

## **GENERAL GUIDELINES – REVENUE HEAD & CAPITAL HEAD**

1. Scheme components under MSDP Programme (for individual beneficiaries) for the current year (except One Cow Unit as Extreme Poverty Alleviation Programme , Heifer Park and Idukki Package) shall be implemented through **“Ksheerasree Portal”**
2. If an application submitted by the farmer is approved by the concerned authority and is selected as final beneficiary for a particular scheme component during a financial year, then it will be considered final for that particular scheme itself.
3. Implementation officer shall be the authority to take appropriate action for the timely implementation of the scheme. If the selected beneficiary defaults in any of the implementation stages, then the authority holds the right to reject the beneficiary status without further notice.
4. Administrative sanction orders, approved and detailed project report (DPR) and guidelines issued by the department shall be the basis for Scheme Implementation
5. In case, under the capacity as a selected beneficiary, if assistance has already been extended to a particular beneficiary for a particular scheme component, then it is assumed that the assistance has been extended to “the family of the beneficiary”. Assistance for a family under a particular scheme shall not be repeated within a span of 3 years (excluding the year of implementation).
6. **Unit Cost Rate – Nabard is followed as index for MSDP schemes**
7. In case of **obtaining completion cum valuation certificate**, the completion cum valuation certificate from the following officials shall be valid in case of various dairy farm modernization / infrastructure development activities coming under MSDP (cattle shed construction, cattle shed renovation, other infrastructure development activities, various other activities taken up under the MSDP programme)
  - a. Engineers not below the rank of Assistant Engineer of the engineering wing of
    - Building Division of PWD
    - Local Self Govt. Institutions
    - Irrigation Department, G.O.K
    - Kerala Water Authority, G.O.K
  - b. Chartered Engineers (registered with the institution of engineers, Kolkata)

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- c. Approved Valuers (having membership in the institute of Valuers, India)
- d. Registered Valuers (registered under the section 34AB of the Wealth Tax Act, 1957 issued by the Principal Chief Commissioner of Income Tax, Kochi for State of Kerala)
- e. Registered Architects / Engineers (registered under Rule 150 of the Kerala Municipality Buildings Rules 1999) which includes Architects, Buildings Designer A, Buildings Designer B, Engineer A, Engineer B, Town Planner A and Town Planner B
- f. Competent authorities / Engineers coming under Government accredited agencies like Kerala Police Housing Construction Corporation, Kerala State Housing Board, Uralumkal Labour Contract Society, The Kerala State Nirmithi Kendra (KESNIK) etc.

### **8. The milch animals included in the MSDP schemes can be purchased from**

- a. Heifer Parks established by DCS / Other organizations established with the funding of Dairy Development Department.
  - b. Heifer parks or Heifer Rearing Units established by Dairy Entrepreneurs and funded by Dairy Development Department
  - c. Herd Quarantine cum Cattle Trading Centre established by the Department
  - d. Government Farms / Government notified Dairy Farms
  - e. In case, if milch animals are not available in heifer units listed above, or else if the beneficiary is intending to purchase the animals from outside state, then milch animals can be purchased from neighbouring states of Kerala.
9. Propaganda of the scheme shall be made from the District Offices. Publicity through leading local dailies, print and electronic media, FIB etc shall be ensured.
  10. In case of individual dairy farmers, registration for the scheme component, verification by concerned departmental officials, payment of registration fees, release of subsidy shall be through "Ksheerasree" portal ([www.ksheerasree.kerala.gov.in](http://www.ksheerasree.kerala.gov.in))
  11. All the schemes shall be bank linked to the maximum extent possible.
  12. Priority fixed for a particular scheme component shall be the basis for rank list generated through Ksheerasree Portal
  13. Registration fees as detailed in DPR against each scheme component shall be remitted by selected beneficiaries through the Ksheerasree Portal
  14. All the selected beneficiaries shall execute an agreement with the department on stamp paper worth the amount as per existing government norms.
  15. The select list and the waiting list shall be published in the notice board of concerned DESU. The beneficiary selection process shall be completed before 30.09.2022

