

GOVERNMENT OF INDIA
MINISTRY OF FISHERIES, ANIMAL HUSBANDRY AND DAIRYING
DEPARTMENT OF ANIMAL HUSBANDRY AND DAIRYING
RAJYA SABHA
STARRED QUESTION No. 112
TO BE ANSWERED ON 30th JULY, 2025

AWARENESS PROGRAMME FOR LIVESTOCK FARMERS

112: SHRI ASHOKRAO SHANKARRAO CHAVAN:

Will the Minister of **FISHERIES, ANIMAL HUSBANDRY AND DAIRYING**
be pleased to state:

- (a) whether Government organised a virtual awareness program for livestock farmers in country through Common Service Centres (CSCs) recently;
- (b) if so, the details thereof along with aims and objectives of organising said program;
- (c) the total number of livestock farmers participated in this event from across country, state-wise;
- (d) whether any initiatives are being implemented to promote scientific breeding and improve fodder quality in the country and, if so, the details thereof; and
- (e) the other steps/measures taken/being taken by Government to create awareness among livestock farmers regarding diseases of livestock, vaccination to livestock breed improvement, zoonotic disease control and sanitation practices?

THE MINISTER OF FISHERIES, ANIMAL HUSBANDRY AND DAIRYING

मत्स्य पालन, पशुपालन और डेयरी मंत्री

(SHRI RAJIV RANJAN SINGH ALIAS LALAN SINGH)

- (a) to (e) A statement is laid on the Table of the House

**STATEMENT REFERRED TO IN REPLY OF RAJYA SABHA STARRED QUESTION
NO. 112 PART (a) TO (e) ON “AWARENESS PROGRAMME FOR LIVESTOCK
FARMERS” TO BE ANSWERED ON 30.07.2025**

(a) to (b) Yes sir. The Department of Animal Husbandry and Dairying has organised three virtual awareness programs for livestock farmers in the country through Common Services Centers (CSCs) in the current year. Aims and Objectives of the awareness programmes through Common Services Centres is for creating awareness of schemes of Department of Animal Husbandry & Dairying locally and to serve as a platform for knowledge sharing, policy awareness, and promoting entrepreneurship, highlighting the vital role of livestock farmers in rural development.

The details of these three programmes conducted are as under:

- i. Virtual awareness programme organized through 2000 CSCs location on 7th March 2025 on “Zoonotic Diseases” to raise awareness amongst women livestock farmers with the following topics:
 - The transmission and impact of zoonotic diseases
 - The importance of clean milking practices
 - The role of ethnoveterinary medicine in animal health management
 - Preventive measures to mitigate risks associated with zoonotic infections
- ii. Virtual awareness programme on “Improving Livestock Productivity” organized on 11th July 2025 through 2000 CSCs location with the following topics:
 - Breed conservation and productivity enhancement through Genomic Selection and AI network
 - Importance of vaccination against Brucellosis and Rabies
 - Prevention and control of zoonotic diseases at the community level
 - Sanitation and hygiene in animal husbandry practices
- iii. Virtual awareness programme on “Enhancing Livestock Productivity” organized on 23rd July 2025 through 4000 CSCs location with the following topics:
 - Awareness on Vaccination
 - Bio Security
 - Clean Milk Production
 - New Component of National Livestock Mission (NLM)
 - In-Vitro Fertilization (IVF) and Sex-Sorted Semen (SSS)
 - Kisan Credit Card (KCC)

(c) Total number of livestock farmers participated in above three virtual awareness programmes from 8000 CSCs locations across the country was more than 4 Lakh. Details of participation of farmers through Virtual Awareness Camp are attached at Annexure, Table 1 to 3.

(d) The Department of Animal Husbandry and Dairying is supporting the States/Union Territories to promote scientific breeding and improve fodder quality through the implementation of following schemes:

1. **Rashtriya Gokul Mission (RGM):** In order to complement and supplement the efforts of the State and Union Territories, the Department of Animal Husbandry and Dairying is implementing Rashtriya Gokul Mission for development and conservation of indigenous bovine breeds, genetic upgradation of bovine population and enhancement of milk production and productivity of bovines across the country in a scientific and holistic manner.

Following initiatives are being taken under the scheme to promote scientific breeding:

(i) Nationwide Artificial Insemination Programme is being implemented to enhance artificial insemination coverage in districts with less than 50% Artificial Insemination Coverage. As on date 9.16 crore animals have been covered, 14.12 crores Artificial Insemination have been performed and 5.54 crores farmers benefitted under the programme;

(ii) Progeny Testing and Pedigree Selection is being implemented to produce high genetic merit bulls, including bulls of indigenous breeds. So far 4243 high genetic merit bulls have been produced and made available to semen stations for semen production;

(iii) Accelerated breed improvement programme using IVF technology and sex sorted semen is being implemented for rapid genetic upgradation of bovine population. Under ABIP using IVF technology, so far 6637 embryos transferred, 1247 pregnancies established and 785 calves born under the programme including 731 females.

(iv) Multi-purpose Artificial Insemination Technicians in Rural India (MAITRIs) are trained and equipped to deliver quality Artificial Insemination services at farmers' doorstep. As on date, 38736 MAITRIs have been trained and inducted.

