



सत्यमेव जयते

Tribal Development Department
Government of Gujarat



વનબંધુ કલ્યાણ યોજના
VANBANDHU KALYAN YOJANA
ગુજરાતી સ્ત્રીઓ માટે
Gujarati Women's SH - Project Programme

INTEGRATED DAIRY DEVELOPMENT PROJECT (IDDP)

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Implementing Partners and Project Area

Implementing Partners and Project Areas

Dairy	District	Taluka
Baroda Dairy	Vadodara	Naswadi, Pavi Jetpur, Kawant, Chhota Udepur
Banas Dairy	Banaskantha	Amirgadh, Danta
Panchmahal Dairy	Panchmahal	Kadana, Santarampur
Panchmahal Dairy	Dahod	Jhalod, Limkheda, Fatehpura, Dahod, Garbada, Dhanpur, Devgadbaria
Vasudhara Dairy	Valsad, Navsari, Dangs	Kaprada, Navsari, Dangs
Sabar Dairy	Sabarkantha	Khedbrahma
GRISERV-BAIF	Tapi (Primitive Tribal Groups only)	Valod, Vyara, Uchchhal, Nizar, Songadh
AKRSP	Surat (Primitive Tribal Groups only)	Mahuva, Bardoli, Umapada, Mandvi
Bharuch Dairy	Narmada	Sagbara, Dediapada
Sumul Dairy	Surat, Tapi	Umapada, Mahuva, Mandvi, Uchchhal, Nizar, Songadh
COVERED UNDER RASHTRIYA KRISHI VIKAS YOJANA		
Vasudhara Dairy	Valsad	Valsad, Dharampur, Kaprada
Vasudhara Dairy	Dangs	Ahwa
Panchmahal Dairy & Sabar Dairy	Panchmahal, Sabarkantha	Kadana, Ghoghamba, Bhiloda
Sabar Dairy	Sabarkantha	Meghraj, Vijaynagar
Bharuch Dairy	Bharuch	Valia, Jhagadiya

68,000 BPL tribal families have already been covered under the project, which was launched in 2007-08.





Integrated Dairy Development Project (IDDP)

Gujarat's Rs. 656 crore Integrated Dairy Development Project (IDDP) seeks to cover 78,616 Scheduled Tribe (ST) families living below the poverty line (BPL).

Of the total project cost, Rs. 378 crore will be borne by the government. Participating ST families will contribute Rs. 219 crore with the help of loan from GTDC, while the remaining amount will be borne by the seven district dairy cooperatives partnering in the project.

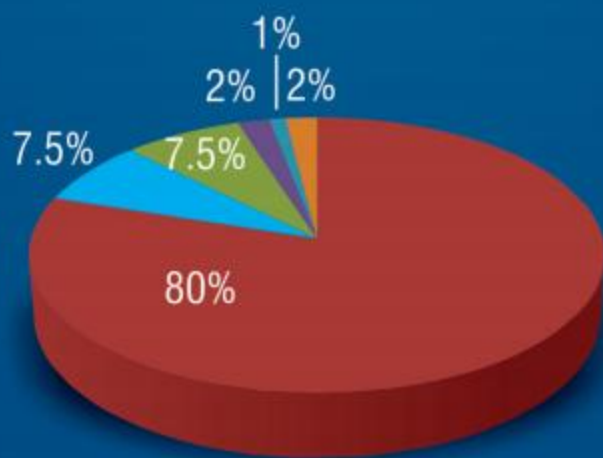


District-wise Expenditure Under Rashtirya Krishi Vikas Yojana			
District	Year-wise Expenditure (in Lac)		
	2011-12	2012-13	2013-14
NAVSARI	300	-	-
-	190	-	-
SURAT	300	-	-
B.K (CATTLE DEVELOPMENT PROJECT)	50	-	-
NARMADA (IDDP)	300	-	-
DANG (IDDP)	200	-	-
SURAT & TAPI (IDDP)	300	-	-
VALSAD (IDDP)	100	-	-
PM & S.K (IDDP)	50	-	-
VADODARA (INTEGRATED LIVESTOCK DEVELOPMENT PROJECT)	200	-	-
BHARUCH	-	200	75
S.K.	-	250	75



Project Highlights

- Every BPL tribal farmer gets 2 cattle heads worth Rs. 32,000 each under the Integrated Dairy Development Project. The unit cost, which includes other essential components, is Rs. 39,400 per cattle.
- He is entitled to another 2 heads of cattle through the Integrated Livestock Development Project.
- The unit cost per cattle is increased by the State Government to Rs. 54,400 from 2014-15, by providing additional subsidy of Rs. 15,000 per cattle.
- Monthly income of Rs. 3000-4000 per cattle guaranteed by the District Milk Cooperative.
- Coverage of all risks, including strengthening of forward and backward linkages.