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17. A purchase committee shall be constituted as detailed in the DPR. The purchase of milch animals / heifers shall be completed before the stipulated time frame
18. Cow / Buffalo / Heifer for the scheme shall be purchased as per provisions detailed in approved DPR
19. During the year 2022-23, Under the Scheme : Commercial Dairy Milk and Milk Shed Development Programme, financial assistance shall not be extended for construction and/or renovation of cattle shed. The same has to be met by beneficiaries by making use of the prevailing schemes under LSGD / MNREGS or by own fund.
20. All the individual components within a mini dairy unit as specified in respective DPR has to be established. The actual cost/expenditure of each of the components shall be recorded and actual savings on any of the component may be utilized for any other component within the scheme for which there is a shortfall. If the actual total cost incurred by the beneficiary in establishing a dairy unit is less than that specified in the DPR, then the subsidy amount shall be proportionately reduced. ***In case of more than 10% deviation (reduction) in regard to actual cost of milch animal, then the proportionate amount of subsidy will have to be deducted while making subsidy payment to the beneficiary.***
21. In case of selection, criteria as detailed in DPR shall be followed.
22. While selecting individual beneficiaries under the herd induction programme of MSDP 2022-23, preference shall be given to those beneficiaries coming under the jurisdiction of weaker societies who are included in the “DCS linked Special Performance Booster Programme” to the maximum extend possible.
23. In case, if the dairy farm is proposed to be established in leased land, then the **lease deed shall be for a minimum period of 3 years** and shall be executed between the beneficiary and the land owner in a Kerala Stamp Paper worth the amount notified by the Government of Kerala.
24. One Cow Unit can be implemented as a **Special Package For Extreme Poverty Alleviation Unit (Women Component)**. The beneficiaries shall be those women who are included in the list published by State Government as notified as under “Extreme Poverty Class”. In case of Special Dairy Package as Extreme Poverty Alleviation Programme, those women beneficiaries with existing cattle shed shall be given priority for selection. Only those beneficiaries who are having facilities and capabilities for the implementation of the scheme shall be extended the support. The sub component “cattle shed” shall not be made mandatory in the programme.
25. **Two Cow Unit** shall be implemented as a **Top Up milch animal induction programme**. In addition to the general priority criteria detailed in DPR, those farmers rearing 3 milch animals at present shall be given priority. Dairy farmers who are already rearing 2 milch animals and then 1 milch animal shall hold the subsequent priorities. The land availability and present cattle shed space availability shall be main criteria for selecting the beneficiaries of 2 cow unit. Convergence to a particular/selected geographical area shall be

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- ensured while implementation of the 2 cow unit. More beneficiaries shall be selected from areas coming under the jurisdiction of weaker societies who are included in the “DCS linked Special Performance Booster Programme” to the maximum extent possible.
26. It is mandatory that all the scheme sub components have to be established in a particular MSDP Herd Induction Unit
  27. The individual beneficiary/ JLG/ SHG/ NGOs/ Other institutions organization shall utilize own land or leased land for establishing 5/10 cow units. Lease agreement for a period not less than 3 years shall be signed by beneficiary organization. In case of JLG/SHG/NGOs/Other institutions, group registration certificate is mandatory. Preference shall be given to those groups whose members are already rearing cattle & pouring milk to DCS, Women/SC/ST groups
  28. The individual beneficiary/ JLG/ SHG/ NGOs/ Other institutions organization shall maintain the Herd Induction Units for a minimum period of 3 years and an agreement to that extend has to be signed with the Department.
  29. Fodder Cultivation in minimum of 25 cents of land is mandatory for 5 cow units and 50 cents fodder cultivation for 10 cow units.
  30. Loan shall be arranged by the individual beneficiary/ JLG/ SHG/ NGOs/ Other institutions to the maximum extent possible.
  31. The Dairy Department implementation officers at various levels shall ensure co-ordination of herd induction activities with other stakeholders like LSG Institutions, Animal Husbandry Department, MNREGS etc to the maximum extent possible.
  32. Permanent display board (min size: 3 feet x 2 feet, colour: white letters on navy blue background) showing the nature of scheme, name of the department, year of implementation, details of the beneficiary, subsidy amount etc shall be exhibited for every item and the board shall be maintained till the agreement period expires.
  33. 10% of target allotted to each district shall be personally verified by the concerned Deputy Director.
  34. Strict Internal evaluation / External evaluation for the schemes under MSDP shall be carried out by the Department. Hence all the implementing officers are directed to document properly the activities in their block / district with relevant photographs, video clippings, documentaries etc. All the block level officers shall keep an album with relevant photographs of the project implemented under MSDP in concerned block. Digital documentation of the district level MSDP 2022-23 is mandatory and all the district officers shall forward the same to Directorate before the end of the financial year 2022-23. A **6 member district level team** led by the AD/Technical Assistants and selected DEOs, DFI, Dairy Promoter and WCCW as members (District Plan Documentation Team) with the monitoring and supervision of the Deputy Director shall be responsible for the district level documentation.

