



ABSTRACT

Animal Husbandry Department – Implementation of the Scheme of Free Distribution of Milch Cows during the year 2019-20 – Administrative and Financial Sanction for a sum of Rs.49.832 crore – Sanctioned – Orders - Issued.

Animal Husbandry, Dairying and Fisheries (AH-4) Department

G.O.(Ms)No.117

Dated: 26.08.2019
Thiruvalluvar Aandu 2050
விகாரி, ஆவணி 09.

Read:

1. G.O.(Ms)No.79, Animal Husbandry, Dairying and Fisheries (AH4) Department, dated.29.07.2011.
2. G.O.(Ms)No.177, Animal Husbandry, Dairying and Fisheries (AH4) Department, dated.19.09.2018.
3. From the Director of Animal Husbandry and Veterinary Services Letter No.13499/MC-1/2019-1, dated. 01.04.2019, 10.07.2019 and 26.07.2019.

ORDER:

During the Budget presented in the Legislative Assembly on 8.2.2019, among other things, it was announced that the Government will continue the scheme of Free Distribution of Milch Cows during the year 2019-20 with an allocation of Rs.49.832 Crore.

2. In G.O. first read above to usher in a radiant second white revolution in Tamil Nadu, order were issued to distribute 60,000 milch cows to 60,000 beneficiaries over a period of five years from 2011-12 to 2015-16 at an outlay of Rs.231 Crore in which 12,000 milch cows were distributed every year. The Scheme has been continuously implemented upto 2018-19 and so far 87,444 milch cows were procured and distributed to 87,444 women beneficiaries at a total outlay of Rs.381 Crore. The Scheme which was implemented in 21 districts till 2017-18 was expanded to cover 29 districts during the year 2018-19.

3. In the letter third read above, the Director of Animal Husbandry and Veterinary Services has stated that consequent to the Budget Announcement, it is proposed to implement the scheme in 30 Districts during 2019-20 except in Chennai (Urbanised District) and The Nilgris (availability of green fodder and sourcing fodder would be difficult for first time Beneficiaries) and the distribution of milch cows will be undertaken in such Village Panchayats that are not covered by a Milk Producers Co-operative Society (MPCS).

4. The Director of Animal Husbandry and Veterinary Services has also stated that the scheme was not implemented in Perambalur District during 2018-19 as all the village panchayats were covered with a Milk Producers Co-operative Society (MPCS) as per the details provided by Dairy Development Department. Considering the poor women who fulfill the eligibility criteria for beneficiaries are still available in Perambalur District and to provide livelihood opportunities to those women, it is now proposed to implement the scheme including the district of Perambalur during the year 2019-20. He has also stated that as was done during the year 2018-19, it is proposed to procure animals from the prominent livestock Shandies within the State including the beneficiary's own District. The beneficiaries will also be permitted to procure milch cows from Andhra Pradesh and Karnataka States if they opt for the same.

5. The Director of Animal Husbandry and Veterinary Services has furnished the financial requirement for implementing the above Scheme during the year 2019-20 as follows:-

S. No	Component	Expenditure (Rs. in crore)
1.	Purchase cost of 12,000 animals @ Rs.35,000/animal	42.00
2.	Insurance cost of 12,000 animals @ 3% of cost of purchase (includes cost of ear tags)	1.26
3.	Cost for transportation of animals and conveyance cost to beneficiary @ Rs.2,500/ beneficiary for purchase of animals with in the State. This amount is also meant for transportation cost for animals purchased from Andhra Pradesh and Karnataka States.	3.00

4.	Contingencies (including photography, fuel, stationery, documentation, IEC etc. and expenditure on conduct of meeting at HO, news paper advertisements and strengthening the Scheme Monitoring Cell by purchase of computers, printers, photocopiers, annual maintenance charge for Xerox machine and other accessories besides expenditure for conduct of periodical review of the scheme at the Head Office) and Conveyance charge of Rs.1,000/- per beneficiary for those who opt to procure animals from Andhra Pradesh and Karnataka States.	3.20
5.	Cost for training of beneficiaries @Rs.300/- beneficiary+Rs.500/skilled Milk Man for 50 beneficiaries /Village Panchayat (Rs.300/-x12,000) + (240 x Rs.500/-)	0.372
	Total Cost	49.832

6. The Director of Animal Husbandry and Veterinary Services has therefore requested the Government to sanction a sum of Rs.49.832 crore for implementation of "Free Distribution of Milch Cows Scheme" during the year 2019-20 by relaxing the Quarterly Control of Appropriation system ordered in the G.O. No.121, Finance (BG.I) Department, dated 31.3.2019.

