



ABSTRACT

Animal Husbandry Department - Scheme for "Free Distribution of Milch Cows to the poor family in rural areas" for the year 2015-2016 – Financial sanction for a sum of Rs.43.452 Crores - sanctioned – Orders – Issued.

Animal Husbandry, Dairying and Fisheries (AH4) Department

G.O.(Ms)No.99

Dated 30.04.2015
Thiruvalluvar Aandu – 2046
Manmadha Varudam
Chithirai 17

Read: -

1. G.O. (Ms) No. 79 Animal Husbandry, Dairying and Fisheries (AH4) Department, dated 29.07.2011.
2. G.O. (Ms) No. 62 Animal Husbandry, Dairying and Fisheries (AH4) Department, dated 18.04.2012.
3. G.O. (Ms) No.105 Animal Husbandry, Dairying and Fisheries (AH4) Department, dated 19.04.2013.
4. G.O.(Ms) No.105 Animal Husbandry, Dairying and Fisheries (AH4) Department, dated 21.5.2014
5. From the Director of Animal Husbandry and Veterinary Services letter Roc. No.13129/Mc-1/2015-2 dated 12.03.2015.

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ORDER:

In the Government Order first read above, the Government have accorded administrative sanction for a sum of Rs.232.00 Crores for procurement of Milch Cows, insurance and transportation charges etc. and distribute them to 60,000 families of poor beneficiaries over a period of five years from 2011-2012 to 2015-2016 under the Scheme for Free distribution of Milch Cows Scheme. Out of the above amount, the Government have sanctioned a sum of Rs.56.00 crores for free distribution of Milch Cows to 12,000 beneficiaries for the year 2011-2012 and also issued guidelines for implementation of the above Scheme.

2. In the Government Order Second read above, the Government have sanctioned a sum of Rs.44.36 Crores for procurement and distribution of 12,000 Milch Cows to poor beneficiaries in rural areas under "Free distribution of Milch Cows Scheme" for the year 2012-2013.

3. In the Government Order third and fourth read above, the Government have sanctioned a sum of Rs.43.652 Crores for procurement and distribution of 12,000 Milch Cows to poor beneficiaries in rural areas under "Free distribution of Milch Cows Scheme" for the year 2013-2014 and 2014-2015.

4. The Director of Animal Husbandry and Veterinary Services in his letter fifth read above, inter-alia, have forwarded a proposal to Government to provide Rs.43.652 crore in BE 2015-16 for implementation of "Free Distribution of Milch Cows" for the year 2015-2016 along with the guidelines for approval.

5. The Government after careful examination of the proposal of the Director of Animal Husbandry and Veterinary Services at para 4 above, accord financial sanction for a sum of Rs.43.452 crores (Rupees Forty three crores forty five lakhs and twenty thousand only) along with the Guidelines annexed to this order for implementation of Free Distribution of Milch Cows to distribute 12,000 animals to the 12000 poor beneficiaries in the rural areas in order to boost the milk productive of the State for the year 2015-2016, by relaxing the Quarterly Control of Appropriation System ordered in G.O.(Ms)No.95, Finance(BG)Department, Dated 30.03.2015 as detailed below:-

Component	Total Cost (Rs. in crores)
Cost of animals @ Rs.30,000 / Milch cow (Rs.30,000 x 12000)	36.000
Cost for insurance @ 3 % of the cost (3% of Rs. 30,000 x 12000)	1.080
Transportation cost(Rs.2500 X 12000)	3.000
Conveyance for beneficiaries(Rs.1000 x 12000)	1.200
Contingencies Component (including photography, fuel, documentation Stationery, IEC etc.)(Rs.1500 x 12000)	1.800
Cost for training of beneficiaries (Rs.300x12,000) + 240 x 500	0.372
Total Cost	43.452

6) The expenditure sanctioned in para 5 above, shall be debited to the following head of account: -