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35. In case of “Special Dairy Package for Extreme Poverty Alleviation Programme”, the whole programme shall be monitored by a State level monitoring committee comprising of Joint Director Planning (DDD), an officer from AHD not below the rank of Joint Director, Joint Director – Agric Division (State Planning Board), Deputy Director (Planning) of DDD, Deputy Director (Extension) of DDD.
36. Receipt head for the scheme components under the scheme COMMERCIAL DAIRY MILK AND MILK SHED DEVELOPMENT PROGRAMME is **0404-00-800-88-Other Receipts**

### **Registration Fees for various scheme components under MSDP 2022-23**

<b>SCHEME COMPONENT</b>	<b>REGISTRATION FEES 2022-23</b>
<b>Special Package For Extreme Poverty Alleviation Unit (Women Component)</b>	Nil
2 Cow Unit	Rs 200
5 Cow Unit	Rs 250
10 Cow Unit	Rs 500

**PART A**  
**HERD INDUCTION PROGRAMME & WCCW**

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**I. SPECIAL DAIRY PACKAGE FOR EXTREME POVERTY ALLEVIATION (WOMEN COMPONENT)**

- a. General guidelines for MSDP scheme and DPR for the scheme component “Special Package for Extreme Poverty Alleviation-Women Component” shall be followed
- b. Only milch cow is allowed to be purchased under this scheme
- c. Cost Components as per Para A.01.01.05 of the approved DPR
- d. No registration fees
- e. In case of financial constraints of the beneficiaries and/or in case of difficulty in availing loan from financial institutions, the cost pertaining implementation of the scheme components shall be advanced by a Dairy Co-operative of the district as decided by the District Officer and the subsidy for the scheme component shall be directly transferred to the DCS which has advanced the amount.
- f. Savings in any scheme sub component shall be utilized for meeting the expenditure pertaining to any other sub component within the same scheme component

**II. 2 Cow Dairy Unit –without cattle shed**

- a. General guidelines for MSDP scheme and DPR for 2 cow unit may be followed.
- b. Cows or buffaloes can be purchased within the unit
- c. In addition to the general priority criteria detailed in DPR, those farmers rearing 3 milch animals at present shall be given priority. Dairy farmers who are already rearing 2 milch animals and then 1 milch animal shall hold the subsequent priorities. Cost Components as per Para A.01.01.05 of the approved DPR
- a. Any savings on any of the components in the cost-break up of the two-cow unit shall be utilized for any other component of the particular scheme.
- d. In case of more than 10% deviation (reduction) in regard to actual cost of milch animal, then the proportionate amount of subsidy will have to be deducted while making subsidy payment to the beneficiary.

**III. 5 Cow / 10 Cow Dairy Unit**

- a. General guidelines for MSDP components and DPR for 5 Cow / 10 cow unit may be followed.

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- b. Cost Components as per Para A.01.01.05 of the approved DPR
- c. Only Milch cows/buffaloes shall be purchased under this scheme component (in tune with NABARD guidelines and DPR)
- d. During a particular financial year, as a part of the MSDP, in case of selection of 5 cow & 10 cow dairy unit, if the applicant farmer has already been a beneficiary of the herd induction programmes of previous years by Department/LSGD and has already received financial assistance from the Department/LSGD, then only those farmers who are presently rearing milch animals and who have progressed well in the dairy sector (i.e presently rearing same or additional number of milch animals after the initial herd induction programme) shall be selected as a final beneficiary for 5 / 10 dairy unit during the current year
- e. 25 cents fodder cultivation has to be completed by the beneficiary in case of 5 cow unit and 50 cents in case of 10 Cow units. Cows or buffaloes can be purchased within the unit.
- f. Savings on any of the components in the cost-break up of the five-cow or ten-cow unit shall be utilized for any other sub component of the concerned unit.
- g. In case of more than 10% deviation (reduction) in regard to actual cost of milch animals, then proportionate amount of subsidy will have to be deducted while making subsidy payment to the beneficiary.
- h. Director, Dairy Dev. Department shall be the sanctioning authority for 10 cow unit

#### **IV. Women cattle care worker**

Application shall be invited by the Dairy Extension Officer. Proper propaganda shall be given. (Procedure shall be same as followed in case of appointing WCCW in previous year).