7. The Government after careful examination of the proposal of the Director of Animal Husbandry and Veterinary Services have decided to accept it and accord administrative and financial sanction for a sum of Rs.49.832 crore (Rupees Forty nine crore eighty three lakhs and twenty thousand only) to implement the "Free Distribution of Milch Cows Scheme" during the year 2019-20 by relaxing the Quarterly Control of Appropriation system as laid down in the G.O. (Ms)No121, Finance (BG.I) Department, dated 31.03.2019 for purchase and distribution of 12000 milch cows to 12000 women beneficiaries in rural areas as detailed below:-

S. No	Component	Expenditure (Rs. in crore)
1.	Purchase cost of 12,000 animals @ Rs.35,000/animal	42.00
2.	Insurance cost of 12,000 animals @ 3% of cost of purchase (includes cost of ear tags)	1.26
3.	Cost for transportation of animals and conveyance cost to beneficiary @ Rs.2,500/ beneficiary for purchase of animals with in the State. This amount is also meant for transportation cost for animals purchased from Andhra Pradesh and Karnataka States.	3.00

4.	Contingencies (including photography, fuel, stationery, documentation, IEC etc. and expenditure on conduct of meeting at HO, news paper advertisements and strengthening the Scheme Monitoring Cell by purchase of computers, printers, photocopiers, annual maintenance charge for Xerox machine and other accessories besides expenditure for conduct of periodical review of the scheme at the Head Office) and Conveyance charge of Rs.1,000/- per beneficiary for those who opt to procure animals from Andhra Pradesh and Karnataka States.	3.20
5.	Cost for training of beneficiaries @Rs.300/- beneficiary+Rs.500/skilled Milk Man for 50 beneficiaries /Village Panchayat (Rs.300/-x12,000) + (240 x Rs.500/-)	0.372
	Total Cost	49.832

8. The Director of Animal Husbandry and Veterinary Services is also requested to restrict the drawals strictly in accordance with the requirements on each occasion.

9. The expenditure sanctioned in para 7 above shall be debited to the following Head of Account:-

Head of Account	Amount (Rs. in crore)
2403-00-Animal Husbandry - 800 Other Expenditure - State's Expenditure - JI Free Distribution of Milch Cows to the persons living Below Poverty Line 309 Grants - in - Aid - 03 Grants for Specific Schemes IFHRMS (DPC 2403-00-800-JI-30903) Old (DPC 2403-00-800-JI-0937)	34.880
2403-00-Animal Husbandry - 789 Special Component Plan for Scheduled Castes - State's Expenditure - JF Free Distribution of Milch Cows to the persons living Below Poverty Line under Special Component Plan -309 Grants-in- Aid - 03 Grants for Specific Schemes IFHRMS (DPC 2403-00-789-JF - 30903) Old (DPC 2403-00-789-JF-0939)	14.452

Head of Account	Amount (Rs. in crore)
2403-00-Animal Husbandry - 796 Tribal Area Sub Plan- State's Expenditure- JE Free Distribution of Milch Cows to the persons living Below Poverty Line under Tribal Area Sub Plan-309- Grants-in-Aid-03 Grants for Specific Schemes IFHRMS (DPC 2403-00-796-JE -30903) Old (DPC 2403-00-796-JE-0936)	0.50
Total	49.832

10. The Director of Animal Husbandry and Veterinary Services is authorized to incur expenditure sanctioned at para 7 above for the year 2019-20 towards implementation of the aforesaid Scheme.

11. The Guidelines for implementation of the aforesaid Scheme is appended to this Order as annexure.

12. This order issues with the concurrence of Finance Department vide its U.O. No.42093 /Finance(AHD&F)/2019, dated 26.08.2019.

(BY ORDER OF THE GOVERNOR)

K. GOPAL
PRINCIPAL SECRETARY TO GOVERNMENT

To

The Director of Animal Husbandry and Veterinary Services, Chennai-35.

