GOVERNMENT OF ODISHA
FISHERIES & ANIMAL RESOURCES DEVELOPMENT DEPARTMENT

Scheme: **Nationwide Artificial Insemination Programme (NAIP) Phase–II during the year 2020-21**

1. BACKGROUND :

"Rashtriya Gokul Mission" a Central sector Scheme has been launched in Dec. 2014 with the aim of enhancing milk production and productivity of bovine population in the country along with focus on Conservation and Development of Indigenous breeds. During 2019-20, a new programme namely Nationwide Artificial Insemination Programme (NAIP) was launched in 605 districts of the country having less than 50% A.1 coverage.

Accordingly, all the 30 districts of Odisha have been chosen for implementation of the programme during 2019-20. The programme was implemented to cover 300 villages/ clusters in each districts has been identified for implementation of the programme. Under these programme 6 lakh animals has been targeted for coverage in the state and against which 6.82 lakh animals were covered. Over 3.8 Lakh farmers got benefitted through this programme.

Owing to the success of the programme, it has been decided to continue the campaign mode AI programme in the name NAIP Phase-II in all 30 districts of the State, covering all breeds of bovines.

2. RATIONALE :

Artificial Insemination is one of the key strategies to increase the productivity of bovines by upgrading their genetic potential. At present, the average A.I. coverage of the State is about 30%. Rest of the 70% are either left unbred or bred with scrub bulls of unknown genetic merit. Low AI coverage indicates the poor implementation of breeding programme.

Hence, it has been decided to implement a campaign mode A.1 programme in districts with less than 50% A.I. coverage which includes the Aspirational districts of the State. The rationale behind choosing districts below 50% A.I. coverage is to bring these districts to reach the targeted 70% coverage in next five years. The advantage of campaign mode program is that the work that is generally done in an year can be carried out in a few months and to spread awareness about the programme, raising demand for A.I.

3. OBJECTIVE OF THE PROGRAMME :

Providing doorstep reliable A.I. delivery system.

a)   Birth of genetically superior male and female bovine breeds.

b)   Increase in Milk Production.

c)   Adoption of A.I. technology by large number of Farmers.

d)   Increase in Farmers' income.

4. AREA OF OPERATION AND DURATION OF THE PROJECT :

The Programme NAIP-II will be implemented in all the 30 districts of the State from 1st August 2020 to 31st May 2021 over a period of 10 months covering 500 villages per district. In every village a minimum of 100 animals are targeted for coverage.

Every selected village will be allocated with separate Artificial Insemination (A.I.) worker so that 3-4 inseminations per A.I. worker per day is done. All breeds of cattle and buffaloes will be covered under this programme. The AI activities of the project will be completed over a period of 10 months. Monitoring of the project and follow-up of all the animals covered under the programme will be continued till calves are born.

5. FUNDING PATTERN :

The activity will be covered under the scheme Rashtriya Gokul Mission under the component of "Development and conservation of indigenous breeds" as per the guidelines of the scheme. The sub-scheme will be implemented as per the funding pattern approved under RGM on 100 % grant in aid basis.

6. IMPLEMENTING AGENCIES :

The programme will be implemented by Odisha Livestock Resources Development Society (OLRDS) being the State Implementing Agencies (SIAs). In the programme all stake holders involved in Bovine breeding activities in the State like OMFED, private reputed NGO, BAIF will be involved. The A.I. services will be provided through field A.I. institutions spread over 30 districts.

7. SALIENT FEATURES :

i. **Indigenous cows** will be upgraded with the semen of High yielding Indigenous Breed bull (selective breeding) with the Minimum Standards (MS) of above 3000 Kgs.

ii. **Non-descript cows** either may be upgraded with the semen of high yielding Indigenous breed (grading up) meeting above mentioned defined minimum standards or using semen of exotic breeds (Cross breeding).

iii. **Crossbred cows** may be upgraded with the use of semen of high yielding crossbred bulls (inter se mating) limiting exotic inherence to 50% or upgraded with the semen of high yielding exotic bulls limiting exotic inheritance as per the State breeding policy. Further, indiscriminate cross breeding will be avoided by adhering to the notified State breeding policy.

iv. **Non-descript buffaloes** should be upgraded with the semen of high yielding buffalo Murrah bulls as per the State breeding policy.

