

**ANIMAL HUSBANDRY DEPARTMENT
RASHTRIYA KRISHI VIJAY YOJANA (RKVY) 2012-13
INDUCTION OF MILCH ANIMALS –GUIDELINES**

1. Rashtriya Krishi Vikas Yojana (RKVY) is being implemented in all the districts with Central assistance during the year 2012-13 to increase the production from livestock sector.
2. Augmentation of Milk production is one of the approved projects under RKVY and the following components have been taken up under augmentation of milk production.

A. Induction of 2 milch animals units.

B. Induction of Medium Dairy Units with 20 milch animals .

Component-I. INDUCTION OF 2 MILCH CATTLE UNIT:

3. 2-milch animal units will be provided to the farmers with **50% subsidy** on cost of milch animals to create subsidiary source of income to the beneficiary.

SELECTION OF BENEFICIARIES:

4. Beneficiaries will be from among BPL families.
5. The beneficiary should have minimum experience in maintaining milch animals.
6. Preference will be given to small & marginal farmer and such farmers should spare a minimum of 0.25 acres land to establish Fodder plots.
7. The eligibility criteria for selection of beneficiaries should not only be the possession of **white card**, but also other conditions like experience in maintaining milch animals , fodder availability etc.,
8. Preference will be given to SC/ST candidates and disabled persons as per the stipulated Government norms.

SELECTION PROCEDURE:

9. Animal Husbandry Department will implement the programme by formation of District-level committee under the Chairmanship of the District Collector and Project Director (DRDA), Joint Director (AH), AGM (NABARD), Lead District Manager & Representative of APDDCF or Dairy Union. The Joint Director (AH) will act as member convener for District-level committee meetings and other protocols.
10. The District Collector will distribute the targets across the district, within the selected Mandals and finalization of the villages in which the assistance would be provided on a rational basis taking into consideration of both backward and

forward linkages required for successful implementation of the scheme.

11. Necessary action will be taken by District-level Committee to finalize the Bank-wise and Branch-wise targets by convening a Special DCC for this purpose.
12. Mandal Level Committees Headed by MPDO will be formed for preparation of action plan and review of implementation of the programme in the Mandal. The Mandal Level Committees will identify the beneficiaries by conducting Gramsabhas in the selected villages. In the process of beneficiary selection, proper representation will be given to SC /ST families and disabled persons as per the stipulated norms.
13. All the milch animals inducted under the scheme shall be insured. To facilitate for taking up of Insurance coverage, the representative of the Insurance Company should be co-opted as member of the District-level Committee.
- 14. Training to the beneficiaries:**
 - The selected beneficiaries shall be oriented on dairy Management practices for 2-3 days at DAHTCs/ RAHTCs
 - A half day visit to the model dairy Farm shall be arranged during the training.
 - The beneficiaries shall also be oriented on selection of milch animals.

TYPE OF MILCH ANIMALS:

15. Crossbred Cows and Murrah buffaloes will be promoted.
16. Milch animals units will be sanctioned with 2 animals.
17. Murrah buffaloes producing 8-10 liters and CB cows producing 10-12 liters of milk per day will be promoted.

UNIT COST AND SUBSIDY PATTERN:

18. The cost of Murrah buffalo and CB Cow will be taken up as per the approved new RC Rates for the year 2012-13 vide GO Ms.No. GO Ms.No. 55, DT: 8-10-2012 of the AH, DD & F (AH.III) Department, GoAP, Hyderabad. The following rates have been taken to reach the Unit cost and subsidy amount.