The Accountant General, Chennai-18/18 (By name).

The Pay and Accounts Officer (South), Chennai-35.

The Additional Chief Secretary (FAC) to Government, Special Programme Implementation, Secretariat, Chennai-9.

All District Collectors/ All District Treasury Officers (through Director of Animal Husbandry and Veterinary Services, Chennai-35)

Copy to

The Finance (AHD&F/BG-1) Department, Chennai-9.

Office of the Hon'ble Chief Minister, Chennai-9

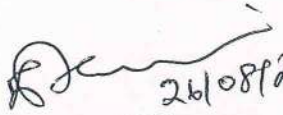
Office of the Hon'ble Deputy Chief Minister, Chennai-9


The Senior Personal Assistant to Hon'ble Minister (Animal Husbandry), Chennai-9.

The Private Secretary to Principal Secretary to Government, Animal Husbandry, Dairying and Fisheries Department, Chennai-9

Stock file/Spare copies.

//Forwarded by order//


26/08/2019
Section Officer


26.8.2019

ANNEXURE

Annexure to GO Ms.No.117 , Animal Husbandry, Dairying and Fisheries (AH4)Department, Dated 26.08.2019

Guidelines for the implementation of Scheme for Distribution of 12,000 Milch Cows at Free of cost in rural Village Panchayats for the year 2019-2020

1. Introduction.

The Government of Tamil Nadu have planned to implement the Scheme to distribute 12,000 free Milch Cows to the poor beneficiaries in the rural areas for 2019-20 in order to give boost to the milk productivity of the State. This Scheme will be called "Scheme for Free Distribution of Milch Cows". The Scheme is under continuous implementation since 2011-12. The Scheme was implemented only in 21 districts till 2017-18. During 2018-19 the Scheme was expanded to all the Districts except Chennai, Perambalur and The Nilgiris. For the year 2019-20 the scheme will be implemented in 30 Districts except Chennai (Urbanised District) and The Nilgiris (availability of green fodder and sourcing fodder would be difficult for first time Beneficiaries). In Perambalur and Erode districts though all the Village Panchayats have a Milk Producers Co-operative Society (MPCS), **considering the poor women who fulfill the eligibility criteria for beneficiaries are still available in these Districts and to provide livelihood opportunities to those women, it is now proposed to implement the scheme including Perambalur and Erode districts during 2019-20.**

2. Selection of Villages for the Scheme

2.1. The Director of Animal Husbandry and Veterinary Services (DAH&VS) will select the Village Panchayats for implementation in such a way that in a year, approximately 12,000 beneficiaries are distributed free Milch Cows.

2.2. The free milch cows will be distributed to the needy poor beneficiaries on a priority basis. In the Districts, the distribution will be undertaken in Village Panchayats where there are no Primary Milk Producers Cooperative Societies at present. The data regarding the coverage of village panchayats with Milk Producers

Co-operative Societies (MPCS) received from the Dairy Development Department (DDD) indicates that in Perambalur and Erode Districts all the village panchayats have been covered with MPCS. **The scheme was not implemented in Perambalur District during 2018-19 as all the village panchayats were covered with a MPCS as per the details provided by Dairy Development Department. Considering the poor women who fulfill the eligibility criteria for beneficiaries are still available in Perambalur District and to provide livelihood opportunities to those women, it is now proposed to implement the scheme including the district of Perambalur during 2019-20.** In the case of The Nilgiris District, availability of fodder during summer and winter would be difficult. Further, transportation of animals would cause stress and expose these animals to diseases. The beneficiaries being first time animal owners would find it difficult to feed and manage the animals. Chennai being an urbanized district the Scheme is not implemented there. **In respect of Perambalur and Erode districts, those MPCS that are defunct or procure minimum milk may be identified by the respective District Co-operative Milk Producers Union out of which village panchayats may be selected for implementation of the scheme.** Consequent to the distribution of the cows, action will be taken to form Primary Milk Producers Co-operative Societies for the beneficiaries in these villages and render the beneficiaries necessary hand-holding assistance by the Dairy Development Department for continuous procurement of milk. The Co-operative network has the following advantages for the beneficiaries:

- (a) Availability of immediate opportunity of sale of milk through the Milk Cooperative Society at good prices.

