From

Shri Purushottam Sahoo, QAS (I),
Joint Secretary to Government

To

1. The Chairman-cum-Managing Director,
OMFED, D-2, Shahid Nagar, Bhubaneswar

2. Director, A.H.&V.S.,
Orissa, Cuttack

Sub: Implementation of the project for Genetic Upgradation of Cattle and Female Cross Bred Calf Rearing Sanctioned under RKVY during 2010-11

Sir,

I am directed to invite a reference to the subject cited above and to say that, the State Level Sanction and Monitoring Committee (SLSMC) under RKVY for 2010-11 have sanctioned the project for Genetic Upgradation of Cattle and Female Cross Bred Calf Rearing at an estimated cost of Rs.2211.00 (two thousand two hundred eleven) lakhs in its 5th meeting held on 21.05.2010. Under the said project a sum of Rs.477.00 (Four Hundred Seventy Seven) lakhs have been provided during 2010-11. The scheme will be implemented for five years with an outlay of Rs.106.00 crore. In view of the approval of the project by the SLSMC held under the chairmanship of the Chief Secretary and after careful consideration of the project the Government have been pleased to approve the following modalities for smooth implementation of the calf rearing scheme. The relevant extracts of the approved scheme is given in the annexure. As per the scheme, the maximum subsidy admissible for rearing a female calf up to 24 months is Rs 8150.00 (Rupees Eight Thousand One Hundred Fifty). The implementation of the scheme beyond the first two years is subject to the approval of the SLSMC.

1. In the first year, 20,000 numbers of female calves will be taken up under the calf rearing scheme. The number of animals selected from each district will be in the same proportion as the number of cross bred calves of the appropriate age group since 20,000 calves are to be covered in the first year.

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\text{No. of calves of the age group in the districts} = \frac{20,000 \times \text{No. of calves of the age group in the districts}}{\text{Total no. of calves in the whole State within OMFED Area}}
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2. As per the scheme, the minimum age of any calf should be four (4) months. Therefore, the first batch of calves to be inducted into the scheme must be born between 1\textsuperscript{st} January 2010 to February 2010.

3. The primary objective of the A.I. programme is to upgrade Non-Descript (ND) Cows (desi) and thus increase milk production. The State has more than 45 lakh breedable cows and only 10% of these are crossbred. Therefore, the A.I. programme has to cover more than 40 lakh non-descript animals. However, the coverage of non-descript cows and production of crossbred (Female) calves is on a low key. Therefore, A.I. efforts have to be intensively focused on Non-Descript cows and the progeny born have to be covered on priority basis under the calf rearing programme. Therefore, priority should be given to all crossbred calves born of ‘ND’ cows through A.I. on natural service. Only after all the crossbred calves from ‘ND’ cow are covered should the calves born out of the cross progeny be inducted into the scheme. There shall be no upper limit per farmer for the number of calves born out of ‘ND’ cows which would be covered under the scheme.

4. As regards crossbred animals born out of crossbred cows, only one calf per farmer will be covered under the scheme. Here again, SHG farmer belonging to SGSY scheme, agriculture labourers, small and marginal farmers, SC/ST categories should be given priority. Large farmers who can easily afford to maintain their female calves shall not be assisted.

5. The scheme will be implemented by the Milk Producers’ Co-operative Societies (MPCS) in association with the local functionaries of the Directorate of AH&VS. A Committee consisting of the members of the Managing Committee of each MPCS and the Livestock Inspector having jurisdiction in the area covered by the MPCS will select the beneficiaries.

6. After selection of the calves in the above stated basis by the Selection Committee, the select list will be sent to the District Milk Union. There shall be a District Level Sanctioning & Monitoring Committee consisting of the CDVO as Chairman, the General Manager of the Milk Union, a representative of the DRDA and the ADVO in-charge of Dairy Development / Animal Nutrition as members. The General Manager of the Milk Union shall be the Member Convener of this Committee. The District Level Sanctioning Committee shall meet every month on a fixed date and consider the application placed before it by the District Milk Union.
7. Since many of the farmers having female calves born out of 'ND' cows might not be members of MPCS (because they might not have enough milk to sell), such farmers would be inducted into the MPCS as members. Fisheries & ARD Department would provide OMFED a revolving fund which would be utilized to give interest-free loans to such beneficiaries in the shape of the full requirement of 1360 kgs. of feed for twenty-four months. For this, the beneficiary would be required to execute a bond with the MPCS undertaking to sell milk once to the society the calf becomes a milk cow. OMFED would recover 50% of the soft loan from the sale proceeds of the milk supplied by the beneficiary in future.

