

**DEPARTMENT OF DAIRY DEVELOPMENT  
ANNUAL PLAN 2021-22**



**CATTLE FEEDING SUBSIDY SCHEME : 2021-22  
AS  
(COVID 19 PANDEMIC RELIEF CUM DROUGHT  
RELIEF PROGRAMME)**

**Head of Account : 2404-00-102-79-33**

**TOTAL PLAN OUTLAY - Rs 1433.00 LAKHS**



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**DPR : CATTLE FEEDING SUBSIDY SCHEME 2021-22**



## **Executive Summary**

### **Cattle Feed Subsidy Scheme 2021-22 (as COVID 19 Pandemic Relief Package Cum Drought Relief Programme)**

#### **HEAD OF ACCOUNT – 2404-00-102-79-33 (PLAN OUTLAY – Rs 1433.00 Lakh)**

The co-operative sector of Kerala covers around 3.92 lakh farmers. About 19.43 lakh litre of milk is procured through Dairy Co-operatives per day (Average value during the period from April 2020 to Feb, 2021). One of the main hurdles faced by the farmers is the feeding cost, especially the cost of concentrate feed which is rising on an alarming note. One of the studies conducted by Milma has revealed that about 70-75 percent of cost of production of milk in Kerala is via concentrate feeding.

As per the Budget Outlay 2021-22, an amount of Rs 1433.00 lakh is earmarked under the scheme Cattle Feeding Subsidy with H.O.A 2404-00-102-79-33. The Dairy Farmers are presently suffering significantly due to the prevailing drought and also Covid 19 Pandemic issues. The cost of concentrated cattle feed is as high as Rs 1345 per 50 kg bag. The scarcity in availability of green grass and dried fodder like hay, straw, TMR etc has further added miseries to the dairy famers. Rs 1100 lakh is proposed to be utilized as immediate cattle feed assistance to dairy farmers as COVID 19 Pandemic Relief Assistance. Rs 100 lakh will be utilized as assistance for distribution of feed supplements in subsidized rates. Rs 233.00 lakh will be utilized for distribution of subsidized green fodder and dried fodder to dairy farmers through Dairy Co-operatives

***As a part of the Drought Relief cum Covid-19 pandemic distress relief programme, this scheme is intended to***

- 1. Provide cattle feed to dairy farmers of the state at a subsidized rate of Rs 400 per 50 Kg bag of cattle feed. Those farmers who have poured milk to Dairy Co-operatives during the month of April 2021 shall be***



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***eligible for subsidized cattle feed. Around 2 lakh dairy farmers are expected to be benefitted from this programme. 2.75 lakh compounded cattle feed (Kerala Feeds / Milma Feeds) will be distributed at a subsidized rate of Rs 400 per bag. The total Government Assistance shall be Rs 11.00 crores.***

- 2. Distribute green grass and dried fodder to dairy farmers at subsidized rate through Dairy Co-operatives. 233 Dairy Co-operatives will be assisted at the rate of Rs 1 lakh per DCS.***
- 3. Distribute 50,000 Kg of cattle feed supplement – Mineral Mixture (Calsagur Plus by M/s Inidan Immunologicals Ltd) to dairy farmers at subsidized rates. (Plan Assistance – Rs 50.00 Lakh)***
- 4. Distribute 45,450 Kg of Vitamin A supplement (Gouvit / Gouvit Chelated by M/s Inidan Immunologicals Ltd) – Rs 50.00 Lakh***

Around 2.50 lakh farmers of the state who pour milk to dairy co-operatives will be assisted as a part of this programme.

The scheme is implemented as a DROUGHT RELIEF CUM COVID 19 PANDEMIC RELIEF PACKAGE. Around 2.5 lakh farmers of the state will be benefitted out of this scheme. The scheme will help to reduce the feed cost and thus will reduce the cost of production of milk and hence an increased profitability from dairying activities.

**DIRECTOR**



## **01. INTRODUCTION**

### **01.01 – Significance of Agriculture and Livestock Sector**

**Agriculture** is the primary source of livelihood for about 58% of India's population. Gross Value Added (GVA) by agriculture, forestry and fishing was estimated at Rs. 19.48 lakh Crore in the year 2021-22. Growth in GVA in agriculture and allied sectors stood at 4% in FY20. The Indian food industry is poised for huge growth, increasing its contribution to world food trade every year due to its immense potential for value addition, particularly within the food processing industry. Indian food and grocery market is the world's sixth largest, with retail contributing 70% of the sales. The Indian food processing industry accounts for 32% of the country's total food market, one of the largest industries in India and is ranked fifth in terms of production, consumption, export and expected growth. India is expected to achieve the ambitious goal of doubling farmers' income by 2022. The agriculture sector in India is expected to generate better momentum in the next few years due to increased investment in agricultural infrastructure such as irrigation facilities, warehousing and cold storage.

Agriculture and allied sectors hold a significant position in any development process with its role in engaging and employing people, providing food and ensuring food security and raw materials. Agriculture is a pivotal sector for the economy to achieve the Sustainable Development Goals (SDG) of no poverty, zero hunger, and good health and well-being. With decline in the size of land holdings in agriculture, the State has to focus on production, productivity, and profitability to attain the SDG targets and sustainability in agriculture. Agricultural performance is subject to year to year fluctuations because of vagaries of nature as well as price volatility. The agricultural sector in Kerala has undergone significant structural changes in the form of decline in share of Gross State Domestic Product indicating a shift from the agrarian economy. The natural disaster that hit the State in the form of floods and landslide wreaked havoc, affecting agricultural sector the most. Crops were most heavily affected, contributing to 88 per cent of the total loss and damage to the sector. Kerala's growth rate in 2019-20 is lower than the rate in 2018-19. The lagged effects of 2018 and 2019 floods, recessionary national and international economy, onset of Covid-19 pandemic towards the end of last quarter of 2019-20 are the reasons for the slow growth. In fact, recessionary economic conditions at the national and international level were visible from 2019 onwards. This has been further aggravated by the Covid-19 pandemic. Though some signs of recovery are slowly discernable, State Governments have to face specific difficulties to recovery. Despite the low growth in 2019-20 and financial constraints, Kerala has made significant advancements in promoting growth of productive forces in the economy. The Government of Kerala has reinforced its thrust to support innovation, strengthen information



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technology and continued its commitment towards social welfare and protection and gender equality.

Share of agriculture and allied sectors in GVA/GSVA National and State level, at constant prices 2011-12, from 2013-14 to 2019-20, in per cent

Year	Share of agriculture and allied sectors in total GVA (India)	Share of agriculture and allied sectors in GSVA (Kerala)
2013-14	17.8	12.37
2014-15	16.5	11.92
2015-16	15.4	10.74
2016-17	15.2	9.96
2017-18	15.1	9.60
2018-19	14.6	8.83(P)
2019-20	n.a	8.03(Q)

***Economic Review - 2020***

**Animal Husbandry** is a vital sector for ensuring a more inclusive and sustainable agriculture system and plays a pivotal role in the economic development of the country by enhancing farmers' income. It also provides gainful employment in the rural sector particularly among the landless farmers, small and marginal farmers, women, and weaker sections. It acts as both a supplementary and complementary enterprise.