Head of Account	Amount (Rs. in crores)
“2403-00-Animal Husbandry – 800 Other Expenditure – Schemes in the Twelfth Five Year Plan – II State Plan- JI Free Distribution of Milch Cows to the persons living Below Poverty Line -09 Grants – in – Aid – 03 Grants for Specific Schemes” (DPC 2403-00-800-JI-0937)	30.416
“2403-00-Animal Husbandry – 789 Special Component Plan for Scheduled Castes - Schemes in the Twelfth Five Year Plan – II State Plan - JF Free Distribution of Milch Cows to the persons living Below Poverty Line under Special Component Plan- 09 Grants – in – Aid – 03 Grants for Specific Schemes” (DPC 2403-00-789-JF - 0939)	12.601
“2403-00-Animal Husbandry – 796 Tribal Area Sub Plan - Schemes in the Twelfth Five Year Plan – II State Plan - JE Free Distribution of Milch Cows to the persons living Below Poverty Line under Tribal Area Sub Plan -09 Grants – in – Aid – 03 Grants for Specific Schemes” (DPC 2403-00-796-JE -0936)	0.435
Total	43.452

7) Necessary additional funds of Rs.4.40 lakhs will be provided in Revised Estimate / Final Modified Appropriation 2015-2016. Pending provision of such funds the Director of Animal Husbandry and Veterinary Services is authorized to draw and disburse the amount sanctioned in para 5 above. The Director of Animal Husbandry and Veterinary Services is requested to include this expenditure while sending budget proposal for Revised Estimate / Final Modified Appropriation 2015-2016 to Finance (AHD&F) Department without fail.

8) This order issues with the concurrence of Finance Department vide its U.O.No.22278/Finance (AHD&F)/2015, dated 29.04.2015 and with Additional Sanction Ledger No. 187 (One hundred and eighty seven)

(By order of the Governor)

S. VIJAYAKUMAR,
SECRETARY TO GOVERNMENT

To
The Director of Animal Husbandry and Veterinary Services,
Chennai-6.
The Accountant General, Chennai-18/18(By Name).
The Pay and Accounts Officer(South),Chennai-35.
The Secretary to Government,
Special Programme Implementation Department, Chennai-9
All District Collectors.
All District Treasury Officers.
All Regional Joint Directors of Animal Husbandry
(Through Director of Animal Husbandry and Veterinary Services).

Copy to:

The Registrar,
Tamil Nadu Veterinary and Animal Sciences University, Chennai-51.
The Managing Director,
Tamil Nadu Cooperative Milk Producers Federation Limited, Chennai-51.
The Additional Chief Secretary/Secretary-I to Hon'ble Chief Minister, Chennai-9.
The Secretary to Hon'ble Chief Minister, Chennai-9.
The Chief Minister's Office, Chennai -9
The Special Personal Assistant to Minister (Finance), Chennai-9.
The National Informatics Centre, Chennai-9.
(with a request to host the said Government Order
in the Tamil Nadu Government web site)
The Special Personal Assistant to Hon'ble Minister (Animal Husbandry), Chennai-9.
The Finance (AH&F/BG-I & BG-II), Chennai-9.
The Animal Husbandry, Dairying and Fisheries (A&C) Department,
Chennai-9.
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//forwarded by order//

SECTION OFFICER

ANNEXURE

G.O(Ms)No.99, Animal Husbandry Dairying and Fisheries (AH-4)Department dated 30.4.2015

GUIDELINES FOR THE IMPLEMENTATION OF SCHEME FOR DISTRIBUTION OF 60,000 LACTATING COWS OVER A PERIOD OF FIVE YEARS AT FREE OF COST IN RURAL VILLAGE PANCHAYATS AND 12000 MILCH COWS FOR THE YEAR 2015-2016

1. Introduction

The Government of Tamil Nadu have planned to launch a Scheme to distribute 60,000 free Milch Cows to the poor beneficiaries in the rural areas in the next 5 years in order to give boost to the milk productivity of the State. This Scheme shall be called "**Scheme for Free Distribution of Milch Cows.**"

2. Selection of Villages for the Scheme

2.1. The Director of Animal Husbandry and Veterinary Services (DAH&VS) shall select the Village Panchayats to be taken for implementation from 2011-12 to 2015-16 in such a way that in a year, approximately 12,000 beneficiaries are distributed free Milch Cows in order to complete the distribution of 60,000 Milch Cows in 5 years.

2.2. The free Milch Cows shall be distributed to the poor beneficiaries on a priority basis in such Districts that have lesser number of Co-operative Societies than the total number of revenue villages. In such Districts, the distribution shall be undertaken in those Village Panchayats where there are no Primary Milk Cooperative Societies at present.