Murrah Buf. (10 Liters): Rs. 50,000/-
CB Cow (12 Liters) : Rs. 40,000/-

19. The details of Unit cost and subsidy pattern will be as follows.

S. NO.	ITEM/SUBJECT	NOs	Buf. Unit(2 Animals)			Cow Unit (2 Animals)		
			RATE (in Rs)	TOTAL AMOUNT (in Rs)	Subsidy	RATE (in Rs)	TOTAL AMOUNT (in Rs)	Subsidy
1	Cost of Milch Animals	2	50,000	100000	50000	40,000	80000	40000
2	Insurance@ 4%	2	2000	4000	4000	2000	4000	4000
3	Feed support for 4 months @ 2500 per month	2	10000	20000	5000	10000	20000	5000
4	Transport charges	2	6000	12000	10000	6000	12000	10000
5	Healthcare and mineral supplementation	2	3000	6000	2000	3000	6000	2000
Total				142000	71000	61,000	122000	61000

Funding pattern:

20. Subsidy :

A subsidy of Rs. 71,000/- will be provided on Unit cost of Buffaloes with two milch animals from RKVY.

A subsidy of Rs.61,000/- will be provided on unit cost of CB Cows with 2 milch animals from RKVY.

21. Non-subsidy:

The non-subsidy will be met from beneficiary contribution or loan from Nationalized Banks/ SC, ST, BC Corporations/ITDA/DRDA and other Government agencies. The non subsidy portion will not be met from private Firms.

22. Targets:

The district-wise physical and financial targets are placed in Annexure.

COMPONENET-2 :**INDUCTION OF MEDIUM DAIRY UNITS WITH 20 MILCH ANIMALS**

1. It is proposed to promote Medium Dairy Units with 20 Milch animals under RKVY during the year 2012-13.

OBJECTIVES:

2.
 - To promote entrepreneurship among rural, unemployed youth.
 - To provide full time self- employment to educated un-employed youth.
 - To promote commercial dairy enterprises on a larger scale.
 - To develop model Dairy Farms in the State.
 - To increase milk production in the state.
 - To empower women dairy entrepreneurs.

Unit Cost and subsidy pattern:

No. of Animals per Unit: 20 milch Cows/ Buffaloe.

Total Unit cost : Rs.11.10 lakhs for cow and Rs.13.50 lakh for buffaloe.

A. Buffaloe Unit with 20 Milch animals:

S. NO.	ITEM/SUBJECT	NOs	RATE (in Rs)	TOTAL AMOUNT (in Rs)
1	Cost of Milch Animals	20	50000	1000000
2	Insurance	4%	2000	40000
3	Shed Construction (@ 50 Sft/animal with calf & Rs.200/sft)	50	200	200000
4	Milking Machine (Power Operated)	1	35000	35000
6	Cost fodder cultivation	2	5000	10000
7	Chaff cutter(3HP)	1	40000	40000
8	Cost of feeding for one month @ Rs.10/Kg(4 kg per animal/day)	20	1200	24000
Total				1349000
Say				Rs.13.50 Lakh

CB Cow Unit with 20 Milch animals:

ITEM/SUBJECT	NOs	RATE (in Rs)	TOTAL AMOUNT (in Rs)
Cost of Milch Animals	20	40000	800000
Insurance	4%	1600	32000
Shed Construction (50 sft per animal)	50	200	200000
Milking Machine	1	35000	35000
Cost fodder cultivation (1 acre per 7 animals)	2	5000	10000
chaff cutter	1	40000	40000
Cost of feeding for one month @ Rs.10/Kg(4 kg per animal/day)	20	1200	24000
Total			1141000
		Say	11.41

C) SUBSIDY PROPOSED FOR BOTH COWS & BUFFALOES.

S.NO.	ITEM/SUBJECT	NOs	RATE (in Rs)	TOTAL AMOUNT (in Rs)
1	Subsidy on cost of milch animals including Insurance/ Transport etc.	20	10000	200000
2	Shed Construction	1	50000	50000
Total				250000

3.FUNDING PATTERN:

1. Beneficiary Contribution 10% of the Unit cost.
2. Subsidy @ Rs. 2.50 per unit from RKVY programme
3. Remaining portion as Bank loan

Selection of Beneficiaries:

4. Rural unemployed youth , Women Self Help Groups will be selected.
5. The beneficiary should invariably possess minimum of 2 Acres of irrigated land in his name or family members. If it is leased land proper legal documents should be enclosed while submitting the application.