Share of Project Components

- Milch cattle procurement (80%)
- Cattle & calf management (7.5%)
- Cattle support services (7.5%)
- Clean Milk Programme (2%)
- Training of participants (1%)
- Project Monitoring & Management (2%)

Dairy & Livestock Projects Being Implemented by DSAG

- 1) Integrated Dairy Development Project (started in 2007-08)
- 2) Integrated Livestock Development Project in association with JK Trust (started in 2010-11)
- 3) Integrated Dairy Development Project under CCD-PTG (started in 2007-08)
- 4) Integrated Livestock Development Project started in Surat, Tapi, Valsad and Dang districts in 2013 in association with BAIF
- 5) A renowned agency currently being indentified for concurrent evaluation of the project





IDDP Target-Achievements

Target : 78616

Total Target Achieved : 68000

Total no of milch cattle provided under the IDDP project of D-SAG : 78873 (2007-14)

Total expenditure from 2007-14 : Rs. 215 Crore

Sr. No.	Component	Sabar- kantha	Banas- kantha	Panchmahal- Dahod	Vasudhara, Valsad	Bharuch	Surat	Baroda
1	Cattle Shed	3652	1217	3500	1740	320	Nil	510
2	Utensil	1523	317	4384	6057	5906	3289	9010
3	Stainless Steel Can	1012	835	1000	2180	468	-	2700
4	Chaff Cutter	1359 + E-5	4649	20634	6067	4146 + 36(E)	-	6481 + 8(E)
5	Dairy Building	-	-	-	-	-	-	-
6	Milco Tester	-	-	-	-	-	-	2
7	AMCS	35	25	60	149	27	-	2
8	BMCU	4	24	1	-	-	-	19
9	Somatic Cell Counter	1	1	-	-	-	-	1
10	Bypass Cattle Feed Factory	-	1 Expansion	1	-	-	-	-



Strengthening Village Dairies

- 10,939 cattle sheds constructed for rearing healthy livestock
- 30,486 utensils and 8195 Stainless Steel Cans distributed for facilitating clean milk production
- 43,336 Hand Chaff Cutters and 49 Electrical Chaff Cutters distributed
- 298 Automatic Milk Collection Systems established at village milk cooperatives
- 48 bulk milk chilling units installed
- 3 Somatic Cell Counters with Bacto Scans, costing Rs. 95 lakh each provided at the district milk cooperatives for checking the quality of milk
- 2 By-pass Protein Cattle-feed factories established



Loan Repayment

Nearly 63% loan recovery rate in large number of villages.

Gujarat Tribal Development Corporation has disbursed loans worth Rs. 94.73 crore during the period 2007-14 to tribal families under the project, out of which Rs. 59.05 crore has been repaid. Remaining loan is not yet due.

Good Returns from Milk

Taluka	Avg. Monthly Income (in Rs.)
Dangs	3,068
Vansda	3,463
Chikhli	3,753
Kaprada	3,141
Dharampur	3,681

Source: TRTI Research Findings (2009-10)

Dairying as Mainstay of Project Families

There is high satisfaction level with Integrated Dairy Development Project amongst participating families, according to studies conducted by Gujarat Institute for Development Research, Ahmedabad and Tribal Research and Training Institute, Ahmedabad. Their studies found that dairy has become the mainstay of more than half the participating ST families, most of them are illiterate and dependent primarily on dairying for their livelihood.

In 2009-2010, Valsad, Navsari and Dangs districts witnessed substantial rise in average monthly income of the BPL ST participant families. The increase in monthly income of each family ranged from Rs. 3000 to Rs. 3700.

Increase in Milk Production

Significant increase in milk production has been reported due to IDDP, especially in those regions that did not have strong dairy linkages prior to the project.

In Santrampur and Kadana talukas, revenue from milk was Rs. 43.51 crore and Rs. 52.05 crore due to net milk production of 158.25 lakh litres and 192 lakh litres respectively in 2013-14.

Benefit From Dairy Activities In The Two Talukas		
Taluka	2013-14	
Santrampur, District Panchmahal	Milk Produced (Ltrs.)	Revenue (in Rs. crore)
	1.58 crore	43.51
Kadana, District Panchmahal	1.92	52.05



Integrated Livestock Development (ILD)

There are 373 ILD centers for livestock breed improvement, managed by JK Trust, with each centre having paravet workers to provide doorstep artificial insemination (AI) and other services. As many as 123 female paravet workers (mahila gopals) have been engaged among all the paravets engaged for these ILD centres.

High Quality Calves

- 31,000 crossbred calves born through AI so far.
- Of all the high quality calves born, there are an estimated 15,000 female calves that will have aggregate market value of over Rs. 30 crore at current prices once they reach adulthood.