(v) Strengthening of Semen station: So far strengthening of 47 semen stations have been sanctioned.

2. **National Livestock Mission (NLM):** The scheme envisages following two Sub-Missions: (i) Sub-Mission on Breed Development of Livestock and Poultry; (ii) Sub-Mission on Feed and Fodder Development and the details of the activities covered under these Sub-Missions are as under:

I. **Sub-Mission of Breed Development of Livestock and Poultry :** This Sub-Mission has following activities: (I) Establishment of Entrepreneurs for breed development : under this activity following sub activities are included (i) Establishment of

Entrepreneurs for breed development of rural poultry and (ii) Establishment of Entrepreneurs for breed development in small ruminant sector (Sheep and Goat farming), (II) Genetic Improvement of Sheep and Goat Breeds: under this activity following are sub activities: (i) Establishment of Regional Semen Production Laboratory and Semen Bank for Sheep and goat; (ii) Establishment of State Semen Bank; (iii) Propagation of Artificial Insemination centres and (iv) Import of Exotic sheep and goat germplasm. (III) Promotion of Piggery Entrepreneur. (IV) Genetic Improvement of pig breeds: under this activity following activities are implemented: (i) Establishment of Pig Semen collection and Processing Lab and (ii) Import of Exotic pig germplasm. (V) Establishment of Entrepreneurs for horse, donkey, mule and camel. (VI) Genetic Improvement of Horse, Donkey, Mule, Camel: (i) Regional Semen Station for Horse, donkey and camel; (ii) Nucleus Breed Farm for Conservation of Horse/Donkey/Camel germplasm and (iii) Breed Registration Society. Under this submission, for sheep and goat, two Semen Station Laboratory has been established in Andhra Pradesh and West Bengal respectively. Further, One Regional Semen Laboratory has been sanctioned for Assam State. Financial support has also been provided for four State Semen Bank for sheep and goat.

II. **Sub-Mission on Feed and Fodder Development:** - The objective is to enhance the fodder availability with following components namely,

- i. Assistance for quality fodder seed production under which the incentives are provided for:
 - (a) Breeder seeds up to Rs.250/kg
 - (b) Foundation seeds up to Rs.150/kg and
 - (c) Certified seeds up to Rs.100 Rs/kg
- ii. Entrepreneurial activities in feed and fodder for Infrastructure development related to Hay/Silage/Total Mixed Ration (TMR)/ Fodder Block and storage of fodder where in subsidy of 50% of the total project cost (up to Rs.50 lakhs) is provided to the beneficiaries.
- iii. Establishment of seed processing and grading infrastructure under Entrepreneurial activities where in subsidy of 50% of the total project cost (up to Rs.50 lakhs) is provided to the beneficiaries.
- iv. Fodder Production from Non-Forest Wasteland/rangeland/Non arable lands.
- v. Fodder Production from Forest Lands

Under this Sub Mission, fodder development activity is undertaken through strengthening of fodder seed chain (Breeder-Foundation-Certified) thereby improving the availability of certified/quality fodder seeds required for production of high quality and nutritious fodder.

Indian Council of Agricultural Research (ICAR) - Indian Grassland and Fodder Research Institute (IGFRI) Jhansi along with its All-India Co-ordinated Research Project (AICRP) on Forage Crops & Utilization with 22 coordinated centers located in 21 States of the country are dedicatedly working on development of high yielding and nutritious fodder crop varieties for different agro-climatic conditions of the country and many varieties have been developed.

(e) In order to complement and supplement the efforts of the State and Union Territories to create awareness among livestock farmers regarding diseases of livestock, vaccination, breed improvement, zoonotic disease control and sanitation practices, the Department has made awareness generation as integral part of the various schemes and details are given as under:

- i. Under Rashtriya Gokul Mission, funds have been released to create awareness among the farmers for breed improvement including organization of awareness/fertility camps.
- ii. Under the Pashudhan Jagrati Abhiyan in 112 Aspirational Districts, fertility camps have benefited over 56,000 farmers by addressing animal health and productivity.
- iii. Under National Livestock Mission, also funds are provided to States for training of farmers on various issues such as Poultry, Piggery, Sheep and Goat farming.
- iv. The Department of Animal Husbandry and Dairying organized an online webinar through webex and facebook live connecting veterinarians, para-veterinarians, animal rearers, state animal husbandry departments and state animal welfare boards to celebrate "Animal Husbandry and Animal Welfare Awareness Month." The Department of Animal Husbandry and Dairying has designated January 14 to February 13 as "Animal Husbandry and Animal Welfare Awareness Month." For this year, the campaign was conducted from January 14 to February 13, 2025 which was extended until March 13, 2025. During this period, an intensive campaign was conducted to promote awareness of various animal husbandry development programs and welfare activities among farmers, dairy producers, and animal welfare organizations. State Governments, animal welfare organizations, and non-governmental organizations (NGOs) were encouraged to organize workshops, online webinars, health camps, vaccination drives, awareness programs (*Gosthis*), livestock fairs, and competitions such as best milk production awards, animal shows, and contests for school and college students on animal welfare and husbandry themes. Special programs were also conducted for Gaushalas and NGOs engaged in animal welfare.