**Livestock sector** plays a multi-faceted role in socio-economic development of rural households. Livestock rearing has significant positive impact on equity in terms of income and employment and poverty reduction in rural areas as distribution of livestock is more egalitarian as compared to land. In India, over 70 per cent of the rural households own livestock and a majority of livestock owning households are small, marginal and landless households. Small animals like sheep, goats, pigs and poultry are largely kept by the land scarce poor households for commercial purposes due to their low initial investment and operational costs. In the recent decade, demand for various livestock based products has increased significantly due to increase in per capita income, urbanization, taste and preference and increased awareness about food nutrition. Livestock sector is likely to emerge as an engine for agricultural growth in the coming decades. It is also considered as a potential sector for export earnings.

In the national perspective, the livestock sector contributes 16 per cent of the income of small farm households as against an average of 14 per cent for all rural households and provides livelihood to two-third of the rural community. It also provides employment to about 8.8 per cent of the population in India and percentage of area used for all types of livestock farming was 1.69 per cent. Our country has vast livestock resources and contributes 4.11 per cent of GDP and 25.6 per cent of total agricultural GDP. **(Economic Review : 2020)**. The rural women play a significant role in animal rearing and are involved in operations namely, feeding, breeding, management, and health care. The livestock sector has emerged as one which generates employment and income security to women through micro enterprises. Women constitute 71 per cent of the labour force in livestock farming. In dairying, 75 million women are engaged as against 15 million



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men, while in the case of small ruminants, the sharing of work with men is almost equal. The need for technology upgradation, skill enhancement through capacity building programmes is felt across the sector.

As per **20th Livestock Census (2019)**, the total livestock population of the country is 535.78 million showing an increase of 4.6 per cent over Livestock Census 2012. It includes 302.79 million bovine population (which includes cattle, buffalo, mithun, and yak) which recorded an increase of 0.93 per cent over the previous census. The total number of cattle in the country is 192.49 million showing an increase of 0.8 per cent over the previous census.

Livestock and Poultry Population in India, in lakh

Sl. No.	Species	17th Livestock Census 2003	18th Livestock Census 2007	19th Livestock Census 2012	20th Livestock Census 2019	Growth Rate 2012-19
1	Cattle	185.2	199.1	190.9	192.49	0.83
2	Buffalo	97.9	105.3	108.7	109.85	1.0
3	Yaks	0.1	0.1	0.1	0.058	-24.67
4	Mithuns	0.3	0.3	0.3	0.39	30
	<b>Total Bovines</b>	<b>283.4</b>	<b>304.8</b>	<b>300.0</b>	<b>302.79</b>	<b>0.92</b>
5	Sheep	61.5	71.6	65.07	74.26	14.12
6	Goat	124.4	140.5	135.2	148.88	10.12
7	Pigs	13.5	11.1	10.3	9.06	-12.04
8	Other animals	2.2	1.7	1.48	0.79	-46.62
	<b>Total Livestock</b>	<b>485</b>	<b>529.7</b>	<b>512.05</b>	<b>535.78</b>	<b>4.63</b>
9	Poultry	489	648.8	729.2	851.81	16.81

Source: Annual Report 2018-19, Department of Animal Husbandry, Dairying and Fisheries, GoI, 20th Livestock Census (2019)

In **Kerala, the livestock sector** is prominent and one of the fastest growing sectors of the rural economy. The share of livestock in Gross State Value Added (GSVA) at constant prices from the agriculture sector shows a marginal decrease from 26.97 per cent in 2018-19 to 26.67 per cent in 2019-20. Though GSVA at constant prices from the sector has increased in absolute numbers, its share in total GSVA of the State has declined marginally from 2.38 per cent in 2018-19 to 2.14 per cent in 2019-20.

As per 20th Livestock Census (2019), the livestock population in the State was 38.36 lakh. Details of species-wise livestock and poultry population in Kerala is as below

Livestock and poultry population in Kerala, in lakh population

Species	2012	2019	Percentage variation from 2012 to 2019
Cattle	13.28	13.42	1.02
Buffalo	1.02	1.01	-0.71
Sheep	0.01	0.01	0
Goat	12.46	13.59	9.07
Other animals	12.11	10.33	-14.69
<b>Total Livestock</b>	<b>38.88</b>	<b>38.36</b>	<b>-1.34</b>
Poultry	238.45	298.18	25.05
<b>Total</b>	<b>277.34</b>	<b>336.54</b>	<b>21.35</b>

*Source : Livestock Census : 2019*



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In Kerala, two-third of dairy animals are available in 7 districts of Palakkad, Thrissur, Ernakulam, Kozhikode, Kollam, Thiruvananthapuram and Kannur **(Source : Dairying in Kerala – A Statistical Profile – NDDDB).**

The district wise cattle / buffalo population as per latest census report is as below

<b>District Wise Population Live Stock Census 2019</b>		
<b>District</b>	<b>Cattle (No.)</b>	<b>Buffalo (No.)</b>
Alappuzha	79370	5726
Ernakulam	108061	10029
Idukki	97395	5067
Kannur	91687	2446
Kasaragod	73968	1506
Kollam	110542	8658
Kottayam	81074	6163
Kozhikode	94248	3915
Malappuram	87035	15077
Palakkad	166952	9743
Pathanamthitta	61157	3260
Thiruvananthapuram	98822	5041
Thrissur	111932	20520
Wayanad	79753	4353
<b>Grand Total</b>	<b>1341996</b>	<b>101504</b>

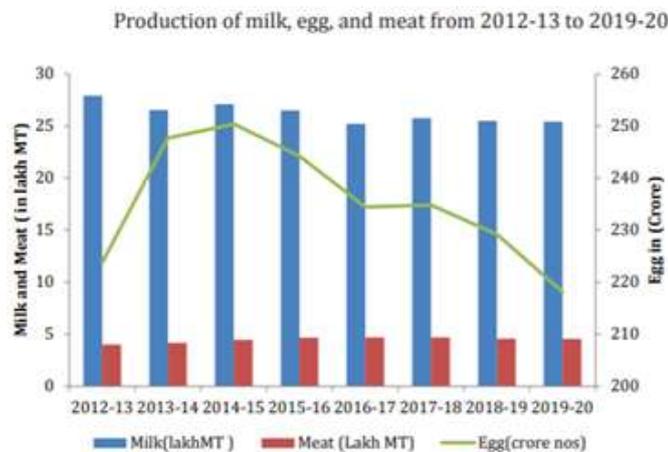
**Source : Livestock Census Report : 2019**