Primitive Tribal Groups (PTGs)

IDDP has reached out to 2,895 PTG families in Songadh and Mandvi tribal sub-plan areas, through a special project at a cost of Rs. 34.08 crore. These PTG families have received high quality exotic cattle, such as Holstein, Fresein and Jersey cows. The project has now been extended to other districts as well.

Striking Results For PTG Families

- Provided with economic stability
- Forced migration has stopped, improving the quality of life
- Majority of the children now go to school as their families are able to lead a settled life
- Access to 'luxuries' such as cable TV, motorbikes and mobile phones





Gender Focus

Only female beneficiaries are entitled to receive high quality cattle under the IDDP project. This has not only given them right over the cattle, but also over the income from dairying. To facilitate their active participation, SATCOM based training is regularly imparted, where information on improved and scientific practices is directly relayed to them.

Cattle Development Through Public Private Partnership

Sardar Krushinagar Agricultural University, Dantiwada has partnered with DSAG in the Integrated Dairy Development Program, for introducing better germ plasm and genetic improvement of livestock. The project focuses on the indigenous Kankrej breed that can survive in harsh conditions of semi-arid regions and also has high resistance to disease.

- 250 farmers to be enrolled as cattle breeders
- Production and breeding will be managed and monitored by trained technocrats
- Five Gaushalas in non-tribal areas will participate to raise Kankrej cows
- Tribal youth will be trained to take care of AI and other health services
- Farmers will be trained for scientific approach to livestock farming at the Livestock Research Centre of Sardar Krushinagar Agricultural University (SDAU).





Integrated Dairy Development Project

Various development initiatives have hitherto treated animal husbandry and dairy farming as a part-time and auxiliary income activity. In majority of the cases, such initiatives have only been able to facilitate supplementary income to the poor without making any vital impact on tribal poverty.

The vision behind the Integrated Dairy Development Project was to transform dairying into a dynamic income generating enterprise for BPL tribal households. The Tribal Development Department envisaged doubling the income of the BPL families and bringing them out of poverty permanently. The Integrated Dairy Development Project commenced in 2007 initially with a tenure of seven years. All of the twelve tribal districts have been covered under IDDP. The project aims at creating a unit of at least four animals with each participant beneficiary by the end of the project period, so as to make dairying into a viable full-time activity. Two of these cattle will be developed in situ by the participant through support in better cattle management and rearing practices.

FOUR MAJOR STAKEHOLDERS

Tribal Development Department: The project is being implemented by the Development Support Agency of Gujarat (D-SAG), an autonomous society promoted by the Tribal Development Department.

Total Project Cost	Rs. 655.79 crore
Project Funding:	
Government Assistance	Rs. 378.15 crore
GTDC Credit	Rs. 219.18 crore
Dairy	Rs. 41.71 crore

* Rest of the cost is borne by the participants

District Dairy Cooperatives and NGOs:

Seven district level milk co-operatives and two NGOs are partners in this development initiative. DSAG utilizes their technical and managerial support to ensure successful implementation of the project.

Gujarat Tribal Development Corporation (GTDC): GTDC is treated as 'lender of last resort' and extends project credit @ 6% interest per annum to participants through the dairies.

ST BPL Participants: The target group receives a unit of two cattle through a combination of subsidy and GTDC loan. The remaining two units are obtained through AI services provided under the project. They also receive a number of other facilities and services through various other projects that support IDDP.

PROJECT COMPONENTS

- **Milch Cattle:** The aim of IDDP is to ensure that, by the end of the project, each beneficiary has four high-yielding cows or buffalos. The project provides good quality varieties, such as Holstein, Fresein and Jersey breeds.
- **Cattle Health and Support Services :** The project offers comprehensive health services for cattle to increase milk yield. These include vaccination, medicines, infertility treatment, and animal care visit by the veterinarians.
- **Assistance for Clean Milk Production :** To ensure high level of hygiene and low bacterial load in the milk, stainless steel cans and other utensils for milking are provided to the tribal BPL participants. Concerted efforts are made to increase awareness about the need for producing clean milk.
- **Support to District Level and Village Level Committees :** Several measures have been taken to improve infrastructure at village and district levels. These include providing bulk chillers, automatic milk collection systems, AI equipment, facilities for checking the quality of milk, and facilities for providing fodder and water to the cattle.
- **Administrative Support :** Concurrent monitoring and evaluation is done with the help of highly qualified technical team and software. Such a system has made it possible to centrally access data of each beneficiary regarding benefits received, status of loans, milk production and income records.
- **Training :** Since dairying is by and large a new activity for tribals, thrust is put on training and awareness generation, in order to ensure that they follow scientific practices in order to maximize milk yield.