- a. Conditions as detailed in Proceedings No. DDDKER/2463/2022-D3 dated 01.07.2022 of The Director, DDD shall be adhered to.
- b. Women dairy farmer who have passed matriculation shall be eligible for selection
- c. In case, if there are insufficient applicants who are members of DCS, other candidates shall also be considered for selection
- d. Priority shall be given to those women who have undergone skill development training programme conducted by Dairy Training Centre during 2011-12.
- e. Preference may be given to the members of SHG groups / widows etc.
- f. Age limit – 18 to 45 years (Relaxation is applicable to candidates who are already engaged as WCCW in DESUs)
- g. A selection committee consisting of Deputy Director of District, Asst. Director /TA/QCO and the DEO of the concerned Block shall be constituted.
- h. Notice inviting application shall be published in the notice board of DESU and Dairy Co-operative Societies.

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- i. Selection Committee shall conduct a personal Interview of the applicants. Rank list shall be prepared and published in the notice board of DESU / Deputy Director Office.
- j. The name & address of the selected person shall be published in the Notice Board of DESU/Deputy Director's Office.
- k. The Selected WCCW shall sign an agreement with the Deputy Director that she shall work as per the directions of the officers of the department and if her work is not satisfactory the Department holds the authority to terminate her service and replace her with the next ranked candidate in the list.
- l. Training shall be given to the selected WCCW at DTC regarding different topics related to dairying which is mentioned in the scheme.
- m. Each WCCW has to visit an average of 5 farm houses per day thus not less than 30 houses per week.
- n. WCCW shall report to the DESU thrice a week.
- o. WCCW shall keep separate work diary and Proforma for noting down the details of house visits (Problems & suggestions of farmers) and shall obtain the signature of the farmer.
- p. WCCW shall organize group meetings of farm women in the village or in the DCS preferably during milk collection time. They shall interact with farmers and identify their problems and offer solutions in consultation with the field technical officers of the Department.
- q. WCCW shall distribute Leaflets, brochures etc. to the farmers as directed by the DEO.
- r. DEO shall decide the area, which the WCCW ought to visit. Need based assignment regarding the area to be visited shall be given by DEO.
- s. The WCCW shall attend the monthly conference of the DCS secretaries conducted in the DESU and communicate with the department officials and DCS representatives regarding the specific needs of the farmers in the block.
- t. WCCW may also be assigned to conduct surveys regarding various aspects of dairying as per the directions from the Department.
- u. Each WCCW shall summarize and submit in nutshell about their activities and farmer's suggestions or demands to DEO thrice a week. They shall also convey back to farmers any intimation or message from the DESU.
- v. Wages – Rs 8000/month for 10 months. (max-10 months)



## **PART B**

### **KSHEERA GRAMAM 2022-23**

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1. While implementing the Ksheera Gramam scheme, the Dairy Department shall ensure maximum convergence with other Departments, Institutions like LSG Institutions, MLA development funds, AHD, MNREGAS etc.
2. The service of a local veterinarian shall be ensured in the selected panchayat.
3. Being an ongoing programme, the Departmental working group authorized the Director, DDD to issue the administrative sanction orders for implementation of Ksheera Gramam Programme at selected 20 grama panchayats
4. The success of Ksheera Gramam Project shall be documented and presented to State Planning Board and Finance Department
5. A special feed inspection wing shall closely monitor and ensure the quality of feed stuff served to cattle in the selected panchayats (already existing Ksheera Gramampanchayats and newly selected beneficiary Ksheera Gramam panchayat
6. The beneficiary panchayats shall be notified by Government based on the proposal submitted by Dairy Development Department.
7. Savings of Plan Fund in any Panchayath notified as a Ksheera Gramam shall be utilized in any other Panchayath which are included as beneficiary Panchayath of Ksheera Gramam project 2022-23
8. Final Savings of any scheme component in Ksheera Gramam Project shall be utilized for implementation of scheme components in MSDP 2022-23 – Revenue Head, but with the approval of The Director, Dairy Development.
9. In case of individual scheme components within the Ksheera Gramam Scheme, provisions included in the Administrative sanction order, approved DPR and guidelines in PART A of MSDP 2022-23 shall be adhered to.
10. In case of the scheme component “Mineral Mixture-Calsagar Plus”, the provisions, terms and conditions as specified in the Scheme “Cattle Feeding Subsidy” shall be followed

## **PART C**

# **HEIFER PARKS AND OTHER SPECIALISED PROGRAMMES**

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### **1. Extending managerial support to already established 6 No.s of DCS linked Heifer Parks**

Those heifer parks already established by the Department during the period from 2018-19 to 2021-22 (as detailed under Para C.03.01.01 in the approved DPR of MSDP 2022-23) shall be assisted under this scheme component

- The maximum assistance shall be Rs 3 lakh per heifer unit
- The assistance shall be a one-time assistance
- Savings in any scheme component shall be utilized for meeting the additional expense pertaining to any other scheme component
- This scheme component shall be implemented by concerned DEO with the direct supervision / guidance / monitoring of the District Deputy Director and Technical Assistant.