- (b) Availability of Breeding services as well as veterinary care at the door steps through the Society as well as Milk Union.
 - (c) Opportunity to tap the benefits of various Central/State funded schemes meant for the co-operative sector.
- 2.3 Out of the Village Panchayats to be selected within the districts, the smaller Village Panchayats will be prioritized on its population by the Director of Animal Husbandry & Veterinary Services for the implementation of the Scheme, as it will be easier to form the Primary Milk Producers Co-Operative Societies of smaller and cohesive units. Further, the Village Panchayats to be taken up each year will be grouped in appropriate geographical clusters as to facilitate the economical collection of milk.

3. Breed of Milch Cows to be procured

The breeding policy of the State envisages rearing of the Cross Bred Jersey Cows in the plains and Cross Bred Holstein-Friesian cows in the hilly areas of the State. In addition the Cross Bred Cows are proposed as they yield on an average 2.5 times more milk than indigenous cows. It is, hence, proposed to supply Cross bred cows as per the Breeding Policy of the State. Further, in most of the cases, farmers prefer rearing of cows as compared to buffaloes. Hence, it is proposed to distribute only cows in this Scheme. Amongst the Cross Bred cows too, it is proposed to supply lactating cows that are in their first / second lactation so as to ensure a continuous production for the next five lactations. The age of the animal should not be more than 4 years. The cows shall be bought within 60 days after calving and its per day milk yield should not be below 7 litres. This should be personally ensured by a team consisting of the Divisional level Officer (AH)/ the person in charge of Veterinary Hospital and person in charge of the Veterinary Dispensary concerned and the beneficiary, who should monitor the milk yield for two continuous days at the time of purchase.

4. Identification of Beneficiaries:

4.1 The free Milch Cows will be distributed at the rate of one cow per eligible household. In order to empower the women, it has been decided that the actual beneficiary will be the Woman of the household. In case there are any Transgenders residing in the Village Panchayat, who are otherwise eligible as per the criteria given below, they will also be considered to be eligible for the Scheme.

4.2 **Criteria for eligibility:** The beneficiaries should satisfy the following criteria:

- Women Headed households are to be given priority. (Widows, Destitute, and the Disabled women to be given priority within this group).
- Are below 60 years of age.
- Do not own land over 1 acre in their own name or family members' name. (However, owning some land is preferable, since it will enable production of green fodder in own land).
- Do not own any cows/buffaloes at present.
- Are not employees of Central / State Government or any Organisation / cooperative or member of any Local Body (nor should their spouse or father / mother / parents-in-law / son / daughter / son- in-law/ daughter-in-law be so).
- Have not benefited from the Free Distribution of Goats/ Sheep Scheme of the Government earlier.
- Should be permanent resident of the Village Panchayat and must be willing to rear milch cow.
- Atleast 30% beneficiaries from the Village Panchayat should necessarily belong to SC/ST (SC: 29% and ST: 1%) Communities. In case of non -availability in any of the above categories in the Village Panchayat, the shortfall must be made up within the District by the District Collector or in the State by the DAH & VS.

4.3 In order to form a viable and successful procurement of milk by the Primary Milk Producers Co-operative Societies, it is preferable

that at least 50 members within a Village Panchayat should pour the milk to the Milk Cooperative Society. Hence, ordinarily around 50 beneficiaries should be provided with milch cows in each of the selected Village Panchayats.