**01.02. Milk Production** - India continued to be the largest milk producing country in the world. At the national level, the milk production has increased from 17.63 crore tonnes in 2017-18 to 18.77 crore tonnes in 2018-19 registering a growth of 6.5 per cent, sustaining the trend over the past three decades. The per capita availability of milk has been increasing in India over the years and increased to 394 gram in 2018-19. The highest per capita availability is in Punjab (1181 gram per day) followed by Haryana (1087 gram per day). The highest producer of milk is Uttar Pradesh with 16.3 per cent of total milk production in the country, followed by Rajasthan (12.6 per cent). The species-wise milk production shows that nearly 35 per cent of total milk production is contributed by indigenous buffaloes followed by 26 per cent by cross-bred cattle. The indigenous cattle contribute 11 per cent of the total milk production. Goat milk shares a contribution of 3 per cent in the total milk production across the country. The total requirement of milk in Kerala in 2019-20 was 33.22 lakh MT, but the supply was only 25.42 lakh MT resulting

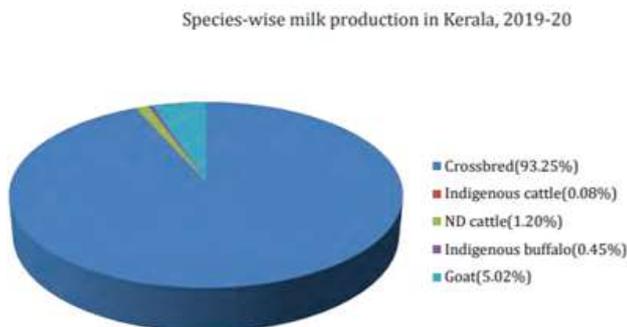


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in a deficiency of 4.65 lakh MT milk. This necessitated an import of 3.15 lakh MT. Out of 25.42 lakh MT of milk produced in the State, major share was produced by cross bred cows (93.25 per cent). [Source : Economic Review : 2020]



Indigenous cows produced only 1,949 lakh MT of milk (0.08 per cent). The production of milk from goat was 1.28 lakh MT (5.02 per cent). The rest was contributed by non-descript cattle, indigenous buffalo and non-descript buffalo. Details of species-wise milk production in Kerala in 2019-20 is provided in as below



Source : Economic Review 2020

The natural calamities of 2018 and 2019 by way of hurricane floods and now the impacts of Covid 19 pandemic have all had a very negative impact on the stability of dairy sector of the state. The state is striving hard to overcome the disastrous situation and regain the lost glory which the state gained during the period from 2016-17 onwards. In spite of the adversities like flood calamities of 2018, 2019 and the prevailing Covid 19 pandemic impacts, it's a sign of relief that the productivity of milch cattle in Kerala is high as a result of an effective cross breeding policy in the state. 94% of cattle population is crossbreds with an average milk production of 10.22 litre per day which is second best to Punjab in the country. Economic Review 2020 reports reveal that the milk production during the year 2019-20 is 25.42 LMT.



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5.94 Lakh Metric Tons of milk (16.27 lakh litre per day) was procured through Dairy Co-operatives during the year 2016-17, whereas 6.79 Lakh Metric Tons of milk (18.61 lakh litre per day) is the corresponding figure for the year 2019-20. At the same time the milk procurement through Dairy Co-operatives of the state have marked a record figure during the year 2020-21. For the first time ever in the history of the state, the per day milk procurement through Dairy Co-operatives crossed 20 lakh litre per day during the month of Oct, 2020. During the month of Dec, 2020, the per day procurement reached an all-time high figure of 21.33 lakh litre per day. During the year 2020-21, the average milk procurement of milk through Dairy Co-operatives is around 19.32 lakh litre per day. This hike is a positive indicator as far as the Animal Husbandry and Dairy Development activities of the state is concerned and is a narration of the various development activities undertaken by the Government to nurture the Sector.

**01.03. Dairy Co-operative sector in Kerala as the back bone of dairying activities**

The Dairy Co-operatives are the backbone of the Dairy industry in the country and situation is not different in Kerala with the DCS providing a ready market and steady price to the Dairy farmers. As on date, there are 3643 DCS in the state which collects milk twice a day from their farmers and pays the milk value based on the quality (fat% and SNF%).

<b>DAIRY DEVELOPMENT DEPARTMENT DCS REGISTERED - AS ON 31.12.2020</b>			
<b>DISTRICT</b>	<b>APCOS</b>	<b>NON APCOS</b>	<b>TOTAL DCS</b>
<b>THIRUVANANTHAPURAM</b>	359	59	<b>418</b>
<b>KOLLAM</b>	295	59	<b>354</b>
<b>PATHANAMTHITTA</b>	189	15	<b>204</b>
<b>ALAPPUZHA</b>	249	16	<b>265</b>
<b>KOTTAYAM</b>	253	23	<b>276</b>
<b>IDUKKI</b>	200	12	<b>212</b>
<b>ERNAKULAM</b>	323	11	<b>334</b>
<b>THRISSUR</b>	230	54	<b>284</b>
<b>PALAKKAD</b>	320	20	<b>340</b>
<b>MALAPPURAM</b>	265	17	<b>282</b>
<b>KOZHIKODE</b>	239	14	<b>253</b>
<b>WAYANAD</b>	55	1	<b>56</b>
<b>KANNUR</b>	169	54	<b>223</b>
<b>KASARGOD</b>	137	5	<b>142</b>
<b>GRAND TOTAL</b>	<b>3283</b>	<b>360</b>	<b>3643</b>



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Out of the total registered 3643 DCS, 3337 DCS are functional and remaining 306 DCS are dormant.

In Kerala, 5 lakh out of 70 lakh families are dependent solely on livestock for their livelihood, while another 5 lakh depend on livestock as a subsidiary means for supporting their livelihood. More than 55 per cent of bovine keepers maintain 2-3 cow units, while about 32 per cent maintain one-cow units. More than 60 per cent of livelihood enterprises set up by Kudumbasree are in the Animal Husbandry sector. Out of 37 lakh women in the suburbs of the poverty line, 70 per cent opted for enterprises in the animal husbandry sector, as the major basis of livelihood. It indicates that further progress in the livestock sector would directly be reflected in the balanced development and up-liftment of the rural economy. The Kerala Dairy Co-operative sector has become self sufficient during the year 2020-21.

By Nov, 2020, the Dairy Co-operative sector, for the first time in the history, could achieve self-sufficiency as far as milk production is concerned. The milk procurement had reached an all-time high of 21.37 lakh litre per day during Dec, 2020. The average milk procurement through DCS during the period from April, 2020 to February, 2021 is 19.97 Lakh Litre Per Day. The state which was importing around 6 lakh litre per day during the year 2015-16, instead, now is sending excess milk to neighbouring states for milk powder conversion. It is highly significant to note that there was around 30% hike in milk procurement during the period from 2015-16 to 2020-21. It is also noteworthy that annually around Rs 2511.93 crore is being distributed as price of milk alone to dairy farmers in the Kerala Dairy Co-operative Sector. Around 9.5 lakh man-days of employment generation is being created every year in the Kerala Dairy Co-operative Sector. During the last five years 134 Dairy Co-operatives have been newly registered and 133 dormant Dairy Co-operatives have been revived and made functional.