### **2. Establishing New Heifer Parks by Individuals Self Help Groups & Joint Liability Groups**

- **Registration Fee – Rs 1500 per beneficiary (Individual, SHGs & JLGs)**
- An effective propaganda shall be arranged for the “**Establishment of Heifer Parks**” at State Level, District Level, DESU level and DCS level.
- Individuals / commercial dairy farmers, Selected established Self Help Groups (SHGs), Selected Joint Liability Groups (JLGs) shall be the beneficiaries of this scheme component.
- State wide application shall be called for the same purpose. The application shall be received at DESU level. Primary scrutiny of form submitted by the DCS shall be conducted at DESU Level. The financial stability of the beneficiary (as listed above), availability of own land / leased land for the project, vibrancy of the Board of Directors / members of the organization to take up such an innovative scheme, availability of fodder etc, available staff strength in the beneficiary organization etc shall be considered while ranking and recommending the applicant.
- Heifer – Shall be above 14 months old.
- Herd Strength – 50 heifers per heifer park

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- The Implementing officer or a person deputed by him shall accompany the beneficiary for purchase and facilitate the transport of heifers.
- Mandatory Health and vaccination certificates if any, are to be obtained from a registered veterinary surgeon at the time of the purchase
- Scheme Components shall be as per **C.03.01.02.03** mentioned above
- Heifers shall be purchased from within the state or from outside state
- Quality of heifers shall be ensured
- The beneficiary shall utilize own land or leased land for establishing Heifer Parks.
- Lease agreement for a period not less than 5 years shall be signed by beneficiary organization.
- The beneficiary organization shall maintain the HEIFER PARK for a minimum period of 5 years and an agreement to that extend has to be signed with the Department.
- Fodder Cultivation in minimum 2 acre of land shall be ensured (either in own land or leased land)
- Loan shall be arranged by the beneficiary / beneficiary organization to the maximum extent possible.
  
- A district level committee shall be constituted for evaluating and ranking the application received from DESU. Committee with Deputy Director as chairman and Technical Assistant, Quality Control Officer, Selected Dairy Extension Officer (1 No.) and selected Dairy Farm Instructor (1 No.) shall be constituted. The Director, Dairy Development shall be the final sanctioning authority.
- State level committee shall be constituted as per provisions detailed in C.03.01.02.01 of the approved DPR – MSDP 2022-23 & District level technical and monitoring committee shall be constituted as per para C.03.01.02.02 of the approved DPR-MSDP 2022-23
- Financial Management shall be as per C.03.01.02.03 of the approved DPR-MSDP 2022-23
  
- A supervisor with adequate technical knowhow(with VHSE pass or DDS from KVASU or its equivalent) shall be engaged by the beneficiary organization for a period of 12 months (@ Rs 20,000 per month – max)
- Heifer with below par performance and qualities shall be replaced with the consent of the District Level Technical Committee. Herd strength shall be maintained throughout the period
- Only calved milch animals shall be sold from the Heifer Unit. The selling price shall be fixed by the District Level Monitoring Committee (consisting of Technical Officers of the district and representatives of beneficiary organization). The sales price of milch animal shall be based on the milk production potential of the animal and shall get the approval of The Director, Dairy Development. The selling price of milch animal from the Heifer Unit shall be not less than the rate indicated as latest NABARD Unit Cost
- Female calves to the maximum extent possible shall be reared in the unit and shall be considered as replacement stock for heifers within the Heifer Park

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- Records shall be maintained as per the directions from the District Technical Committee
- Training for supervisory staff shall be arranged at DTC level. The same shall be arranged and co-ordinated by the District Level Technical and Monitoring Committee.
- The plan fund shall be in a phased manner. Phase I subsidy for Year 01 (2022-23) shall be 60 % of the total permissible subsidy of Rs 15 lakh (limited to Rs 9 lakh). Remaining subsidy (40 % limited to Rs 6 lakh), on completion of the project shall be released during Phase II (second year – 2023-24). The Plan Fund shall be released in a part manner. The Fund shall be deposited in a Joint Bank Account (The individual beneficiary / Secretary of beneficiary organization & the concerned Dairy Extension Officer). The release of fund from Joint Bank Account shall be made only with the prior sanction of concerned Deputy Director.