Consequent upon the distribution of the cows, action shall be taken to form Primary Cooperative Societies of the beneficiaries in these villages and render the beneficiaries necessary hand-holding assistance by the Dairy Development Department. 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 Villages to be selected within the Districts concerned, the smaller Village Panchayats shall be prioritized by the Director of Animal Husbandry and Veterinary Services for the implementation of the Scheme, since it shall be easier to form the Primary Milk Societies of smaller and cohesive units. Further, the Village Panchayats to be taken up each year shall 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 and the Cross Bred Cows yield, on an average, 2.5 times the milk yield of 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 next five lactations. The age of the animal **should not be more than 5 years.**

4. Identification of Beneficiaries:

4.1 The free Milch Cows shall 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 shall 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 shall 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, Destitutes 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 shall 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/ co-operative 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.
- Should be permanent resident of the Village Panchayat.

Atleast 30% beneficiaries from the Village Panchayat should necessarily belong to SC/ST (SC: 29% and ST: 1%) Communities.

4.3 In order to form a viable and successful procurement of milk by the Primary Milk 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 cows in each of the selected Village Panchayats.

4.4 In the District, the District Collector shall 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 Assistant Director (Panchayats) shall assist him in this regard. The District Collector shall form a Village Level Committee consisting of (i) Village Panchayat President, (ii) Vice- President, (iii) the Senior most Ward member (by age) representing Scheduled Castes/Scheduled Tribes Community, (iv) the Panchayat Level Federation (PLF) co-ordinator (v) an active Self Help Group representative (vi) the Veterinary Assistant Surgeon (VAS) of the area and (vii) the Deputy Block Development Officer (ADW) (viii) the Extension Officer of the concerned District 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 meeting 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 Assistant** concerned. The purpose of adding the Veterinary Assistant Surgeon and Deputy Block Development Officer (ADW) is to ensure that the shortlisted beneficiaries are conforming to the prescribed norms and Extension Officer or Senior Inspector (Dairying) to develop good relationship between Aavin and beneficiaries.

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 shall be ordinarily only about 10 per District per year, the District Collector should himself 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 Veterinary Assistant Surgeon and Deputy Block Development Officer (ADW) shall explain the salient features of the Scheme and the eligibility details of the beneficiaries in the meeting. Applications for the Free Milch Cows shall be sought for in this Special Gram Sabha Meeting from the interested beneficiaries.

4.7 A period of one week shall 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 Veterinary Assistant Surgeon and Deputy Block Development Officer (ADW) shall 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 prepared should also be got verified by the Veterinary Assistant Surgeon and Deputy Block Development Officer (ADW) with the Village Administrative Officer concerned, with regards 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 shall be considered to be final). Only after ensuring the eligibility of the proposed beneficiaries, the list shall be approved by the Village Level Committee.

4.9 The finalized list should be placed before the Grama Sabha for approval. The Gram 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 Veterinary Assistant Surgeon/ Deputy Block Development Officer (ADW) or another official of the rank of Deputy Block Development Officer (in case of Deputy Block Development Officer (ADW) is unable to attend) to participate in the Grama Sabha meeting to facilitate the decision and finalization of the beneficiary list.

4.11 The approved list shall 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 livestock Shandies and surrounding villages of the other States like Andhra Pradesh, Karnataka and Maharashtra, where there is a substantial population of Cross Bred cows. Procurement of Milch Cows from outside the State shall have the advantage of enhancing the overall number of Milch Cows within the State.

The Spot Purchase procedure through a Procurement Committee consisting of the beneficiary herself, the Veterinary Assistant Surgeon (VAS) concerned and headed by an Assistant Director of Animal Husbandry [ADAH] shall be adopted to purchase the Milch Cows from the shandies and surrounding villages outside Tamil Nadu. It is preferred to adopt the Spot Purchase system involving the beneficiaries in the entire process rather than the tendering procedure since, the previous experience of procurement of animals through tendering (by Tamil Nadu Co-operative Milk Producers Federation) resulted in the beneficiaries remaining dissatisfied with the quality of animals given to them in many cases, and the tenderers repeatedly failing to supply the targeted number of quality animals within the time schedule. The Spot Purchase system shall 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 (as explained below) and hence, there shall 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 shall be provided for 3 days to all the beneficiaries. The first training shall 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 shall be provided on 10th day post purchase and third training 30 days post purchase. The training shall 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 shall 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 shall be provided training for 3 days at locations near their villages and the cost for training shall be provided from funds allocated under Training.