#### **01.04. Natural Disasters – a setback to Dairy sector of Kerala**

The Dairying sector was significantly affected by the hurricane floods of 2018 and 2019. As a result of floods 2018, the calamities in the Animal Husbandry sector was around 172 crore out of which the dairying sector alone suffered a loss of around Rs 107 crore. This includes loss incurred due to death of milch animals, heifers, calves, buffaloes, destruction of animal sheds, damage to feed, fodder and hay, infrastructure loss etc. It is estimated that 5163 adult cattle, 5193 calves, 541 buffalo and 1228 heifers were reported dead or missing. Loss due to animals is estimated as Rs 84 crore. The loss due to damage of animal sheds, feed, fodder plots, infrastructure and other resources of farmers accounts to about Rs 60 crore. Infrastructure loss to 214 Dairy Co-operative Societies, milk production loss due to flooding and loss amounts to about 27 crore. Milk value loss accounted to around Rs 384.26 lakh. The losses due to 2019 floods were comparatively less and the financial losses extended to Rs 3.5 crores.



### **01.05. Covid 19 Pandemic and its effect on Livestock / AH & Dairy Sector**

The first case of the 2019–20 coronavirus pandemic in India was reported on 30 January 2020, originating from China. As of 26 April 2020, the Ministry of Health and Family Welfare have confirmed a total of 26,496 cases, 5,804 recoveries (including 1 migration) and 824 deaths in the country. Experts suggest the number of infections could be much higher as India's testing rates are among the lowest in the world. The pandemic is impacting global food systems, disrupting regional agricultural value chains, and posing risks to household food security.

The food supply chain is a complex web that involves producers, consumers, agricultural and fishery inputs, processing and storage, transportation and marketing, etc. As the virus spreads and cases mount, and measures tighten to curb the spread of the virus, there are countless ways the food systems at all levels will be tested and strained in the future. Although less food production of high value commodities (i.e. fruits and vegetables) is already likely, they are not as yet noticeable because of the lockdowns and disruption in the value chain. Challenges are already there in terms of the logistics involving the movement of food (not being able to move food from point A to point B), and the pandemic's impact on livestock sector due to reduced access to animal feed and slaughterhouses' diminished capacity (due to logistical constraints and labour shortages).

Blockages to transport routes are particularly obstructive for fresh food supply chains and may also result in increased levels of food loss and waste. Milk, Milk products, meat, fresh fish and aquatic products, which are highly perishable and therefore need to be sold, processed or stored in a relatively limited time, are at particular risk. Transport restrictions and quarantine measures are likely to impede farmers' access to markets, curbing their productive capacities and hindering them from selling their produce. Shortages of labour could disrupt production and processing of food, notably for labour-intensive industries (e.g. high-value crops, meat and fish).

While there has been an uptick in international prices for some key staples such as rice, food prices are more broadly declining as key demand factors are subdued due to declining incomes and the prospect of a global recession. The closure of restaurants and street food outlets removes a key market for many producers and processors that may produce a temporary glut or trigger upstream production cuts as can be seen in the fish and meat sectors. In some developing countries, urban supply and demand for fresh produce are both in decline due to restrictions and aversion behavior by traders and consumers. Developing countries are particularly at risk as COVID-19 can lead to a reduction in labour force, and affect incomes and livelihoods as well as labour intensive forms of production (agriculture, Livestock, fisheries/aquaculture).



### **01.06. Covid 19 – Impact on Kerala Dairy Sector**

Almost all the sectors have received a setback, industry and agriculture in no way an exception to this. Financial instability and unemployment is an outcome of this pandemic virus. Dairy Industry is also in a negative slide due to the Covid-19 impacts.

As per the recent Business Today reports, in India, the milk sales has dropped by around 30 %. The rural marketing of fluid milk has dropped by 18%. Due to transportation and marketing difficulties, the revenue through sale of milk products has also reduced considerably. Both Co-operative and Private sector in the country is showing negative growths during the last 2 months. When compared to March 19 & April 19, the milk procurement through Co-operatives has declined by around 1.5 lakh litre per day. During the period from August, 2020 to September, 2020, the milk procurement has shown a steep hike and by the end of Sept, 2020 the per day procurement through DCS has touched the record figure of 19.52 lakh litre per day.

<b>COVID 19 PANDEMIC IMPACT ON MILK PROCUREMENT THROUGH DCS</b>				
<b>A COMPARISION (2019-20 Vs 2020-21)</b>				
<b>Mar-19</b>	<b>Apr-19</b>	<b>May-19</b>	<b>Jun-19</b>	<b>Jul-19</b>
<b>18.96</b>	<b>18.9</b>	<b>19.36</b>	<b>19.48</b>	<b>19.05</b>
<b>Mar-20</b>	<b>Apr-20</b>	<b>May-20</b>	<b>Jun-20</b>	<b>Jul-20</b>
<b>17.54</b>	<b>16.8</b>	<b>17.64</b>	<b>18.71</b>	<b>18.59</b>
<b>Aug-19</b>	<b>Sep-19</b>	<b>Oct-19</b>	<b>Nov-19</b>	<b>Dec-19</b>
<b>17.82</b>	<b>17.51</b>	<b>18.22</b>	<b>18.75</b>	<b>19.11</b>
<b>Aug-20</b>	<b>Sep-20</b>	<b>Oct-20</b>	<b>Nov-20</b>	<b>Dec-20</b>
<b>18.55</b>	<b>19.52</b>	<b>20.33</b>	<b>20.83</b>	<b>21.37</b>

***Milk Procurement figures in Lakh Litre Per Day***

#### **A) Milk Procurement , Sales and Rate details**

Sl No.	Description	2019	2020
		Ist Quarter (April,May,June)	Ist Quarter (April,May,June)
1	Milk Procurement -through Dairy Cooperatives (Litres)	<b>175,167,574</b>	<b>161,741,575</b>
2	Milk Procurement -By Milma (Litres)	<b>117,399,398</b>	<b>104,422,813</b>
3	Local Sales by Dairy Cooperatives (Litres)	<b>57,768,176</b>	<b>57,318,762</b>



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4	Sales by Milma (litres)	<b>124,912,023</b>	<b>113,118,184</b>
5	Average Milk Procurement Rate/Litre (From Milma to Dairy Cooperatives)(₹)	<b>35.60</b>	<b>38.50</b>
6	Average Milk Procurement Rate/Litre (From Dairy Cooperatives to Farmers)(₹)	<b>34.00</b>	<b>37.00</b>
7	Average Milma Sales rate/litre (₹)	<b>40.00</b>	<b>44.00</b>

Note : From September 2019 onwards the milk procurement rate from farmers are increased @ ₹ 3.38/litre and sales rate by ₹ 4.00/litre

**B) Loss incurred to Milma, Dairy Co-operatives , Farmers and Milma Feeds from April to June**

Sl No.	Description	2020
		First quarter (April-June) (in Rs)
1	Loss incurred to Milma for conversion to milk powder	<b>20,320,710</b>
2	Loss incurred to Dairy Co-operatives	<b>1,479,198</b>
3	Loss incurred to Farmers	<b>34,205,760</b>
4	Loss incurred to Milma Feeds	<b>13,500,000</b>

**Some of the immediate impact the Kerala Dairy Sector faced due to Covid 19 pandemic are**

- Transportation problems during lockdown periods have caused difficulty for farmers to pour milk to nearby procurement centres of Dairy Co-operatives. When compared to the last year, same season, there is a reduction in 1.5 lakh litre per day procurement of milk.
- In case of rural farmer who depended largely on household sales of milk for their revenue, rural marketing was significantly affected due to the lockdown criteria and transportation issues.
- Milk sales outlet has to be shut down for a few days during lockdown. This has considerably affected the daily sales volume of milk in the state. Consumers found difficulty in reaching the shops for buying milk on a day to day basis.