### **3. Assistance for Establishing Heifer Park at Chempumpuram Elevated And Community Cattle Shed, Alappuzha District**

Total Cost estimated	: Rs 31.42 lakh
Total Plan Assistance (Phase I-2022-23)	: Rs 9.00 lakh
Total Plan Assistance (Phase II – 2023-24)	: Rs 6.00 Lakh

- Provisions included in administrative sanction order, approved DPR of MSDP 2022-23, general applicable condition in this guideline and guidelines detailed in the scheme “Establishing heifer parks by individuals, SHGs and JLGs shall be followed by implementing this scheme component.

### **4. Assistance for Dairy Development In Idukki**

The beneficiaries will be selected as per the following criteria.

- Those progressive and elite dairy farmers of Idukki district who rear more number of cattle.
- Women and beneficiaries from SC and ST communities.
- Farmers engaged in integrated farming.
- Farmers who are capable of contributing the beneficiary contribution for completing the project.
- Farmers who are already engaged in organic cultivation.
- The conditions for original scheme components as detailed in the AS, DPR and guidelines shall be followed here also

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### 5. Establishing Elevated and Community Cattle Shed at Chempumpuram DCS and Champakulam DCS coming under Kuttanad Taluk of Alappuzha District

- Final payment due towards M/s KPHCC Ltd in regard to construction of ECCS at Chempumpuram DCS, Ltd no. 144 (D) APCOS shall be met from this scheme component
- The expenses pertaining to the construction of ECCS at Champakulam DCS, Ltd No. 156 (D) APCOS shall be met from this scheme component
- Statutory deductions shall be made from each bill

### 6. Establishing Herd Quarantine Cum Trading Centre at Dairy Co-Operatives (DCS Linked HQCTC)

- The scheme envisages to establish eight numbers of Herd Quarantine cum Cattle Trading Centre (DCS linked HQCTC) attached to selected Dairy Co-operatives in the state, preferably in the vicinity of state border check post.
- The scheme is intended to ensure that the animals crossing the state border from neighbouring states are disease free and that healthy and highly productive milch animals are being reared by farmers who are selected as beneficiaries of various herd induction schemes of the Dairy Development Department.
- The proposed DCS linked HQCTC will be established at selected Dairy Co-operatives of following districts  
Palakkad – 2 No.s, Kannur – 1 No., Thiruvananthapuram-1 No., Kollam – 1 No., Idukki – 1 No., Wayanad-1 No and Kasargod – 1 No.
- Wide publicity shall be given for implementation of the programme
- The DCS selected shall be financially stable.
- The beneficiary DCS shall have minimum 30 cents of own land. In case, if own land is not available for DCS, leased land with a minimum lease deed of 5 years shall be considered for selection of DCS
- The land available (own / on lease) shall have good water source and other environmental factors which are conducive for cattle rearing
- DCS which are near to state border check post shall be given preference
- Permanent shed / infrastructure shall be provided in the DCS linked HQCTC.
- The maximum permissible subsidy shall be **69.4 % limited to a maximum amount of Rs 7.50 lakh.**
- The DCS shall start quarantine and trading of minimum batch of 10 milch animals (batch of 10 animals X 2 months each X 6 batch per year)
- The facilities installed shall suit to house on an average **50 milch animals at a time**

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- The inducted animals from neighbouring states shall be kept in quarantine for a **minimum period of 30 days**
- Animals in quarantine (**min 30 days**) shall be subjected to various tests to detect both symptomatic and non-symptomatic diseases. The services of local veterinarian / block level / district level authorized veterinarians shall be ensured
- **Deworming, Treatment for internal & external parasites, blood test for blood parasites and infectious diseases** as advised by the veterinarian shall be mandatory activities to be taken up during the quarantine period
- **Mandatory vaccinations** may be completed before placing the cattle for sales from the centre
- **Record keeping and certificate maintenance of HQCTC and herds quarantined** are mandatory. Monthly inspection of activities and record keeping should be responsibility of block level implementing officers. The same shall be super checked by the district level officers.
- The beneficiaries included in the herd induction programmes of the department will have the permission to purchase milch animals from the established DCS linked HQCTC.

### **7. Special Performance Booster Programme for Weaker Dairy Cooperatives**

The scheme envisages ensuring financial stability to 82 numbers of selected eligible DCS which procure less than 250 litre of milk per day by implementing special programme to the pouring members thereby providing a platform for better performance of the DCS.

- **Reg. Fees – Rs 250 per DCS**
- Only those DCS which procure less than 250 litre of milk per day on an average (with 2021-22 as the base year) shall be selected.
- The assistance shall be based on the District wise allotment from Directorate to district offices
- The DCS will have to submit an application in prescribed form to the concerned DESU.
- Based on the application received from DESU with proper recommendations, district wise selection of the beneficiary DCS for managerial assistance shall be made by a committee formed at District HQ with The Deputy Director of concerned district as Convener and Technical Assistant, Quality Control Officer, 2 No. of Dairy Extension Officer and 1 Dairy Farm Instructor from the district (nominated by The Deputy Director of concerned district) as the members of the committee.