v. In villages where co-operative societies are available, A.I shall preferably be done through Dairy Cooperative Societies (DCS)/ through cluster A.I centres of dairy co-operatives.

vi. All purchases of semen will be made from the 'A' and 'B' graded Semen Stations accredited by Central Monitoring Unit (CMU) only.

vii. The relevant available copies of sire directory in regional languages to the A.I technician giving details of Bull identification number, Dam's lactation yield/ Breeding value, fat % including the photograph of the used bull, The A.I. technician shall make this information available to the farmer and after performing AI, the empty straw shall also be made available to the farmer, who can check it through Sire Directory available on e-pashuhaat.

The name and mobile number of A.I. technicians' will be made public for use of farmers.

viii. **Incentive for A.I. and Calf born-** Incentive will be made available to the technician @ Rs.50/ per A.I. and Rs.100/- per calf born. All incentives for A.I. technicians to be disbursed strictly based on the data uploaded on INAPH and verification of the data by the concerned District Animal Husbandry Officer.

8. A.I. DATA UPLOADING IN NATIONAL LEVEL PORATL :

- All the A.I. technicians have been imparted training on recording of A.I. data.

- All the animals covered under the programme shall be identified using UID and their data shall be uploaded on INAPH database.

- All inseminated animals will be given Animal health Card (Nakul Swasthya Patra)

- The A.I. technician will make registration on Animal Details.

- After filling up animal registration, he has to fill up details of the owner of the animal.

- Once registration of animal and owner is over, he has to fill up details on A.I. under AI transaction,

- After 3 months of insemination, he has to fill up the result on pregnancy diagnosis whether the animal has become pregnant or not.

- After an approximate period of 10 months, he has to enter the data on details of calving.

- The A.I. technicians, who have been given tablets under Pashu Sanjivani, must use the tablet directly or use their mobile phone for uploading data on INAPH LITE application on INAPH data base managed by National Dairy Development Board (NDDB).

- If tablets are not available, the A.I. technicians shall record information on the data sheet and shall either themselves upload the data through their mobiles or shall submit to the officer designated by District authorities for uploading of data on INAPH data base.

- Daily reporting of village wise and district wise progress on the No, of AI done will be done by the concerned CDVOs on INAPH data base so as to provide public scrutiny/ assessment of the programme.

- Data Entry Operator (DEO) will be involved at district offices to upload the progress in the portal & to check up all the INAPH entries and ensure all entries have been done as per format.

9. AWARNESS & PUBLICITY :

i. At Village level:

Banners should be displayed in prominent places and at the sites where A.I is done. Village wise details of AI technicians shall be shared by State and same detail will be displayed in each village through wall paintings, posters etc.

ii. At District level:

Leaflets in regional language should be prepared by the concerned Chief District Veterinary Officer on the following and to be distributed compulsorily to all the farmers for creating awareness.

- Benefits of A.1. over natural service.
- Detection of heat symptoms.
- Regarding the information printed on the semen straw -bull No., Breed, MSP etc.
- Advantages of high yielding semen for enhancing the productivity.
- Critical level of Liquid Nitrogen, expected date of pregnancy verification.
- Creating awareness among farmers to ask for the empty straw to the A.I technician after A.I is done to know about the details of semen used for A.1 and about the bulls.

iii. Public Participation:

Member of Parliament along with Member of Legislative assembly shall be invited for the inauguration of programme. The programme shall be organised to create wide publicity in a simple manner.

iv. At State level:

For creating awareness about the programme at the State level, printing of AI formats, preparing and broadcasting of Radio jingles on the importance of A.I, organising awareness camps and Publicity through Television will be taken up.

10. EXPECTED PROJECT OUTCOME:

- Around 15 lakh animals will be covered & would result into birth of 4-5 lakh superior male and female calves.
- Due to this campaign mode approach, about 2-2.5 lakh superior female calves will be produced which will yield 10 lakh liters of milk per annum after 3 years.
- Cows and buffaloes worth Rs.750.00 Crores (Rs.30,000/- per adult cow) will be added to the farmers' household.
- Through sale of milk, dairy farmers will earn an additional income.
- There will be improvement in the indigenous breed population by the addition of more milch animals to the dairy herd of the State.