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- The sale of milk products also reduced considerably during the Covid-19 lock down period
- The Dairy Plants were almost flooded with fluid raw/processed milk.
- The non-availability of milk powder conversion plants in Kerala Co-operative sector and reluctance of neighbouring states like Tamil Nadu and Karnataka to receive milk from Kerala for milk powder conversion made the situation worse.
- The private sector found it almost impossible to market milk during the Covid-19 lockdown period. Hence the Dairy Co-operative sector had the opportunity to cater 100% market demand in the state.
- The economic crisis resulted as a result of Covid-19 pandemic outbreak has created problems for farmers to buy cattle feed from the market. The scarcity of green fodder and the present market rate being Rs 1350 per 50 kg bag of cattle feed, the farmers were forced to reduce the purchase of cattle feed. The animals thus were underfed in many areas.

**Covid 19 Relief Measures by the Department**

- As a part of Covid 19 pandemic relief programme, by way of utilising the state plan fund, the Department has distributed 2.92 lakh bags of compounded cattle feed bags (M/s Milma Feeds & M/s Kerala Feeds) at a subsidized rate of Rs 400 per bag. 1.82 lakh dairy farmers who poured milk to Dairy Co-operatives were benefitted out of this programme. Depending on the quantum of milk poured at DCS during the month of April 2020, a maximum number of 5 bags were distributed at subsidized rates.
- Adequate measures were taken to facilitate milk procurement through societies.
- Relevant measures have been taken to facilitate the marketing of milk through dairy societies and Milma
- Ensured availability of cattle feeds through Milma ,Kerala Feeds and other leading private feed companies
- Suitable measures were taken to facilitate supply of green grass, straw and silage. The straw ,which was taken from the paddy fields and distributed to the farmers through the dairy societies
- Pension for the period from October 2019 to April 2020 (7 months) was issued through the Kerala Dairy Farmers Welfare Fund Board. A total of ₹455170100 has been distributed to 53796 dairy farmers. Out of the total amount ₹371163400 is the share of government and rest of the amount is by Kerala Dairy Farmers Welfare Fund Board.
- A total of ₹5285700 family pension was distributed to 3012 people from January to March 2020 through the Dairy Farmers Welfare Fund Board. Special Relief Scheme for the farmers those who are pouring milk from 1st March 2020 to 20th March 2020, @ ₹1/liter of milk poured and a maximum of ₹ 1000 per farmer has been distributed. For these nearly 2.5 crores has been provided so far. An allowance of Rs 10,000 each for Covid affected farmers and Rs 2000 for farmers who are under quarantine is also being distributed



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- Under State Government Special programme on Covid lockdown time, milk is supplied by Milma to community kitchens, Anganawadis and guest labourers in the camp.
- Masks and Sanitizers are supplied through Dairy Cooperatives to farmers
- Dairy Development Department operates helpdesks and call centres at district and state levels.
- Cattle of those farmers who are affected by corona virus and under quarantine are taken care by the respective dairy cooperatives
- In many of the areas, the staffs and Board members of Dairy Cooperative Society went to quarantine and in containment zones, milk collection and other day to day activities were done by dairy farmers and the staffs under the supervision of dairy department with the support of State government and district collectors.
- The department has submitted various projects for livelihood activities of the farmers like Integrated Dairy Farming with Agriculture, Projects for Expats with support of NORKA, Kisan Credit Card Campaign (June-July 2020), Short Term Liquidity and Long Term Liquidity loans for the farmers.
- Foundation stone already laid for the construction of 10 MT Milk Powder Factory at Moorkanad, Malappuram District.
- Under Subhiksha Keralam Project in LSGD , Dairy Department has submitted a project outlay of ₹ 215.00 crores
- Priority given to **KISSAN CREDIT CARD FOR DAIRY FARMERS – CAMPAIGN (Status of KCC Campaign as on 15.03.2021)**
  - Total active farmers – 1.96 lakhs
  - Farmers possessing KCC prior to the campaign – 21,397 No.s
  - Target for Dairy Dept for new KCC enrolment - 1,74,590 lakhs
  - No. of KCC forms already filled - 1,25,376 No.s
  - No. of KCC forms already submitted to banks - 1,19,225 No.s
  - No. of farmers sanctioned KCC credit by banks – 46,547 No.s
  - Total credit amount sanctioned by banks – Rs 281.32 crore

## **02. OBJECTIVE OF THE SCHEME**

***As a part of the Drought Relief cum Covid-19 pandemic distress relief programme, this scheme is intended to***

- 1. Provide cattle feed to dairy farmers of the state at a subsidized rate of Rs 400 per 50 Kg bag of cattle feed. Those farmers who have poured milk to Dairy Cooperatives during the month of April 2021 shall be eligible for subsidized cattle feed. Around 2 lakh dairy***



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*farmers are expected to be benefitted from this programme. 2.75 lakh compounded cattle feed (Kerala Feeds / Milma Feeds) will be distributed at a subsidized rate of Rs 400 per bag. The total Government Assistance shall be Rs 11.00 crores.*

- 2. Distribute green grass and dried fodder to dairy farmers at subsidized rate through Dairy Co-operatives. 233 Dairy Co-operatives will be assisted at the rate of Rs 1 lakh per DCS.***
- 3. Distribute 99010 Kg of cattle feed supplement to dairy farmers at subsidized rates. (Plan Assistance – Rs 100 Lakh)***

### **03. BUDGET OUTLAY 2021-22, PLAN WRITE UP PROVISIONS 2021-22 & CATTLE FEEDING SUBSIDY PROGRAMME**

As per the budget provisions 2021-22, under the scheme : CATTLE FEEDING SUBSIDY PROGRAMME with Head of Account : 2404-00-102-79-33, an amount of Rs 1433.00 lakh is benchmarked for the distribution of cattle feeding subsidy based on the quantity of milk poured in Dairy Co-operatives. The Department during the year 2021-22 will be distributing Compounded Cattle Feed at subsidized rate and will be distributing green grass and dried fodder (Hay, Straw, TMR etc) at subsidized rate. Further cattle feed supplement (Calsagar and Vit Supplement (Govit / Govit Chelated distributed by M/s Indian Immunological a subsidiary of NDDB) will be distributed at subsidized rates.