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- The ranking of beneficiary DCS for this programme shall be based on the quantum of milk procured per day on an average during the year 2021-22 and also the present financial stability of the DCS.
  
- Rs 40,000 per DCS will be allotted for **subsidized feed component**.
  - Selected DCS will have to arrange for the purchase of Green Fodder and Dry Fodder from available sources by meeting mandatory procedures. Only those DCS which have the financial stability for making advance payment for purchase of Feed commodities need to be selected. The selection committee shall also ensure that the selected DCS is having infrastructure facilities for temporary storage of Feed Commodities.
  - The rate of subsidy shall be Rs 3 per kg for Green Fodder like green grass, legumes, silage etc and Rs 4 per Kg for Dry Fodder like straw, hay, TMR, concentrate cakes etc. Feed components other than compounded cattle feed of feed plants can be considered under the category of Dry Fodder
  - The maximum permissible subsidy amount for a DCS shall be Rs 40,000/- Maximum subsidy amount permissible to an individual beneficiary farmer shall be Rs 5000/-
  - Other conditions as detailed in para 04.01.02 under approved ongoing scheme DPR of Cattle Feeding Subsidy Scheme holds good in this scheme component also.
  
- **Regarding distribution of mineral mixture at subsidized rate** : Maximum quantity of 2 kg of Calsagar Plus with a subsidy amount of Rs 135 per Kg shall be distributed to individual farmers coming under the selected DCS. Other terms and conditions as detailed in DPR – PART B of MSDP 2022-23 – KSHEERA GRAMAM shall be followed in this sub component also
  
- **Regarding distribution of clean milk production kit** – 20 farmers under the beneficiary DCS will be supported with supply of Clean Milk Production Kit with a subsidy amount of Rs 3000 per CMP Kit. The terms and conditions as detailed in the approved DPR of the Scheme : Strengthening QC labs 2022-23 shall be followed for implementation of this sub component also.
  
- **In regard to extending managerial assistance to DCS personnel** :
  - Managerial subsidy shall be 50 % of the salary for The Secretary of the DCS and Procurement Assistant for a period of 8 months @ Rs 3000 per month for The Chief Executive of DCS and Rs 2000 per month for Procurement Assistant whichever less, payable for 8months
  - The subsidy extended to one DCS shall not exceed Rs 40,000/- during the year. Separate ceiling shall be maintained for The Chief Executive and Procurement Assistant of the beneficiary DCS.

## **DAIRY DEVELOPMENT DEPARTMENT**

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- Managerial Subsidy shall be extended for selected DCS for a period of 8 months of the year 2022-23
- The assistance shall not be provided as advance payment to the DCS

### **8. Provision for project based interest subvention scheme (Establishment of dairy farms and automation/mechanization activities in dairy farms)**

This scheme component shall be implemented in **bank interest subvention mode** for establishing Dairy Farms, Improving the existing infrastructure of dairy farms, automation / mechanization of dairy farms, establishing cattle feed mixing and compounding unit, TMR units, Silage making units (commercial), commercial fodder cultivation, establishments for cold chain maintenance, value addition units of milk etc.

- Registration Fees – Rs 750 per beneficiary
- The beneficiary shall be individual farmers, entrepreneurs, Dairy Co-operatives, SHGs, JLGs, PSUs, other institutions etc
- Preference shall be given to individual beneficiaries
- The selection of beneficiary shall be project based
- The application shall include all mandatory documents as detailed in C.03.06 of the approved DPR:MSDP 2022-23
- The Dairy Extension Officer shall be the implementing officer for this scheme component. He shall be assisted by concerned DFIs, Dairy Promoter and WCCW
- The District Deputy Director shall be the sanctioning authority. The sanction shall be based on the recommendation of a district level committee comprising of The Deputy Director as Convener, Assistant Directors, 2 nominated DEOs, 1 nominated DFI as members.
- No advance payment / release of subsidy shall be permitted
- A register with details regarding annual release of interest from plan fund shall be maintained by the implementing officer
- District wise beneficiary selection shall be based on the target allocation from Directorate.



