D/

(handwritten notes in top-left margin, partially legible):
16/2/21
Endorse to all DD's, DDC's
& state fodder farm
to all DD's & DD's to Directorate
16/2/2

GOVERNMENT OF KERALA

Agri(Animal Husbandry)Department

04/02/2021,Thiruvananthapuram

No.F3/24/2021/AH

From
    Secretary

To
    The Director,Department of Animal Husbandry,Thiruvananthapuram
    The Director,Dairy Development Department,Thiruvananthapuram
    The Managing Director,MILMA,Thiruvananthapuram
    The Managing Director,KLDB,Thiruvananthapuram

Sir,

   Sub: Publicising and downloading e-GOPALA app launched by the
        Central Government -reg

   Ref: D.O Letter no.04003/8/2020 - Cattle Div. dated.13.01.2021 of
        MoFAH &D, GOI

   Attention is invited to the reference cited. Hon.Prime Minister has
launched a farmer centric app e-GOPALA that brings government services
closer to the them. You are requested to download and publicise the
importance of the app among the dairy farmers. Copy of the referred letter
is enclosed herewith.

                                        Yours Faithfully,
                                        SHEEJA.R.S.
                                        UNDER SECRETARY

                                        For Secretary to Government.

Approved for issue

Section Officer

वर्षा जोशी
Varsha Joshi

संयुक्त सचिव
भारत सरकार
मत्स्यपालन, पशुपालन एवं डेयरी मंत्रालय
पशुपालन एवं डेयरी विभाग
कृषि भवन, नई दिल्ली-110001
Joint Secretary
Government of India
Ministry of Fisheries, Animal Husbandry & Dairying
Department of Animal Husbandry and Dairying
Krishi Bhawan, New Delhi-110001

D.O No. N-04003/8/2020-Cattle Divn.

Dated 13ᵗʰ January 2021

Dear Ms Tinku Biswal,

Subject: Publicising & downloading e-GOPALA app

As you are aware that our Hon'ble PM has recently launched a farmer centric app **e-GOPALA** (Generation of Wealth through Productive Livestock) app. that brings government services closer to the farmers.
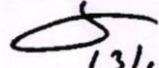
e- Gopala app helps the farmers in managing livestock including buying and selling of disease free germplasm in all forms (semen, embryos, etc); availability of quality breeding services (Artificial Insemination, veterinary first aid, vaccination, treatment etc) and guiding farmers for animal nutrition, treatment of animals using appropriate ayurvedic medicine/ethno veterinary medicine. The app also sends alert to farmers (on due date for vaccination, pregnancy diagnosis, calving etc) and informing farmers about various government schemes and campaign in the area.

Considering the eminence of the app in the livestock sector for enhanced productivity, we request:

1) All the States to publicise the e-GOPALA app on their home page of their Departmental websites.
2) To make mandatory for all the veterinarians and AI technicians (both Govt. and private) to download the app with immediate effect.
3) AI technicians may be directed to create awareness among the farmers about the app. and motivate them to utilise the services available on the app.

With regards,

Yours sincerely,

13/1/21
(Varsha Joshi)

Ms Tinku Biswal,
Principal Secretary
Deptt. of Animal Husbandry and Dairy Development
Govt of Kerala
Secretariat,
Thiruvanthapuram-695001