8. The concerned VAS / AVAS of the area should be supplied with a copy of the list of female calves selected along with the name of the society for supervision. The VAS of the area shall be responsible for ensuring health coverage of all the animals covered by the scheme including deworming, vaccination and periodical health check up. The SDVO and CDVO concerned shall be responsible for supervising the programme regularly.

9. After final selection of the female calves, they will be registered by the MPCS and a calf card will be supplied to the beneficiary with complete data of the calf. The card would be in the shape of a booklet indicating details like insurance, deworming schedule, vaccination schedule, inspection by veterinary staff and feeding etc.

10. After the identification of the calf, they will be tagged immediately. The Tag will have a twelve digit unique identification number and will be used for the purposes for identification of the female calf.

For this purpose, the Directorate of Animal Husbandry & Veterinary Services, Orissa or OMFED will liaise with the NDBD and procure the tags of approved quality specification from NDBD approved suppliers.

11. After the tagging process is completed, the deworming of the calf should be done immediately through the concerned L.I.

12. The insurance of the calf has to be completed as soon as after the calf is inducted into the scheme for rearing. For the purpose of the insurance, the unique calf identity number is to be used.

13. Before implementation of the scheme, OMFED and the Veterinary Directorate will plan out jointly a detailed programme to create awareness of the scheme in the villages to be covered. Apart from this, other means of advertisement such as television campaigns, distribution of leaflets are to be done.
14. For proper implementation of the scheme, a State Level Monitoring Committee (SLMC) shall be constituted at the Directorate level under the Chairmanship of the Director of AI&VS, Orissa. This Committee shall have a senior representative from OMFED. The Deputy Director (Animal Nutrition) shall be the Member Convener of the Committee. The monitoring committee shall prescribe suitable formats using which the monthly progress will be reported by OMFED / CDVO. The utilisation of the contingencies available under the scheme shall be decided by the SLMC but purchase of vehicles is strictly prohibited.

15. For deciding the policies relating to the scheme and for over all coordination and monitoring, the State Level Coordination Committee constituted by the Government earlier vide its Resolution No.1165, Dt.04.02.2010 (Copy enclosed) to decide the convergence issues shall function as the Government level Committee for the purpose.

16. To facilitate day-to-day updating of the database, the use of a Personal Digital Assistance (PDA) was recommended. Each L.I. / MPCS could be provided with one PDA and trained in its use so that data relating to all follow up action taken by the veterinary field staff / MPCS could be entered into the database promptly.

17. A complete computerized database would be developed and uploaded on the website so that all the information relating to a female calf taken up under the scheme can be easily assessed through website giving their identification number/tag number as and when required for transparency regarding implementation of the scheme. This would be a dynamic database to be updated on real time basis as and when activities like feed supply, health measures like deworming, vaccination and check up. A.I., pregnancy test are carried out by the field functionaries. The software should also have the capacity to alert the veterinary field staff on the follow up activities to be undertaken at regular intervals ('to do' list). OMFED would take immediate steps to get the required software prepared through OCAC or any other competent agency. OMFED should also explore the possibility of collaborating with NDB which already has a nation-wide database and a dedicated server for this.

A copy of the minutes of the meeting held on 05.06.2010 under the chairmanship of Principal Secretary, Fisheries & ARD Department is also enclosed for your reference.

The scheme will be launched in the month of July 2010.
The above stated guidelines may please be followed scrupulously while implementing the calf rearing scheme through OMFED. Action taken in the matter may please be intimated to this Department for information of Government.

Yours faithfully,

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Joint Secretary to Government

Memo No. 7369 /FARD,  
Dt. 16-7-10  
Copy along with copy of the enclosure forwarded to the Commissioner-cum-Secretary to Government, Agriculture Department, Orissa Secretariat, Bhubaneswar for information and necessary action.

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Joint Secretary to Government

Memo No. 7370 /FARD,  
Dt. 16-7-10  
Copy along with copy of the enclosure forwarded to the Chief Executive Officer, OLRDS, Directorate of A.H & V.S., Orissa. Cuttack for information and necessary action.

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Joint Secretary to Government

Memo No. 7371 /FARD,  
Dt. 16-7-10  
Copy along with copy of the enclosure forwarded to All Collectors for information and necessary action.

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Joint Secretary to Government

Memo No. 7372 /FARD,  
Dt. 16-7-10  
Copy along with copy of the enclosure forwarded to All Project Director, District Rural Development Agency for information and necessary action.

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Joint Secretary to Government