## **PART D**

### **MSDP 2022-23 : CAPITAL HEAD**

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#### **1. Mechanisation and Modernisation of Dairy Farms**

**(4404-00-109-96)**

- a. Preference has to be given to those elite and progressive farmers rearing 5 or more milch animals who have not received any assistance from the department yet.
- b. Registration fees –**Rs 170 per beneficiary**
- c. Priority - Those farmers who are pouring milk to societies, those Dairy farmers having more cattle and those farmers who are buying equipment/combination of equipment worth more than 1 lakh
- d. Selection shall be through the Ksheerasree Portal
- e. List of equipment / items are mentioned in D.04.01.03 of the approved DPR MSDP PART D-CAPITAL HEAD 2022-23. One or a combination of items may be purchased within the maximum assistance provided as per scheme. Subsidy is limited to 50 % of total expenditure subject to a maximum assistance of Rs 50,000/- per beneficiary. The items are indicative and any other item, other than those items listed in the DPR shall be purchased by the beneficiary, but on prior sanction by the Deputy Director of the district concerned.
- f. Display Boards (size: 1.5 ft x 1 ft) showing name of the department, name of the scheme, year of implementation, subsidy amount etc shall be exhibited where ever possible. (refer annexure for model)
- g. Farmers can purchase quality equipment (preferably with BIS certification) from any supplier he chooses.
- h. Subsidy shall be released through Ksheerasree Portal after installation of equipment and production of necessary bills and vouchers. DEO shall verify the installation and proper working and satisfy himself before releasing the subsidy.

#### **2. Construction of Cattle Shed**

- a. The beneficiary selection shall be made only after proper propaganda regarding the scheme
- b. Registration Fee – **Rs 200 per beneficiary**
- c. Placing application, verification, registration fee payment, verification, priority list publication, rank list, waiting list, final select list publication etc shall be through Ksheerasree portal.

## **DAIRY DEVELOPMENT DEPARTMENT**

### **GUIDELINES: COMMERCIAL DAIRY MILK AND MILK SHED DEVELOPMENT PROGRAMME : 2022-23**

- d. Only those beneficiaries who are willing to construct scientific cattle shed with an estimated cost not less than 1 lakh rupee shall be selected under this scheme component. Fragmentation of total assistance and extending assistance to more beneficiaries are not allowed for this scheme component.
- e. Assistance shall be extended for construction of new shed only
- f. Farmers rearing cattle will be provided subsidy under this scheme component.
- g. Dairy Extension Officer or Dairy Farm Instructor has to verify the site before and after completion of work. The applicants (Dairy farmers) will have to submit a detailed estimate and plan of work prepared or approved by a qualified/licensed civil engineer. The maximum subsidy permissible to beneficiary is 50 % of total cost subject to a maximum of Rs 50,000/-. Release of financial assistance shall be against the submission of completion cum valuation certificate (from authorities detailed in this DPR, related receipts, vouchers and inspection report of department officer.
- h. The Deputy Director shall be the sanctioning authority
- i. The proposed shed has to be scientific in all aspects. Factors like concrete flooring, roofing, scientific flooring slopes, urine channel, construction of dung pit, urine pit etc has to be considered for shed construction.
- j. Display Boards (size: 1.5 ft x 1 ft) showing name of the department, name of the scheme, year of implementation, subsidy amount etc shall be exhibited in the newly constructed / renovated sheds

### **3. Assistance for purchasing Milking Machine**

- a. Preference has to be given to those farmers rearing more animals and who have not received assistance for the same scheme component from the department.
- b. Placing application, verification, registration fee payment, verification, priority list publication, rank list, waiting list, final select list publication etc shall be through Ksheerasree portal.
- c. **Registration Fees – Rs 170 per beneficiary**
- d. Beneficiary can purchase the machine of his choice from approved companies/suppliers in consultation with the Dairy development department officials.
- e. Beneficiary can purchase Single Bucket or Double Bucket with milk pipeline unit and the subsidy will be 50% subject to a maximum of Rs.30,000/- per unit.
- f. An agreement has to be executed on stamp paper worth the amount as per existing govt norms by the beneficiary for up-keeping, maintaining and producing the milking machine for inspection.
- g. Applications in the prescribed format duly filled-in shall be collected and scrutinized by DEO/DFI and Deputy Director shall be the sanctioning authority

**DAIRY DEVELOPMENT DEPARTMENT**  
**GUIDELINES: COMMERCIAL DAIRY MILK AND MILK SHED DEVELOPMENT PROGRAMME : 2022-23**

**4. Infrastructure Development and Automation of Commercial Dairy Farms**

- Registration Fees – Rs 1500 per beneficiary
- The provisions, terms and condition as per the AS orders, approved DPR shall be adhered to

  
**Director**  
**Dairy Development Department**

