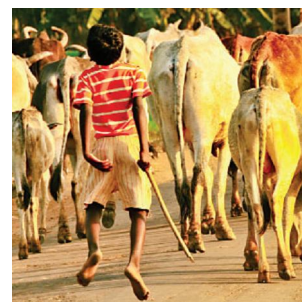


Animal Resources Development



Livestock sector offers significant potential for human development through poverty reduction and enhanced nutritional security. It also provides crucial economic support during natural calamities, such as draught. The medium/ long term vision of ARD Department is:

- Self sufficiency in production of milk, meat, egg, etc.
- Preservation of milk, meat and egg as per WHO guidelines.
- More private investment in dairy, poultry, etc.

Table -1: Comparative analysis of the achievement

Sl. No.	Activity	2009 -10	2010 -11	2011 -12
1	Semen Straw produced (No. in Lakh)	19.64	20.21	24.73
2	Artificial Insemination(AI) done (No. in Lakh)	27.77	32.89	34.05
3	Calves born (No. in Lakh)	8.22	10.92	12.57
4.	No. of heifers benefitted	-	4987	106445
5.	Cattle Insured	20,876	15,058	35,203
6.	Vaccination of cattle, buffalo & small animals (No. in Lakh)	81.12	90.96	161.78 *
7.	Animal treated at veterinary dispensaries/hospitals/health camps (No. in Lakh)	107.38	111.99	121.34 *
8.	Chicks / Ducklings distributed (No. in Lakh)	19.00	24.00	32.00

*Provisional

Highlights on major policy decisions/ reforms/ infra structure development projects taken up during 2011-2012

1. Development works in LWE Blocks: Each of the 23 LWE blocks has been covered through a major initiative in the ARD sector:

- 12 blocks have been covered under Bishes Go-sampad Bikash Abhijan.

- 5 blocks have been covered for intensive goat production.
- 6 blocks have been covered under bullock rearing scheme with two bull calves

Besides, following infrastructure development projects were taken up in LWE districts during the year:

- Construction of a new State Poultry Farm in Paschim Medinipur (for augmentation of egg and

meat production) was started.

- ii) Modernization of Black Bengal Goat (a threatened breed) Breeding Station at Kotulpur, Bankura was taken up.

2. **Mother Dairy Calcutta (MDC):** In addition to collection of fresh milk from village level dairy cooperative societies (through district level cooperative milk union under West Bengal Milk Producers Federation Ltd.), Mother Dairy is now also collecting raw milk from Hooghly, Burdwan, Purba Mednipur, Pashim Mednipur from self help group engaged in dairy activities in Non-MPCS areas. This has resulted in increase of collection capacity of Mother Dairy from 80,000 litres to 2 lakh litres per day.

MDC has launched several new varieties of milk under the brand name 'Maa-Shakti' Cow Milk, Toned Milk, Cholesterol Free Milk and Full Cream Milk. MDC has also launched several new milk products - Flavoured Yoghurt, Mishti doi, Paneer, Ghee, Whey drinks as well as packaged drinking water. As a consequence to all these activities, Mother Dairy has been able to make a successful turn around from losses to an operating profit of Rs.35 lakhs from March-2012.

3. **Strengthening of HIMUL:** With a view to strengthen HIMUL, Rs. 4.96 crores was released for payment of arrear bills of raw milk procured from primary milk producers' societies under HIMUL as well as for some statutory dues. In addition, about Rs.6 crore National Dairy Development Board (NDDB) loan to HIMUL was liquidated.

4. **Bishes Go-Sampad Bikash Abhijan** (a special campaign for breed improvement of cattle for augmenting milk production) was operating in 5 Blocks till 2010-11. Its coverage has been extended to total 62 Blocks covering all the districts.

5. **Heifer rearing:** With a view to reduce mortality of calves, greater focus was given during 2011-12 to Heifer rearing component under the scheme Bishes Go-sampad Bikash Abhijan. This component provides health coverage, nutrition support and compulsory insurance to all heifers born through artificial insemination.

6. **Infrastructure development works:** A number of infrastructure development works were either started or completed during the year 2011-12. Some of them are as follows:

- (i) Construction of two storied BLDO cum BAHC Office Building at 19 Blocks.
- (ii) Construction of new Veterinary Poly Clinics at Coochbehar, Siliguri and Burdwan.
- (iii) Construction of 50 bedded farmers' hostel "KISHAN BHAWAN" at WBUAFS Campus, Belgachia.
- (iv) Expansion of 4000 Lakh Per Day (LPD) Milk Processing Unit at Kusumgram, Burdwan.
- (v) Installation of 5000 LPD Bulk Milk Cooler (BMC) each at Gopiballavpur, Sabang and Tallibhata in Medinipur.
- (vi) Bulk Milk Cooler of 4000 LPD each at Duck Bungalow and Gopalnagar in North 24 Parganas.
- (vii) BMC installation at Amta, Howrah; Tehatta, Nadia and Deuli, Purulia.
- (viii) Expansion and renovation of Feeder Dairy, Berhampur, Murshidabad.
- (ix) Annual capacity of Salboni Feed Plant has been raised from 11,800 MT to 17,700 MT.
- (x) Two grain "Silos" of 500 MT capacities each were built at Kalyani Feed Milling Plant.