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## 04. FINANCIAL OUTLAY

<b>CATTLE FEEDING SUBSIDY SCHEME : 2021-22</b>							
<b>TOTAL PLAN OUTLAY - Rs 1433.00 LAKH</b>							
<b>SI.NO</b>	<b>COMPONENTS</b>	<b>Units</b>	<b>No. of Units</b>	<b>UNIT COST (Rs)</b>	<b>UNIT SUBSIDY (Rs)</b>	<b>TOTAL COST (Rs in Lakh)</b>	<b>TOTAL SUBSIDY (Rs in lakh)</b>
1	Cattle Feeding Subsidy (Covid 19 Pandemic cum Drought Relief Programme)	bags of compounded CF	<b>275000</b>	1345	400	3698.75	<b>1100.00</b>
2	Distribution of green grass and dried feed at subsidized rates to dairy farmers through Dairy Co-operatives	No. of DCS	<b>233</b>	Lumpsum		445	<b>233.00</b>
3	Distribution of cattle feeding supplement / mineral mixture / Vitamain A supplement at subsidized rates	Mineral Mixture Calsagar (Kg)	<b>50000</b>	135	100	67.5	<b>50.00</b>
		Vit A Supplement Gouvit / Gouvit Chelated(Kg)	<b>45450</b>	150	110	68.175	<b>50.00</b>
<b>GRAND TOTAL</b>						<b>4279.43</b>	<b>1433.00</b>

**Savings in any sub component shall be utilised for meeting the expenditure pertaining to any other sub component listed above**



## **05. SCHEME PROPER**

### **05.01 DISTRIBUTION OF CATTLE FEED AT SUBSIDIZED RATES**

This scheme component is aimed at distributing 2.75 lakh cattle feed bags at subsidized rates to dairy farmers. The rate of subsidy shall be Rs 400 per bag of compounded cattle feed bag (50 kg)

#### **05.01.01 ELIGIBILITY CRITERIA**

- The Dairy Farmers who have poured milk to Dairy Co-operatives during the month of April 2021 shall be eligible for subsidized compounded feed
- The dairy farmers who have poured an average of 1 to 10 litre of milk per day during the month of April 2021 shall be eligible for 2 bags of cattle feed under this scheme. Those who have poured an average quantity between 11 to 20 litre of milk shall be eligible for 3 bags of cattle feed at subsidized rate and those who have poured an average of above 20 litre of milk during the month of April 2020 shall be eligible for 5 bags of subsidized cattle feed under this scheme

<b>SI.NO</b>	<b>CATAGEROY</b>	<b>MILK POURING CRITERIA (AV. MILK POURED DURING APRIL 2020)</b>	<b>MAX. NO. OF CB BAGS (50 KG BAGS)</b>
<b>1</b>	<b>A</b>	<b>UPTO 10 LPD</b>	<b>2</b>
<b>2</b>	<b>B</b>	<b>11- 20 LPD</b>	<b>3</b>
<b>3</b>	<b>C</b>	<b>&gt; 20 LPD</b>	<b>5</b>

- The cattle feed brand shall be either KERALA FEEDS or MILMA FEEDS.
- Four districts as notified by the Director, DDD shall supply MILMA Feeds and remaining 10 districts shall distribute Kerala Feeds at subsidized rates under this scheme.
- The cattle feed distribution under this scheme shall be through the registered 3643 Dairy Co-operative Societies of the state
- The cattle feed shall be distributed at subsidized rates to the farmers (subsidy @ Rs 400 per bag)
- The Department based on the supply completion certificate shall release the Government subsidy amount (as part payment or full payment)



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directly to the Cattle Feed Manufacturers (either M/s Milma Feeds or M/s Kerala Feeds Ltd).

**05.01.02 FINANCIAL OUTLAY**

<b>DAIRY DEVELOPMENT DEPARTMENT - PLAN 2021-22</b>							
<b>SPECIAL COVID 19 ASSISTANCE - SUBSIDIZED CATTLE FEED FOR DAIRY FARMERS</b>							
<b>AGENCY</b>	<b>NO. OF BAGS</b>	<b>COST PER BAG</b>	<b>COVID 19 ASSISTANCE (DEPT PLAN FUND)</b>	<b>BEN. CONTRIBUTION</b>	<b>TOTAL COST</b>	<b>TOTAL COVID ASSISTANCE (DEPT PLAN FUND)</b>	<b>TOTAL BEN. CONTRIBUTION</b>
	<b>NO.</b>	<b>RS</b>	<b>RS</b>	<b>RS</b>	<b>RS IN LAKH</b>	<b>RS IN LAKH</b>	<b>RS IN LAKH</b>
<b>KERALA FEEDS LTD</b>	<b>175000</b>	<b>1345</b>	<b>400</b>	<b>945</b>	<b>2353.75</b>	<b>700.00</b>	<b>1653.75</b>
<b>M/s MILMA FEEDS LTD</b>	<b>100000</b>	<b>1345</b>	<b>400</b>	<b>945</b>	<b>1345.00</b>	<b>400.00</b>	<b>945.00</b>
<b>GRAND TOTAL</b>	<b>275000</b>	<b>1345</b>	<b>400</b>	<b>945</b>	<b>3698.75</b>	<b>1100.00</b>	<b>2598.75</b>

**The division of cattle feed bags between M/s Kerala Feeds Ltd and M/s Milma Feeds Ltd shown above is indicative. The actual figures will be notified by The Director, DDD during the implementation of the scheme**

**Irrespective of the cost of CF bag, the subsidy per bag of 50 kg Compounded cattle feed shall be Rs 400. The remaining amount shall be beneficiary contribution from the part of Dairy Farmers.**

- **No. of farmer to be assisted** – **around 2.0 lakhs**
- **No. of bags of cattle feed to be distributed at subsidized rates** - **2,75,000 bags**
- **Subsidy per bag of 50 kg Cattle Feed** - **Rs 400/-**
- **Total Plan Assistance** - **Rs 1100 lakhs**



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**05.01.03 WORKING OF THE SCHEME**

- The milk pouring data (April 2021) of the individual shall be prepared in prescribed proforma and submitted by concerned chief executive of the Dairy Co-operatives to the Dairy Extension Officer.
- The Dairy Farm Instructor shall verify the DCS records to check the authenticity of milk pouring details submitted from DCS.
- The DCS wise list of Cattle Feed bags to be distributed to farmers categorized as A, B and C shall be prepared at DESU level and shall be forwarded with recommendations to the District Officer.
- The district level Deputy Directors shall prepare the DESU Wise / DCS wise / Category wise number of subsidized cattle feed bags to be distributed in that particular district.
- The requirement for number of subsidized cattle bags to be supplied in that particular district (in tune with the district target already sanctioned from Directorate) shall be submitted with recommendations to the Director, DDD
- The Director, DDD based on the requirement statement submitted by the concerned Deputy Director of each district and based on the fund availability shall place the supply order to the Cattle Feed Manufacturer (either M/s Kerala Feeds Ltd or M/s Milma Feeds)
- Based on the supply order, the Cattle Feed Manufacturer shall supply the subsidized feed to Dairy Co-operatives
- The Department level officers shall ensure that the eligible farmers are purchasing the eligible subsidized cattle feed bags through the Dairy Co-operatives
- Based on the completion report received from district Deputy Directors and based on the payment requisition from cattle feed manufactures, the subsidy amount shall be released as part or full from Directorate, Dairy Development to the concerned cattle feed manufacturers.