PROJECT STRATEGY

- 'Gain-to-all' approach ensures that while the economic condition of participating families improve, the dairy cooperatives also gain through better infrastructure and increased milk availability at no extra cost.
- Integrated design of the project ensures availability of fodder, irrigation facility, cattle shed, cattle management services, veterinary support, strengthening of village and district dairies, quality milk production facilities, etc. leading to adequate protection to the cattle's life and quality.
- Project's long term sustainability is ensured by aiming for a sustaining unit of 4 cattle heads with majority of beneficiaries by the end of the project.
- All the perceived risks such as cattle nutrition and health, cattle management, diversion of healthy cattle, cattle loss and its timely replacement are adequately covered, which has led to an exceptionally high repayment rate.



- Cash subsidy for cattle is treated as viability gap funding and it is carefully examined periodically for calculating internal rate of return to the participants.
- Few 'add on projects' are also launched to address some of the critical gaps in a more focused manner.

BEST PRACTICES OF IDDP

- Over 63% recovery of loan installments by eliminating participant level risks, simplifying loan disbursement procedure where GTDC releases credit in advance to the district dairies and the participating families simply have to simply fill the loan form to get the cattle without any procedural difficulties.
- Emphasis on procurement of quality cattle through well advertised cattle camps, where beneficiaries choose the cattle and agree on its price by personal inspection.
- Concurrent external evaluation and close monitoring of income enhancement, quality of project services and participants' satisfaction level. The monitoring reports are uploaded on the official website.
- A toll free and well publicized help line has been established for grievance redressal.
- IDDP is close to achieving 3-sigma level accuracy, meaning up to 99.7% accuracy in beneficiary selection and delivery of inputs to them. Project Sunshine and Jeevika Projects being implemented by D-SAG have already achieved this status.
- IDDP follows a unique saturation approach, where eligible beneficiaries' list is being provided by D-SAG, and clusters covering 10-20 villages in every taluka are decided annually to ensure that all the eligible beneficiaries are routinely covered under the project. This approach has also ensured availability of improved dairy infrastructure to even non-BPL households.
- It is a completely women-friendly project, where ST beneficiaries are women only. Effective participation of women is ensured by actively involving them in every training program.

SOME UNRESOLVED CONCERNS

- Shortage of quality cattle has considerably impacted the coverage of ST families in last few years, which has prompted D-SAG to launch few focused 'add-on' projects to improve the availability of quality cattle.
- Majority of the project areas being drought prone, shortage of fodder is experienced sometimes by beneficiaries during summer months. This issue is now being addressed by encouraging them to commercially grow high yielding fodder. About 4,000 beneficiaries are expected to register under this campaign during the current year.
- Substantial number of non-descript, low productive cattle in the project area divert of the attention of beneficiaries.

SUPPORTING PROJECTS

Several projects have been introduced and converged with IDDP to make dairying profitable and successful.

- Integrated Livestock Development Project for breed improvement of cattle
- Heifer Rearing Project to ensure that female calves grow into healthy adults
- Cattle Development Project through public-private partnership, to meet IDDP's requirement for good quality cross-bred cattle

- Conservation cum Development Program for PTG families, for introducing dairying activity among the most vulnerable tribal sections
- Project Sunshine for providing fodder from the residue produced from maize cultivation.

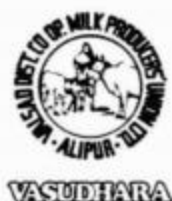
Integrated Livestock Development

The integrated Dairy Development Project commenced in 2008 and is being implemented by J. K. Trust Gram Vikas Yojana. The project seeks to provide integrated breeding, feeding and cattle improvement services to the dairy farmers.

PROJECT COMPONENTS

- **Cattle Management** : A significant gap in prevalent rearing practices can result not only in low production but also endanger the health and sometimes life of the animal. Essential training is imparted to adopt scientific dairy cattle management techniques. Guidance is provided in the areas of balanced feed, improvement in the quality of local feed and fodder, supplementing of minerals, fodder cultivation and preservation techniques.
- **Breeding** : J. K. Trust Gram Vikas Yojana has undertaken crossbreeding of nondescript cattle and buffaloes to ensure improved milk yield of crossbred calves over the project period. Breeding services are being provided at the doorstep of the farmers. They use high quality semen for AI.
- **Animal Health** : The ILD project spreads awareness regarding the importance of taking care of the animal's health. With the help of veterinary doctors, paravets (mahila gopals) take care of the overall health aspect of the animal.
- **Castration** : Castration of the scrub bulls helps to prevent breeding of local nondescript bulls.
- **Vaccination** : Preventive vaccination against common diseases is being undertaken every year with the support of Department of Animal Husbandry.
- **De-worming** : De-worming tablets are given regularly to the newborn calves at affordable rates.
- **First Aid** : First aid services for the cattle are provided on need basis by paravets and the veterinary doctors.
- **Infertility Treatment** : Infertility is a major concern in animal farming. Infertility camps are organized in project areas to address the issues related to infertility.

PROJECT PARTNERS





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