During this period, 672 health check-up camps, 641 infertility camps, 598 awareness camps/*Gosthis*, 408 vaccination camps, 118 workshops, 126 programs for Gaushalas, 100 competitions in schools and colleges, 38 calf rallies, 35 livestock fairs, 30 milk competitions/pure breed competitions, 16 online webinars, 9 radio and TV programs and 495 other activities were carried out by various states. The aim was to aware the livestock rearers about schemes of DAHD and state animal Husbandry Departments.

- v. Under Livestock Health & Disease Control Programme (LHDCP) Scheme, financial support is provided to States/UTs for reducing risk to animal health, Continuing Veterinary Education (CVE) to enhance skills and knowledge of the practicing veterinarians in the country including for publicity & awareness training on topics like Good Animal Husbandry Practices, biosecurity/sanitary measures, vector control etc.
- vi. Under LHDCP, financial assistance is also provided to State/UTs for operationalization of MVUs for delivery of veterinary healthcare services at farmers' doorsteps which include disease diagnosis, treatment, vaccination, minor surgical interventions, audio-visual aids through a toll-free number 1962.
- vii. Under National Programme for Dairy Development scheme, training is provided to farmers on good hygienic practices/good manufacturing practices, milch animals rearing, adoption of cattle feed, green fodder and mineral mixture, etc.
- viii. The Department is also up-skilling the Pashusakhis to work as A-HELP (Animal Health and Extension of Livestock Production). These community extension workers act as a bridge between Livestock Farmers and Veterinary Services are also enhancing extension outreach among the livestock farmers in rural areas. As on date, total 7341 A-HELP have been trained and working in the field.
- ix. In addition to above, the Department enhances outreach for creating awareness amongst livestock farmers through collaboration with agencies like Press Information Bureau (PIB), Prasar Bharati and Central Bureau of Communication, running media and social campaigns, organizing exhibitions, National Milk Day, Pashu Melas and supporting state governments in extension services. During vaccination drives, Department broadcasts TV and radio spots on various platforms, including YouTube and social media. Department develops and distributes IEC materials such as booklets and Frequently Asked Questions (FAQs) to raise awareness on livestock health, vaccination, breed improvement, zoonotic disease control and sanitation practices.
- x. Further, with an objective to recognize and encourage all individuals like Farmers rearing indigenous animals, AI Technicians and Dairy cooperative societies / Milk Producer Company/Dairy farmers Producers Organizations working in livestock sector, National Gopal Ratna Award is also given by the Department every year.
- xi. Furthermore, Indian Council of Agriculture Research (ICAR) through its network of 731 Krishi Vigyan Kendras (KVKs) across the country continuously engages in awareness and extension activities with Livestock Farmers.

Annexure

Statement referred to in reply of Rajya Sabha Starred Question No. 112 on “Awareness Programme for Livestock Farmers” for answer on 30.07.2025.

Table 1: State-wise details of participation of farmers through Virtual Awareness Camp held on 07th March, 2025

Sl. No.	State	Livestock Farmers participated
1	Andhra Pradesh	1900
2	Assam	8500
3	Bihar	700
4	Chhattisgarh	18700
5	Gujarat	5700
6	Haryana	5200
7	Himachal Pradesh	100
8	Jammu and Kashmir	5000
9	Jharkhand	6700
10	Karnataka	3500
11	Kerala	30
12	Madhya Pradesh	5600
13	Maharashtra	5600
14	Meghalaya	600
15	Mizoram	100
16	Nagaland	400
17	Odisha	1600
18	Punjab	2500
19	Rajasthan	1900
20	Sikkim	900
21	Tamil Nadu	1500
22	Telangana	3200
23	Tripura	200
24	Uttar Pradesh	15000
25	Uttarakhand	900
26	West Bengal	5500
Total		101530

Table 2: State-wise details of participation of farmers through Virtual Awareness Camp held on 11th July, 2025

Sl. No.	State	Livestock Farmers Participated
1	Gujarat	14700
2	Maharashtra	18200
3	Rajasthan	16400
4	Karnataka	12000
5	Andhra Pradesh	17800
6	Tamil Nadu	8800
7	Telangana	8000
8	Puducherry	2000
9	Dadra and Nagar Haveli and Daman and Diu	2600
10	Goa	1500
Total		102000

Table 3: State-wise details of participation of farmers through Virtual Awareness Camp held on 23rd July, 2025

Sl. No.	State	Livestock Farmers Participated
1	Arunachal Pradesh	2400
2	Assam	14300
3	Bihar	45800
4	Haryana	21300
5	Himachal Pradesh	8100
6	Jammu & Kashmir	12500
7	Ladakh	2900
8	Manipur	5100
9	Meghalaya	2400
10	Mizoram	5000
11	Nagaland	5000
12	Punjab	11700
13	Sikkim	4600
14	Tripura	3500
15	Uttar Pradesh	50300
16	Uttarakhand	9800
Total		204700