- 4.4 In the District, the District Collector will be the overall in-charge of the process of identification of beneficiaries and implementation. The Regional Joint Director (Animal Husbandry) [RJD], Project Officer (Mahalir Thittam) and Asst. Director (Panchayats) will assist him in this regard. The District Collector will form a Village Level Committee consisting of (i) Village Panchayat President, (ii) Vice- President, (iii) the Senior most Ward member (by age) representing SC/ST Community, (iv) the Panchayat Level Federation (PLF) coordinator, (v) Village Poverty Reduction Committee Secretary (VPRC) (and in case VPRC is not there an active SHG representative), (vi) the person incharge of Veterinary Dispensary of the area, (vii) the Zonal Deputy BDO (ADW) and (viii) Extension officer of the concerned milk union or Senior Inspector from the Office of the concerned Deputy Registrar (Dairying) to identify and shortlist the list of beneficiaries as per the norms specified. The Panchayat Union Chairman is included as a special invitee to the village level committee. However, the signature of the Panchayat Union Chairman in the selection of beneficiary need not be mandatory as there may be more than one Grama Sabha meetings on the same day at a time in the same Panchayat Union. The District Collector should also ensure that necessary support is rendered to the Committee by the Village Panchayat Secretary concerned. The purpose of adding the person who is incharge of Veterinary Dispensary and Zonal Deputy BDO is to ensure that the shortlisted beneficiaries are conforming to the prescribed norms and Extension Officer or Senior Inspector Dairying are added to develop good relationship between Aavin and beneficiaries. The entire VLC members shall be responsible for

selection of beneficiaries. The Village Administrative Officer should verify the land holdings of the beneficiary and other criteria of eligibility and also verify the landholdings of the beneficiary's immediate family members whose name co-exist in the family card in which name of the beneficiary finds a place. If Special Officers (Block Development Officers) are appointed for Village Panchayats, he shall replace the Village Panchayat President, Vice-President and the Senior most Ward member representing SC/ST Community in the Village Level Committee.

- 4.5 After constituting the Village Level Committee for the selected Village Panchayats concerned, the District Collector should arrange to convene a meeting of all the members concerned and in that meeting, the details of the Scheme and the eligibility conditions are to be explained in detail. Since, the number of Village Panchayats per District will be only few, the District Collector should himself/herself convene this meeting and convey the details.
- 4.6 The District Collector should, thereafter, fix a Special Meeting of the Grama Sabha in the Village Panchayat concerned to inform the details of the Scheme to the villagers. The Person incharge of Veterinary Dispensary and Zonal Deputy Block Development Officer will explain the salient features of the Scheme and the eligibility details of the beneficiaries in the meeting. Applications for the Free Milch Cows will be sought for in this Special Grama Sabha Meeting from the interested beneficiaries.
- 4.7 A period of one week will also be given for further receipt of applications. The applications can be given to any of the Village Level Committee members or directly to the Village Panchayat. Thereafter, the Person incharge of Veterinary Dispensary and Zonal Deputy Block Development Officer will arrange a meeting of the Village Level Committee in the office of the Village Panchayat to scrutinize and list out the names of all the eligible

beneficiaries for the Scheme.

- 4.8 The list thus prepared should also be verified by the Person incharge of Veterinary Dispensary and Zonal Deputy Block Development Officer along with the Village Administrative Officer concerned, with regard to the land ownership details and the community details.(No Certificate is however to be insisted upon and the scrutiny of the Village Level Committee and subsequently the Grama Sabha will be considered to be final). Only after ensuring the eligibility of the proposed beneficiaries, the list will be approved by the Village Level Committee.
- 4.9 The finalized list should be placed before the Grama Sabha for approval. The Grama Sabha should again ensure that 30% of the beneficiaries belong to SC/ST Communities.
- 4.10 The District Collector should also arrange to send the Person in charge of Veterinary Dispensary and Zonal Deputy Block Development Officer or any official in the rank of Zonal Deputy Block Development Officer (in case the Zonal Deputy Block Development Officer is unable to attend) to participate in the Grama Sabha meeting and facilitate the discussion and finalization of the beneficiaries list.
- 4.11 The approved list will be displayed in the Village Panchayat Notice Board and other prominent places in the village panchayat.

5. Procurement by the Beneficiaries:

It is proposed to procure animals from the prominent livestock Shandies within the state including beneficiary's own District as was done during previous year. The beneficiaries will also be permitted to procure milch cows from Andhra Pradesh and Karnataka States. The process of procurement should be appropriately documented so as to clearly indicate that the actual place of purchase is within the State or in the States of Andhra Pradesh and Karnataka. The Spot Purchase procedure through a

Procurement Committee consisting of the beneficiary herself, The Person incharge of Veterinary Dispensary headed by the Divisional level Officer (AH) / person incharge of Veterinary Hospital will be adopted to purchase the Milch Cows from the shandies. The Spot Purchase system will be followed with a view to fully involve the beneficiaries in (a) the choice of procurement of the milch cows (b) negotiation of the price of the Cows, and (c) to avoid complaints of higher prices or poor quality of animals at a later stage. In fact, under the Spot Purchase system, a fixed price is earmarked for the purchase of each Milch Cow and hence, that will negate chances for any future complaints by the beneficiaries in this procedure.