**05.01.04 EXPECTED BENEFITS**

- The scheme shall be treated as a relief measure for dairy farmers suffering due to Severe drought / Covid 19 pandemic adverse effects.
- Decreased milk production cost and increased profitability
- Milk production and procurement will be enhanced
- More dairy farmers will be brought under the cooperative umbrella.
- Reduction in the cost of milk production and the investment in dairy production is facilitated
- Encouragement to new entrepreneurs
- Domestic daily average milk procurement will be increased.



## **05.02 DISTRIBUTION OF CATTLE FEED SUPPLEMENT ( MINERAL MIXTURE / VITAMIN SUPPLEMENT)**

### **05.02.01 - INTRODUCTION**

The scheme also envisages providing feed supplements like Mineral mixture and vitamins to ensure that the milk production does not drop and the animals does not suffer from mineral / vitamin deficiency due to lack of sufficient green fodder during the summer months. The project envisages distributing feed supplement 'Cal Sager plus' (50,000 Kg) and Vitamin A supplement (Govit Chelated – 45,450 Kg) products of Indian Immunological Limited (a wholly owned subsidiary of the National Dairy Development Board) to farmers pouring milk at Dairy Co-operatives (DCS) in the state. The products '**Cal Sagar plus**' and '**Govit / Govit Chelated**' available in 1 kg packs shall be distributed among the beneficiaries.

**Calsagar Plus** - It has coated Vit. D3 ensuring more bio-availability of Vitamin to the animal. A daily dose of 50 grams would be sufficient for an animal for a period of 20 days. Calsagar feed pellets are an economical and effective source of calcium for dairy animals. Calsagar has all the characteristics of an ideal Ca supplement. Calsagar contains 200gm calcium, 100 gm phosphorus and 40,000 I.U. of coated Vitamin D3 per kg. These pellets should be given @ 50-100g for lactating animal per day. Even at 50 gm per animal per day Calsagar provides 10gm of calcium as against 3.3 gm of calcium supplied by liquid calcium at its recommended dose of 100 ml per day. Calsagar is very economical as compared to other liquid feed supplements. The problem of sub optimal milk production and reproduction problems caused by inadequate availability of calcium and phosphorus through the feed can be effectively addressed through Calsagar. The highly bio available and substantial quantity of calcium, phosphorus and Vitamin D3 in Calsagar are instrumental in improving milk yield, fat and SNF content in milk and improving the reproductive efficiency of animals.

**Govit /Govit Chelated** – Contains highly significant qualities of Vitamins like Vit A, Vit D3, Vit E, Vit K, Vit B etc. Chelated minerals are used for supporting normal growth, stabilizing bipolar disorder, building strong muscles and bones, and improving immune system function and overall health. Chelated minerals as dietary supplements that are superior to other mineral supplements and chelated minerals are used more easily by the body (more bioavailable) than non-chelated minerals.

The beneficiaries shall be selected from among the blocks in district by the concerned Deputy Director based on the quantity of milk poured during the month of April 2021.



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### 05.02.02 FINANCIAL DETAILS

<b>CATTLE FEEDING SUBSIDY SCHEME : 2021-22</b>							
<b>DISTRIBUTION OF FEED SUPPLEMENTS</b>							
<b>SI.NO</b>	<b>COMPONENTS</b>	<b>Units</b>	<b>No. of Units</b>	<b>UNIT COST (Rs)</b>	<b>UNIT SUBSIDY (Rs)</b>	<b>TOTAL COST (Rs in Lakh)</b>	<b>TOTAL SUBSIDY (Rs in lakh)</b>
1	Distribution of cattle feeding supplement (Mineral mixture / Vitamain supplement) at subsidized rates	Mineral Mixture <b>Calsagar (Kg)</b>	<b>50000</b>	135	100	67.5	<b>50.00</b>
		Vit A Supplement <b>Gouvit / Gouvit Chelated(Kg)</b>	<b>45450</b>	150	110	68.175	<b>50.00</b>
<b>GRAND TOTAL</b>						<b>135.68</b>	<b>100.00</b>

The rates are inclusive of all taxes, transportation charges and other allied charges.

### 05.02.03 WORKING OF THE SCHEME

Proper publicity of the scheme will be done by Dairy Extension Officers who will distribute feed supplements through Dairy Co- operatives. 3643 Dairy Co-operatives are working in the state. Dairy Co-operatives will supply 1 kg packets of Cal Sager plus and Vitamin Supplement (Gouvit / Gouvit Chelated) to interested farmers by discounting 75% of its cost. 25% of the cost will be collected as beneficiary contribution by the DCS and submitted to DEO of the block as Demand Draft in favor of M/s Indian Immunological Ltd. M/s Indian Immunological Ltd will supply the item to each district and the Deputy Director will release the subsidy portion upon receipt of invoice from the company.

The Director shall be the authority for target allocation to various districts

### **05.03 DISTRIBUTION OF FEED COMPONENTS (GREEN FODDER AND DRIED FODDER) AT SUBSIDIZED RATE TO DAIRY FARMERS THROUGH DAIRY CO-OPERATIVES**

In Kerala, when compared to other states, the cost of production of milk is very high. The main factor behind this is the shortage of fodder both green and dry and hence a high dependency on concentrate / compound feeds by dairy farmers for feeding their milch animals. The cost of compound feed available in the market is as high as Rs 1345 per bag of 50 kg. This high feed cost is a limiting factor as far as the profitability of dairy farming is concerned



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in Kerala. Availability of free land for fodder cultivation and reluctance of dairy farmers to take up extensive fodder cultivation is making the situation worse. The green fodder requirement of the state is about 87 LMT per annum whereas the availability is only 40 LMT per annum. The Gap is around 47 LMT per annum

The feed resources available from existing agricultural practices meet roughly 40% of the dairy industry's requirement of green and dry fodder. With increased crossbreeding, the physical stature of the animals has improved considerably and as a result, the demand for feed and fodder has further increased. Government has been giving special focus on fodder and feed production to bridge the gap in the demand and supply of feed and fodder. The Dairy Development Department is the nodal agency for fodder development activities in the State.

The availability of dry fodder like Hay and Straw is also very low. The dry fodder is mainly entering from neighbouring states of Kerala especially from Tamil Nadu. The paddy straw is being underutilised as a cattle feed in Kerala. No specific mechanism is available and practiced for bridging a regional balance in regard to availability of straw and hay. Moreover the middle man involved in transporting dried fodder across the state border is exploiting the dairy farmers of Kerala by imposing additional charges. The cost of hay in certain season is as high as Rs 15 to Rs 16 per kg. This again is a limiting factor in regard to profitable dairying in Kerala. In districts like Alappuzha and Palakkad where paddy cultivation is popular, the Straw / Hay is mostly discarded on the ground of high conversion cost via labour and transportation cost from paddy field.