7. Details of actual Procurement procedure involving Beneficiaries:-

The procurement of Milch Cows shall be as per the procedure given below: -

7.1 The Director of Animal Husbandry and Veterinary Services shall allocate funds to the Regional Joint Directors of Animal Husbandry based on the number of animals to be distributed in the District concerned. Funds shall also be allocated for the administrative expenditure to be incurred for the implementation of the Scheme.

7.2 The Regional Joint Directors of Animal Husbandry shall re-allot the amount to the concerned Assistant Directors of Animal Husbandry, who shall open a Nodal Account for the receipt of funds in a Nationalized Bank / Scheduled banks / Co-operative bank.

7.3 The Assistant Director of Animal Husbandry concerned shall 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 Assistant Director of Animal Husbandry and the concerned Veterinary Assistant Surgeon under whose jurisdiction the Village Panchayat is located. The Assistant Director of

Animal Husbandry shall transfer the amount for procurement of animals, insurance cost, transportation cost and photographic charges to this Account from the Nodal Account. The amount required for fuel cost and other administrative expenses shall be retained in the Nodal Account.

7.4 The Assistant Director of Animal Husbandry concerned should, along with the Veterinary Assistant Surgeon concerned, select a list of possible shandies in the neighbouring State(s) and choose convenient date(s) to take the beneficiaries to these shandies to procure the animals.

7.5 The Assistant Director of Animal Husbandry should also, with the assistance of the Veterinary Assistant Surgeon, Deputy Block Development Officer (ADW) and the Village Panchayat President concerned facilitate in the formation of a **Beneficiary Committee** of the beneficiaries, which should have a minimum of **three** members who are democratically elected from amongst the beneficiaries. This Beneficiary Committee shall co-ordinate 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 outside the State, for a long 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 shall be the same as for the original Beneficiary Committee.

7.6 If the beneficiary is not in a position to travel to the neighbouring State shandy, she shall nominate an adult family member (who should be a resident of the Village Panchayat), or another resident of that very Village Panchayat to undertake purchase of the Milch Cow on her behalf. The person nominated can also be another beneficiary itself. The nominations can be considered only in rare instances like orthopedic handicap, pregnant ladies, ladies with school going children etc. 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. This decision has to be taken by the Village Level Committee when the beneficiaries travel to the shandies for procuring the animals.

7.7 The beneficiary, or her representative, shall go along with Veterinary Assistant Surgeon concerned and the Assistant Director of Animal Husbandry to personally identify the Cross Bred cow (of upto 5

years of age and in its 1st/2nd lactation as stipulated) in the shandy. **A one time lumpsum amount of Rs.1,000 shall be paid to the beneficiary or her nominee for the purchase of the Milch Cow for the travel and stay to procure the cow in the neighbouring State shandy.** This amount shall be paid to the beneficiaries/ nominees in cash at the time of commencement of travel by the Assistant Director of Animal Husbandry / Veterinary Assistant Surgeon after getting due undertaking from them. In no case should a nominee be given more than Rs. 1,000 as the travel expenses (even if he/she is authorised by more than one beneficiary). The beneficiaries shall, if required, stay in the place of purchase for 2-3 days to assess the quantity of milk given by the cows they wish to purchase.

7.8 The beneficiaries (or their representatives) shall 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 Assistant Director of Animal Husbandry/Veterinary Assistant Surgeon concerned shall examine the cows to ensure their good health and the conformity to the norms.

7.10 The **Insurance tie up** for the Milch Cows shall be done by the Veterinary Assistant Surgeon concerned at the procurement spot itself and the premium must be paid in advance by Cash /Cheque before proceeding for purchase, as it shall cover any eventualities during transportation also. The Director of Animal Husbandry and Veterinary Services should take necessary steps to have a tie up with Nationalised 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** shall be arranged by the Assistant Director of Animal Husbandry / Veterinary Assistant Surgeon to be taken on the spot of purchase showing the Milch Cow, the Beneficiary (or her representative), any two members of the earmarked Beneficiary committee, Veterinary Assistant Surgeon 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 got from the beneficiary that he/she shall 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 Assistant Director of Animal Husbandry and Veterinary Assistant Surgeon shall ensure payment to the seller through cheque / cash in the presence of the beneficiary. **The detailed address of the Seller must be got by the Assistant Director of Animal Husbandry / Veterinary Assistant Surgeon and documented to ensure future verification, if needed.** The Director of Animal Husbandry & Veterinary Services should also ensure necessary tie up with the banks concerned so as to facilitate drawal of cash in the neighbouring States for the payment of money to the sellers of Milch Cows in the shandies.

