

Theme	Livestock Development
Title	Transforming Livelihoods of Small & Marginal Farmers through Integrated Livestock Development
State (s)	Andhra Pradesh, Telangana and Karnataka
District (s)	Prakasam, Guntur, West Godavari, Nellore, Khammam, Mysore & Hassan
Evaluation Agency	Creative Agri Solutions Pvt. Ltd. (CASPL)
Period of Study	September, 2018 – January, 2019

### Executive Summary

#### Objective(s):

The objective of the study was to assess the livestock development programme based on three broad areas: i) efficacy of the programme as compared to other similar programme & service providers; ii) the socio-economic impact on the farmers; and iii) success in the promotion of native breed population in the project locations.

#### Key Findings:

- In Andhra Pradesh (AP) and Telangana, majority of farmers own buffalo (93%) which are upgraded to Murrah breed using Artificial Insemination (AI). AI has significantly contributed in improving the characteristics of Ongole (Telangana & AP) and Hallikar (Karnataka) cattle breed in project locations leading to improved herd size and better quality animals.
- Project Cattle Development Centres (CDCs) efficiency was rated higher compared to other service providers by almost all respondents across locations on account of its timeliness of service delivery, good conception rate, doorstep AI service, complete & regular follow-up and appropriate knowledge sharing on best animal husbandry practices.
- The project farmers have been maintaining a higher average herd size of 7.32 in AP & Telangana and 4.43 in Karnataka, as compared to 5.28 and 3.26, respectively, for control farmers.
- Feed and fodder are significant inputs and therefore account for a major part of the cost for animal owners. Due to motivation from the project, 65% of farmers in Karnataka are growing green fodder as compared to control farmers (29%).
- All project farmers across the three states access AI services, while 48% of control farmers use natural service in AP and Telangana.
- Project farmers have reported a higher rate of conception: an average of 2 inseminations for a pregnancy in AP & Telangana and 2.2 in Karnataka as compared to 2.2 and 2.8 for control farmers, respectively.
- Calving rate for buffaloes in project locations of AP & Telangana is 40% as compared to 37% for control farmers and for crossbred cattle in Karnataka it is 47% as against 37% in control location.

- CDC Artificial Insemination Technicians (AITs) educate farmers on vaccination and help them in accessing veterinary doctors and the services i.e. 95% of project farmers in AP & Telangana affirmed the role of CDC AITs in accessing the services of government hospitals.

The table below highlights the income of farmers through sale of milk:

State Name	Average Milk production per day (litres)	Average Milk Sold per day (litres)	Annual Income (Rs.)
Andhra Pradesh & Telangana <sup>1</sup>	3.75	3.5	Rs. 30,590
Karnataka <sup>2</sup>	6.2	6	Rs. 30,360

*Note: 1- Assuming that 805 litres of buffalo milk sold at an average price of Rs. 38 per litre.*

*2 – Assuming that 1,320 litres of cross-breed cattle milk sold at an average price of Rs. 23 per litre.*

#### Areas for Improvement

- Other avenues such as training for provision of first aid, providing vaccination (at a cost) and sale of inputs like feed concentrates through the Centres can augment the income of the technician and contribute to sustainability.
- The programme can diversify its activities by directly supporting inputs, other than AI, for dairy husbandry such as feed and fodder, veterinary services, housing and linkages with relevant government schemes and programmes.
- Work with group of farmers for developing dense set of fodder banks wherever possible in order to support the dairy enterprise.
- Programme can potentially tie up with MGNREGA to construct cattle sheds that would allow better management of animals, reduce possibilities of diseases and enable the farmers to increase their herd size.
- Wall paintings for awareness generation can be more pictorial in nature and have information displayed in a more concise and self-explanatory manner. This would ensure that the paintings will have a higher recall factor and therefore be more effective in its objective.

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*In case you would like to know more on the study please write to us at: [itcmsk@itc.in](mailto:itcmsk@itc.in)*