6. Training of Beneficiaries

- 6.1 Since all the beneficiaries are first time animal owners, they may not have sufficient knowledge required for rearing Milch Cows that are provided to them. In order to empower them with the necessary skills, training will be provided for 3 days to all the beneficiaries. The first training will be provided prior to purchase of animals. This is done to provide information on selection of the healthy animals based on predefined criteria. The second training will be provided on 10th day of post purchase and third training on 30 days of post purchase. The training will be provided to them covering various aspects of Milch Cows rearing including feeding management, milking, breeding management, care of pregnant cows/ heifers, care of calves, etc.
- 6.2 The training will be provided by the University Training and Research Centres of the Tamilnadu Veterinary and Animal Sciences University in coordination with the Animal Husbandry Department officials.
- 6.3 The beneficiaries will be provided training for 3 days at locations near their villages and the cost for training will be provided from funds allocated under Training.

7. Details of actual Procurement procedure involving Beneficiaries:-

The procurement of milch cows will be as per the procedure given below:-

- 7.1 The Director of Animal Husbandry will allocate funds to the Regional Joint Directors of Animal Husbandry based on the number of animals to be distributed in the District concerned. Funds will also be allocated for the administrative expenditure to be incurred for the implementation of the Scheme.
- 7.2 The Regional Joint Directors will open a separate Bank Account for this Scheme to receive funds allotted by Head Office. The Regional Joint Directors of Animal Husbandry will re-allot the amount to the concerned Divisional level Officers of Animal Husbandry, who will open a Nodal Account for the receipt of funds in a Nationalized Bank / Scheduled banks/ Co-operative bank.
- 7.3 The Divisional level Officer of Animal Husbandry concerned will open a separate Bank Account in the same Bank for each Village Panchayat for which milch cows have to be procured during the year. This Account should be jointly in the name of the Divisional level Officer of Animal Husbandry and the concerned person incharge of Veterinary Dispensary under whose jurisdiction the Village Panchayat is located. The Divisional level Officer of Animal Husbandry will transfer the amount for procurement of animals, insurance cost, transportation and conveyance cost and photographic charges to this Account from the Nodal Account. The amount required for fuel cost and other expenses will be retained in the Nodal Account.
- 7.4 The Divisional level Officer of Animal Husbandry concerned should, along with the person incharge of veterinary Dispensary concerned, select a list of prominent Shandies that are located within the State of Tamil Nadu and for those beneficiaries who opt to procure milch cows from Andhra Pradesh and Karnataka, the

shandies of those States may also be listed out and choose convenient date(s) to take the beneficiaries to these shandies to procure the animals.

7.5 The Divisional Officer of Animal Husbandry should also, with the assistance of the incharge of Veterinary Dispensary, Zonal Deputy BDO and the Village Panchayat President concerned facilitate in the formation of a Beneficiary Committee, which should have a minimum of three members who are democratically elected from amongst the beneficiaries. This Beneficiary Committee will coordinate with the officials for the procurement of the Milch Cows, and the subsequent post-purchase care of the animals. The process of purchase of milch cows necessitates the Beneficiary Committee members to stay away from their homes, for a longer period of time in order to complete the purchase for each beneficiary. Hence, to facilitate operational convenience, an additional Beneficiary Committee can be earmarked so as to act as the in-house vigilance committee to oversee the purchase process. The selection procedure for the additional Beneficiary Committee will be the same as for the original Beneficiary Committee.

7.6 If the beneficiary is not in a position to travel to the Shandy, she shall nominate an adult family member (who should be a resident of the Village Panchayat), or another resident of that very same Village Panchayat to undertake purchase of the Milch Cow on her behalf. The person nominated can also be another beneficiary herself. The nominations can be considered only in rare instances like orthopedic handicap, pregnant ladies, ladies with school going children etc. This decision has to be taken by the Village Level Committee when the beneficiaries travel to the shandies for procuring the animals. This is to ensure that the actual beneficiary has a sense of responsibility and ownership of the asset besides providing her with the opportunity to choose the animal that she wishes to rear on her own.