**Availability, Requirement and Surplus/Deficit of Dry Matter ('000 MT)**

Year	Availability	Requirement	Surplus/Deficit
1997	2711.9	8405.9	(-)5694.0
2003	2766.1	7150.2	(-)4384.1
2007	2686.4	6317.0	(-)3630.6
2008	2544.7	6421.0	(-)3876.3
2009	2634.7	6602.0	(-)3967.3
2010	2651.1	6856.0	(-)4204.9
2011	1857.0	7189.0	(-)5332.0

**Source: Dairying in Kerala – A Statistical Profile 2016, NDDB**

For the sake of reducing the cost of milk production the Department is proposing to deliver subsidised fodder through Dairy Co-operatives to those farmers who are within the Co-operative Umbrella and who are pouring milk to DCS on a regular basis.



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The project envisages extending financial assistance to Dairy Co-operatives for distributing fodder, both green fodder (like green grass, legumes, silage etc) and dried fodder (like straw/hay/TMR, Concentrate cakes etc other than compounded cattle feed) at subsidised rates to those farmers who pour milk to DCS. Rs 233 lakh is benchmarked for this scheme component.

**05.03.02 FINANCIAL OUTLAY**

<b>Particulars</b>	<b>Rate of Subsidy</b>	<b>Max Subsidy Amount permissible for One DCS (Rs)</b>	<b>No. of DCS</b>	<b>Amount (Rs in Lakh)</b>
Distribution of Fodder (Green and/or Dry) at subsidized rates	Rs 3/Kg for green fodder like green grass, legumes, silage etc Rs 4/kg for dried fodder like Hay / Straw, TMR etc	1,00,000	233	233.00

During the period from 2016-17 to 2020-21, this scheme component was included in the Scheme : Assistance to Dairy Co-operatives with H.O.A 2404-00-195-94-34-OC. During the year 2021-22, as per the direction from The Government Secretary, AH and Dairying, the Department has proposed the Scheme Component : Distribution of subsidized scheme component (green grass and dried feed components) to Dairy Farmers through Dairy Co-operatives under the scheme : Cattle Feeding Subsidy with H.O.A 2404-00-102-79-33

- The assistance shall be based on the District wise allotment from Directorate to District Offices
- The scheme is not intended for subsidising the concentrate / compound feed
- 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 feed assistance shall be made by a committee formed at District HQ with The Deputy Director of concerned district as Convenor and Technical Assistance, 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.
- The Deputy Director holds the authority to select more than one DCS coming under a particular block for implementation of this scheme.



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- The list of beneficiary DCS selected shall be forwarded by the concerned Deputy Director to The Directorate, Dairy Development for final approval.
- 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 1,00,000/- (Under unavoidable situations, more than one unit shall be sanctioned to a particular DCS but with the written permission of The Director, DDD)
- Maximum subsidy amount permissible to an individual beneficiary farmer shall be Rs 7000/-
- The beneficiary DCS shall distribute subsidised green fodder and/or dry fodder to dairy farmers of nearby DCS also. The Deputy Director shall ensure that maximum numbers of farmers are benefited from this scheme component.
- Preference shall be given to those DCS which are already involved in distribution of Green /or Dry feeds to pouring members.
- Subsidy shall not be extended to DCS for the quantum of green fodder and/or dry fodder distributed prior to the selection order of District Deputy Director to the beneficiary DCS.
- The Deputy Director shall take the help and support of Regional Unions / KCMF for implementation of this scheme component, if needed.
- The DCS shall distribute the Green Grass and/or Dry Fodder at subsidised rate to dairy farmers. The beneficiary contribution, subsidy amount and total cost for each beneficiary shall be properly recorded in DCS. The Secretary of beneficiary DCS shall ensure that Bill shall be issued to individual beneficiary farmers. Necessary entries shall be made in stock register, Day book and other relevant registers of the DCS
- The Secretary of beneficiary DCS after completion of the scheme component shall submit the subsidy claim letter, B.O.D resolution, Green and/or Dry feed distribution statement, individual bills to the concerned DESU. The Dairy Farm Instructor concerned as per the instructions from concerned Deputy Director and Dairy Extension Officer shall verify the authenticity of statements submitted by The Secretary of the beneficiary DCS. The block level officers shall ensure and confirm that necessary entries are made in all the relevant registers of the DCS.
- The officers concerned shall ensure that district / block level propaganda is given for the programme



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- The Dairy Extension Officer shall be responsible for DESU level implementation of the Programme. The Deputy Director of concerned district shall co-ordinate, monitor and implement the programme at district level.
- The Deputy Director (Planning), Directorate of Dairy Development shall be in charge of state level implementation and co-ordination of the programme.

**Registration Fees – Rs 170 per beneficiary DCS**

**06. EXPECTED BENEFITS**

- The project is implemented as a DROUGHT RELIEF / COVID 19 PANDEMIC SPECIAL RELIEF PROGRAMME
- Components are aimed at ensuring the socio economic stability of dairy farmers in the state
- Decreased milk production cost and increased profitability
- Milk production and procurement will be enhanced
- More dairy farmers will be brought under the cooperative umbrella.
- Reduction in the cost of milk production and the investment in dairy production is facilitated
- Encouragement to new entrepreneurs
- Domestic daily average milk procurement will be increased.

**07. CALENDAR OF ACTIVITIES**

<b>SI.NO</b>	<b>ACTIVITY</b>	<b>TIME FRAME</b>
1	Administrative Sanction	Before 15.04.2021
2	Propaganda for the programme	Before 15.05.2021
3	Selection of beneficiaries	Before 10.06.2021
4	Distribution of cattle feed (compounded CF, Green Grass, Dried Fodder)	Before 15.07.2021
5	Distribution of Calsagar / Vitamin Supplements (Gouvit / Gouvit Chelated)	Before 30.07.2021
6	Release of Subsidy to beneficiary DCS / CF firms	Before 15.08.2021
7	Evaluation of the programme	Before 10.09.2021



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## **08. MONITORING & EVALUATION**

The Dairy Extension Officer shall be responsible for block level implementation of the programme. The District Dairy Development Officer of each District shall closely monitor at every stage of implementation. Director, Dairy Development Department will evaluate the progress of implementation periodically with the assistance of the planning wing at Directorate.

## **09. CONCLUSION**

The scheme is implemented as a RELIEF PACKAGE FOR COVID 19 PANDEMIC. Around 2.5 lakh farmers of the state will be benefited out of this scheme. The scheme will help to reduce the feed cost and thus will reduce the cost of production of milk and hence an increased profitability from dairying activities .

**MINI RAVINDRADAS**  
**(PEN NO. 494248)**  
**DIRECTOR**  
**DAIRY DEVELOPMENT DEPARTMENT**