Sl.No.	Item	Amount (Rs in lakh)
1.	Assistance for existing 11 Farm Field schools (@ Rs.30000/- each) for allowing trainees in their farm and for maintenance of the farm in ideal conditions	3.3
2.	Provision to the DTC for hiring vehicles for transporting the trainees from the DTC's to the farm and back (Rs 50,000 per DTC)	3.0
	GRAND TOTAL	6.3

EXPECTED OUT COME :

The 11 farm field schools established in the previous year will be maintained in Ideal conditions and farmer trainees will get an opportunity to gain first hand information on Modern dairy farming practices and on hand training on the usage of modern farm equipments and which can be



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showcased as a model. The direct interactions with a practicing farmer will motivate the trainees to adopt modern technology and methods and also attract investment to the field of dairying resulting in increased milk production.

EVALUATION :

Evaluation of the scheme is done by Deputy Director and team of officers from Directorate.

**16. EXTENSION ACTIVITIES THROUGH PRINT AND ELECTRONIC MEDIA
PLUS DOCUMENTATION ACTIVITIES - Rs. 20.00 LAKHS**

One of the major activities of Dairy Development Department is providing extension service to farmers. There are various schemes for the department for the farmers. In the modern era, publicity through print and electronic media is very important for the success of these projects. Ample publicity through print and electronic media is the key factor for success of every project undertaken by the department. Hence, the department aims to give publicity to its schemes with the help of celebrity volunteers. Advertisement featuring them will be broadcasted before the start of prestigious programmes in electronic media. The field level staff of the department encounters several 'unsung heroes' who have converted their problems to opportunities in the field of dairying and agriculture. Such success stories from field level officers will be documented, published and brought to the attention of thousands of farmers at large through print and electronic media. One of the problems faced by the Extension officials of the department is lack of sufficient publicity materials to be distributed among the farmers during farm visits, which they can use as reference materials regarding scientific dairy farming practices. The scheme aims to establish extension materials like documentaries, electronic devices required for documentation (like digital cameras, Multi Function Displays, LED / LCD TV, photo display boards etc) video clippings, C.Ds, hand books, leaflets, pamphlets, posters, meeting printing charges connected with block level ksheerasangamams (limited to Rs 5000 per Ksheerasangamam) , catalogues etc highlighting the various facets of scientific dairy farming, its importance etc.

The project cost will be **Rs. 20.00 lakh.**



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**17. ASSISTANCE FOR EXISTING INFORMATION CENTRES FOR
 STRENGTHENING ICT ACTIVITIES AND FOR MEETING OTHER EXPENSES
 PERTAINING TO AUTOMATION ACTIVITIES**

- Rs 34.26 LAKH

As we are in the 'Information age', it is inevitable that our farmer touch-points be transformed to Information Centres where they can access to the information on most modern tools & techniques, package of practices, sources of inputs including good quality animals, success stories in the field of dairying happening across the globe. Such information centres have already been established at the DESUs functioning in blocks in the state which enable speedy transfer of information to the dairy farming community. Through the plan schemes of the department, all the 152 Dairy Extension Training Centres have been elevated as Farmer Information Centre's. At present all the Dairy Extension Service units under the department are equipped with computer and other infrastructure facilities to aid hi-tech technology transfer to the grass root level.

This year the department proposes to equip the Dairy Extension Service Units with Digital Camera for facilitating documentation activities, LCD/LED TV for selected 14 DESU and also to take steps to make the DESU's centres of more effective and efficient technology transfer and extension centres.

SI.NO	PARTICULARS	EXPENDITURE
		(Rs in lakhs)
1	Digital Camera for 152 FIC @ Rs 10,000 per DESU	15.2
2	Annual Internet charges for 152 FIC (@Rs 2500 per DESU)	3.8
3	Telephone charges for 152 FIC (@Rs 3000 per DESU)	4.56
4	Computer Maintanance Charges for 152 FIC (@Rs 1500 per DESU)	2.28
5	Miscellaneous expenditure (@Rs 1000 per DESU)	1.52
6	LCD / LED TV for selected 14 FIC (@Rs 40,000 per selected DESU)	5.6
7	Data controlling , Document Updating, Internal Program development Expenses in Directorate etc (Wages @Rs 500/day for 6 months)	1.3
GRAND TOTAL		34.26

Savings in any component can be utilized for meeting the expenditure pertaining to other components



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**18. STRENGTHENING AND MODERNISING THE INFRASTRUCTURE FOR
IMPARTING TRAINING AND SKILL DEVELOPMENT PROGRAMME AND
OVERALL AUTOMATION PROGRAMME OF THE DEPARTMENT.**

- **Rs 19.950 LAKH**

Dairying, to become sustainable, needs constant up gradation of the skills and farming practices adopted by the farmers. This is possible only through transfer of technological advances from research institutions to the field through effective extension work. Various training programmes for beneficiaries of departmental schemes, commercial dairy farm owners, milk product manufacturers, dairy co-operative society personnel, farmers, students of VHSE, Food science, women groups etc are conducted by Dairy Training Centres with specific schedule. Off campus programmes outside the district with exposure visit to model farms are also conducted. It is carried out through 5 Dairy Training Centers at Thiruvananthapuram, Kollam, Kottayam, Palakkad and Kozhikode. The Milk Product facilitation centre at pattanakkad also serves as an off campus training centre of the department. Presently most of the training centers are very old and need repair and maintenance. It is very essential to upgrade the existing training rooms as Smart Training Classes.

This scheme envisages to upgrade the Facilities of two DTCs to smart training classes. The scheme envisages purchasing smart class room amenities like modern Audio-Visual aids ,PC, internet access via the podium PC, DVD ,VHS player, room speakers, Lap top connection for guest speakers, LCD projector and screen , furniture, etc., repairing the existing facilities, and providing other basic infrastructure like Air conditioning of the class room and other amenities for improving the effectiveness of training programmes undertaken by the dairy development department.

During the last two financial years, the department has made significant progress in regard to the automation programme. Complete automation of department level activities will be a reality in this financial year itself. This scheme also intends to fund the networking activities of the department level offices including directorate for the infrastructure development like cubicle fixing, networking, purchase of hardware, software, multifunction displays etc that either directly or indirectly favours the automation programme of the department

The distribution of fund to DTC / Other department level offices including directorate shall be need based.

Total Plan Fund : **Rs 19.950 Lakhs**



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MONITORING AND EVALUATION

The Dairy Extension Officer of a DESU shall be responsible for block level implementation, monitoring and evaluation of the schemes under RDE&AS for the year 2015-16. The Deputy Director of the District shall continuously monitor and evaluate the district wise progress of schemes

The Director, Dairy Development shall monitor and evaluate the State wise progress of the scheme.

CONCLUSION

The implementation of above mentioned schemes will help the Dairy Extension Service Units to be epi centre for the effective and efficient technology transfer to the farming community.


DIRECTOR