- 7.7 The beneficiary, or her representative, will go along with the person incharge of Veterinary Dispensary concerned and the Divisional level Officer of Animal Husbandry /person incharge of Veterinary Hospital to personally identify the Cross Bred cow (under 4 years of age and in its 1st/2nd lactation as stipulated, with its per day milk yield being not less than 7 ltr as per the spot verification for two days by the team consisting of the Divisional level Officer of Animal Husbandry /person incharge of Veterinary Hospital and person incharge of Veterinary Dispensary and the beneficiary) in the shandy.
- 7.8 The beneficiaries (or their representatives) will select good Cross Bred cows as per the stipulation and themselves fix the price with seller through negotiations.
- 7.9 After the beneficiaries select the Cross Bred cows for the purchase, the Divisional level Officer(AH)/ person incharge of Veterinary Hospital and person incharge of Veterinary Dispensary concerned will examine the cows to ensure their sound health and the conformity to the norms.
- 7.10 The Insurance tie up for the Milch Cows will be done by the person incharge of VD concerned at the procurement spot itself and the premium must be paid in advance by Cash /Cheque before proceeding for purchase, as it will cover any eventualities during transportation also. The Director of Animal Husbandry and Veterinary Services (DAH&VS)) should take necessary steps to have a tie up with Insurance Companies as per the norms. Necessary tagging of the milch cow should be done with a unique Code Number in the left ear.
- 7.11 A photograph will be arranged by the Divisional level Officer(AH)/person incharge of VH and person incharge of VD to be taken on the spot of purchase showing the Milch Cow, the Beneficiary (or her representative), any two members earmarked by the Beneficiary committee, person incharge of VD and the

Seller. The Identification Tag with the unique number has to be prominently seen in the Photograph.

- 7.12 A Suitable undertaking should be obtained from the beneficiary that she will not sell the Milch Cow for a minimum of 4 years. This Undertaking should also be countersigned by the members of the Beneficiary Committee, who should ensure that the undertaking is followed in letter and spirit by the beneficiaries.
- 7.13 After completion of these formalities, the Divisional level Officer(AH)/person incharge of VH and person incharge of VD will ensure payment to the seller through cheque / cash in the presence of the beneficiary. The detailed address of the Seller must be obtained by the Divisional level Officer (AH)/person incharge of VH and person incharge of VD and documented for future verification. The Director of Animal Husbandry & Veterinary Services should also ensure necessary tie up with the banks concerned so as to facilitate drawl of cash for the payment of money to the sellers of Milch Cows in the shandies.
- 7.14 The price of a Cross Bred Cow yielding 7 litre of milk per day is currently around Rs. 35,000 per animal. Hence, it has been decided to earmark lump sum amount of Rs.35,000/- per Milch Cow. Even if the beneficiaries procure the animals for amount of less than Rs.35,000/-, the Divisional level Officer(AH)/person incharge of VH and person incharge of VD will pay the actual amount to the seller and the balance amount to the beneficiary (Rs.35,000/- minus the amount paid to the seller) after the cow is brought to the Village. In case, the cost of the Cross Bred cow is more than Rs. 35,000/-, the beneficiary will bear the amount over and above Rs.35,000/-. This system of earmarking a fixed amount for each Milch Cow will negate any future complaints of manipulation of pricing in individual cases, and ensure transparency in the entire procurement process.