6. The beneficiary should possess minimum educational qualification of 10th/SSC or above for eligibility.
7. The beneficiaries should have minimum experience in maintaining milch animals.
8. Preference will be given to SC/ST candidates and disabled persons as per the stipulated Government norms.

Selection Procedure:

9. 1. Mandal Level Committee:

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|---|------------|
| a. Divisional Assistant Director (AH) | : Chairman |
| b. Veterinary Assistant Surgeon | : Convener |
| c. Mandal Parishath Development Officer | : Member |
| d. Banker | : Member |

2. : District level committee

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|--------------------------------|------------|
| a. District collector | : Chairman |
| b. Joint Director (AH) | : Convener |
| c. Project Director (DRDA) | : Member |
| d. Lead District Manager (LDM) | : Member |

10. The Mandal Level Committee should scrutinize all the documents along with the eligibility criteria and physically inspect the land/fodder and certify the same along with recommendations.
11. The District Selection Committee should verify all the applications forwarded by the Mandal Level Committee and finalize the list of beneficiaries based on eligibility.
12. The Final list should be submitted to the District Collector for approval.
13. The District Selection Committee should implement the programme without giving scope for critics as this innovative higher outlay scheme has been introduced first time in the state under RKVY programme.
14. Wide publicity should be made through print media and electronic media.
15. The beneficiary should submit all the relevant documents/certificates along with the application for selection.

Training to the beneficiaries:

16.
 - The selected beneficiaries shall be oriented on dairy Management practices for 2-3 days at DAHTCs/ RAHTCs
 - A half day visit to the model dairy Farm shall be arranged during the training.
 - The beneficiaries shall also be oriented on selection of milch animals.

Grounding of Scheme:

17. Immediately after selection of the beneficiaries, the Bank consent shall be obtained.
18. Once the Bank gives the consent for the loan portion, the District Selection Committee shall sanction the Unit in the name of the beneficiaries. Training of the selected beneficiaries shall be planned.
19. Meanwhile, the beneficiaries shall ensure the fodder production in a minimum of 2 Acre of Land.
20. A subsidy amount of Rs. 50,000/- will be provided towards construction of shed . Hence , the beneficiaries shall initiate the construction of Shed .
21.
 - The Divisional Assistant Director (AH) shall visit the fodder plot and Shed and shall ensure the fodder production and shed construction. Basing on the Certificate given by the Divisional AD(AH), an amount of Rs.50,000/- will be provided to the beneficiaries towards shed construction.
 - Milch animals shall be procured from the RC approved Firms and as per the RC approved Rates of the year 2012-13. Twenty milch animals shall be grounded in two spells in a minimum gap of 3 months , 10 milch animals in each spell. Subsidy @ Rs.10,000/- per animal will be released after the grounding of the milch animals .The Total subsidy of Rs.2.00 Lakh will be released after grounding of milch animals in two spells.
22. **Physical and Financial targets:**
 - The district-wise physical and financial targets are enclosed at Annexure.
23. **Linkages:**
 - The following linkages shall be provided to each unit to make the Model Dairy Unit.
 1. **Milking Machine:** A subsidy up to a maximum of Rs.15000/- will be provided towards Milking Machines.
 2. **Fodder development** : Subsidy will be provided towards procurement of fodder seed.
 3. **Chaff Cutter & Silage Pit:** A subsidy of approximately Rs.30,000/- will be provided towards Chaff Cutter, Silage pits and operational Charges from AFDP programme.

24. General guidelines:

- The list of the beneficiaries shall be maintained at Institutional level, divisional level and district level.
- Proper acquaintance shall be obtained from the beneficiaries and all relevant records shall be maintained.
- Utilization certificates shall be submitted after spending the subsidy.
- Success stories in the form of video, photos, farmers statements shall be collected and submitted to Head Office from time to time as the GoI is insisting for furnishing the Success stories.
- The JDs (AH), Divisional Assistant Directors (AH) shall periodically inspect the assets provided under RKVY for proper guidance and follow up action.
- All the inducted milch animals shall be covered under health and fertility camps to ensure maximum production.
- MPR shall be submitted by 2nd of every month.

Sd/- DIRECTOR