7.14 The price of a Cross Bred Cow in the neighbouring States is currently ranging from Rs. 25,000 to Rs. 30,000 per animal. When the beneficiary procures Cross Bred Jersey cow, she shall also need money initially to buy the cattle feed, mineral mixture and other nutrients for the maintenance of the Milch cow. **Hence, it has been decided to earmark lumpsum amount of Rs. 30,000 per Milch Cow.** Even if the beneficiaries procure the animals for amount of less than Rs. 30,000, the Assistant Director of Animal Husbandry and Veterinary Assistant Surgeon pay the actual amount to the seller and the balance amount to the beneficiary (Rs. 30,000 minus the amount paid to the seller) as cheque after the cow is brought to the Village. *In case, the cost of the Cross Bred cow is more than Rs. 30,000, the beneficiary shall bear the amount over and above Rs. 30,000.*

This system of earmarking a fixed amount for each Milch Cow shall negate any future complaints of manipulation of pricing in individual cases, and ensure transparency in the entire procurement process.

7.15 The Assistant Director of Animal Husbandry, the Veterinary Assistant Surgeon 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. A lump

sum amount of **Rs.2,000 per animal** shall be paid to each of the beneficiaries, except for those in the Southern Districts of TamilNadu(such as Sivaganga, Ramanathapuram, Virudhunagar, Thoothukudi and Tirunelveli) where the distance travelled shall be more, and for whom **Rs.3,000 shall be paid as transportation cost**. The amount shall be given as cash in the shandy itself where the animal is purchased and the Assistant Director of Animal Husbandry / Veterinary Assistant Surgeon should visit the concerned villages for the physical verification of the animals, as to whether the animals have arrived safely to the beneficiaries houses and to certify the same to the concerned Regional Joint Director immediately.

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 Livestock Inspector before her house in the Village. After this, the Assistant Director of Animal Husbandry (ADAH) and Veterinary Assistant Surgeon(VAS) shall give the balance of the cost of the animal (out of total earmarked amount of Rs.30,000, if any).

8. Post - purchase follow up by the Department:

8.1 The Veterinary Assistant Surgeon concerned shall give health cards to the beneficiaries and shall visit the villages once in a 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 from the date of procurement to ensure that the Milch cows are given proper vaccination, deworming and other Veterinary Services as required. The Livestock Inspectors shall assist with the Veterinary Assistant Surgeon in this regard.

8.2 The post purchase follow up and health camps shall 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 (during January,

April, July, and October) for the animals procured under the Scheme that have completed one year from the date of procurement to (i) ensure the availability of animals (ii) provide deworming / vaccination as per need and (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 Goats/Sheep 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, Deputy Director (CBFD) of Animal Husbandry Department, Deputy Registrar (Dairying) and General Manager of Aavin and review the progress of the Scheme on the following points.

- (i) Achievement of target of purchase of animals.
- (ii) Post Purchase inspection format of inspections of Veterinary Assistant Surgeon / Livestock Inspectors which is sent to the Director of Animal Husbandry and Veterinary Services every Monday.
- (iii) Periodical Artificial Insemination to Milch Cows within 3 months after calving
- (iv) Number of cases in which insurance for mortality cases of the animals is to be claimed and also the status of repurchase of animals after claiming the insurance amount.
- (v) Quantity of milk procured on an average per day.
- (vi) Supply of feed through Milk Producers Co-operative Societies as part payment

8.5 The District Collector should ensure that the Deputy Registrar (Dairy) takes immediate action to form new Primary Milk Producers Co-operative Societies with the beneficiaries of the Scheme and milk is procured **from day one onwards** without any delay.

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 legal heir (daughter/daughter in law/mother in law /mother). In case if the legal heir is not a women then the milch cow shall be handed over to a male member. The legal heir Certificate shall be obtained. Necessary approval from District Collector shall be obtained in this regard.

9. The 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.

**S. VIJAYAKUMAR,
SECRETARY TO GOVERNMENT**

// True Copy //

SECTION OFFICER.