- 7.15 The Divisional level Officer(AH)/person incharge of VH and person incharge of VD and the Beneficiary Committee have to ensure that the beneficiaries make arrangements for the joint transportation of the Cross Bred cows to their Village through a safe and secured manner. If the purchase is made within the prominent livestock shandies of Tamil Nadu State, a lump sum amount of Rs.2,500/- will be paid to each of the beneficiaries which includes the cost for transportation of the animal from the spot of purchase to the beneficiary's village and conveyance cost for the beneficiary to undertake the travel to the shandy and return. For those beneficiaries who opt to procure animals from Andhra Pradesh and Karnataka States a sum of Rs.2,500/- will be paid to each of the beneficiary as Transportation cost. In addition, a sum of Rs.1,000/- will be paid to each beneficiary being the conveyance charge who opt to procure animals from Andhra Pradesh and Karnataka States. The amount will be given as cash in the shandy itself where the animal is purchased and The Divisional level Officer(AH)/person incharge of VH and person incharge of VD should visit the concerned villages for the physical verification of the animals, which should be done immediately and certify the same to the Regional Joint Director concerned without any delay.
- 7.16 Transportation of animals must comply with the provisions of "Transportation of Animals Rules, 1978" under the "Prevention of Cruelty to Animals Act, 1960."
- 7.17 After the Milch Cow is brought to the Village, the photograph of the cow bearing the same Tag number as in the shandy during purchase, should be taken along with the beneficiary, any two members of Beneficiary Committee and the concerned person incharge of VD before her house in the Village. After this, the Divisional level Officer(AH) and person incharge of VD will give the balance amount of the animal cost if any to the beneficiary by Electronic Clearing System of bank(ECS) (out of total

earmarked amount of Rs. 35,000/-)

7.18 Within one month of the purchase of the milch cow, the animal shall be inspected for confirmation to the standards prescribed for the milch cow by an official not below the rank of Divisional level Official of Animal Husbandry Department from other districts. The guidelines for this inspection shall be issued by the Director of Animal Husbandry separately.

8. Post - purchase follow up by the Department:

- 8.1 The person incharge of Veterinary Dispensary concerned will give health cards to the beneficiaries and will visit the villages along with the livestock inspectors once in a month for the animals procured under this scheme that have not completed one year for the date of procurement and there after the livestock inspector will every month visit the animals procured under this scheme that have completed one year from the date of procurement.; During their visit the following work of i) vaccination, ii) deworming, iii) ensuring availability of animals, iv) details of milking, v) calves born, vi) entry in the health card etc. will be carried out. The details of the health cards shall be verified and signed by the higher officials periodically.
- 8.2 The post purchase follow up and health camps will be conducted in each beneficiary village on the last Saturday of every month for the animals procured under the scheme that have not completed one year from the date of procurement and once in three months for the animals procured under the scheme that have completed one year but not exceeding four years from the date of procurement to (i) ensure the availability of animals, (ii) provide deworming / vaccination as per need (iii) make appropriate entries in the health cards.
- 8.3 Necessary technical guidance and follow up should be given to the beneficiaries and also proper measures taken to ensure that all the milch cows procured conceive as early as possible.

- 8.4 The District Collectors must conduct a meeting every week with the Regional Joint Director of Animal Husbandry concerned, Divisional level Officer of Animal Husbandry Department, Deputy Registrar (Dairying) and General Manager of Aavin and Insurance officials to review the progress of the Scheme on the following points.
- i. Achievement of target for purchase of animals.
 - ii. Post Purchase inspection (Inspection report of person incharge of VD / LI as prescribed by the Director of Animal Husbandry & Veterinary Services)
 - iii. Periodical Artificial Insemination to Milch Cows (within 3 months after calving)
 - iv. Number of cases for which insurance claims for mortality cases are pending, its settlement and the replacement of animals.
 - v. Quantity of milk procured on an average per day.
 - vi. Supply of feed through Milk Producers Co-operative Societies.
- 8.5 The District Collector should ensure that the Deputy Registrar (Dairying) takes immediate action to form new Primary Milk Producers Co-operative Societies with the beneficiaries of the Scheme and milk will be procured from day one onwards without any delay. The details shall be furnished to the Director of Animal Husbandry and Veterinary Services and to Managing Director, Aavin.
- 8.6 In the event of death of the beneficiary within the agreement period, the milch cow shall be maintained under the custodianship of the woman legal heir. In case if the legal heir is not a woman then the milch cow shall be handed over to a male member. The legal heir certificate shall be obtained and necessary approval from District Collector shall be obtained in this regard.


9. The Principal Secretary to Government, Animal Husbandry, Dairying and Fisheries Department may in consultation with Director of Animal Husbandry and Veterinary Services, change any of the above guidelines based on the exigencies that will arise then and there.

K.GOPAL
PRINCIPAL SECRETARY TO GOVERNMENT

//True Copy//

 26/08/2015

Section Officer


26.8.2019