

SUPPORT TO TRAINING AND EMPLOYMENT PROGRAMME (STEP)

Introduction

In line with the objectives of RASS, promotion of SHGs, capacitating and providing employment opportunities, it promoted dairy activity under the Support to Training and Employment Programme (STEP) of Ministry of Women Development and Child Welfare, GOI. The project has been implemented in the Kuppam block (Mandal) in Chittoor district of Andhra Pradesh. The project has been implemented under the IVth Phase in 48 villages. Around 2000 women beneficiaries are supported through the project over a period of three years.

About the Project Area

Kuppam block (In Andhra Pradesh administrative block is called as mandal) is one of the backward and less accessible areas in the district. With the limited natural resources except quarries the livelihood options are at meager. The BPL families are fully dependent on their wage earnings. Before the intervention there are non-descriptive milch animals are reared by many of the families with very low income and yields. In the drought conditions the fodder shortage forced the small and marginal farmers to sell their livestock at very low prices. In the rainy season the similar animals are purchased at very high cost. This differentiation made many of the small and marginal farmers lose their incomes. The medical and health services for the livestock are at a distant place for a shorter duration. Thus, many of the farmers are unable to access the veterinary health services. Most of the villages are interior, hilly and partly tribal areas.

Vision

Creation of a viable, sustainable Community activity enabling rural Households to become fully empowered

Program Mission

Promotion of dairy activity and consolidation of economic gains from it through SHGs to The poor women

Objectives of the Project

- To set up an integrated dairy project by promoting CBOs and ensuring their participator in managing the project on a sustainable basis
- To create a system in which credit available and accessible to the poor women lead to better livelihood opportunities
- To promote capacities and capabilities of poor women to maintain dairy as means of employment potential enterprise
- To develop cross breed milch animals with necessary technical inputs and increase the production of milk
- To develop cross breed cattle as a effective component of dairy activity
- To build sustainable livelihoods through provision of technical inputs, skill up gradation, trainings and other supportive services.

Location and Period of the Project

- Mandal covered under the project : Kuppam Mandal (1 Block)
- No. of villages covered : 48
- No. of women beneficiaries : 2000
- Duration of the period : 3 years (From August 2006 to July 2009)

Activities Adopted

The project is covering 2000 women members of BPL families in 48 villages of Kuppam block (Kuppam Mandal) in Chittoor district of Andhra Pradesh. The villages are characterized with remote, tribal and hilly areas with low level of literacy, marginal skill set on household dairy, non-descriptive milch animals, poor veterinary care services, inadequate market linkages, high animal mortality rate and inadequate green fodder availability. Based on the characteristics and the project objectives, RASS designed and implemented appropriate activities within the broad frame work of STEP project under the aegis of Ministry of Women Development and Child Welfare.

Interventions

- Promotion of SHGs & CBOs
- Capacity Building
- Veterinary Health Services
- Fodder Development
- Clean Milking and Market Linkage
- Artificial Insemination
- Management of Commercial Dairying

Summary of Issues Related to Project

Though essentially designed as an income generation project, early realization of the limitations in such an approach, led to suitable modifications in the project vision. Thus, the involvement of SHGs, WDCs and interventions through other developmental programmes led to fruitful outcomes. At every stage of the project work - self-assessment and review resulted in outlining liabilities of each activity. All these liabilities were converted into assets through regular interactions/meetings with the stakeholders. The conversion of liabilities to assets for each activity are processed and projected hereunder.

Problem : Lack of awareness / education among women beneficiaries

- Interventions:*
- ☑ Awareness generation programs
 - ☑ training programs
 - ☑ motivation camps
 - ☑ family life education

Problem : Low levels of skills on household dairy

- Interventions:*
- ☑ trainings to beneficiaries
 - ☑ exposures visit to beneficiaries
 - ☑ group discussions
 - ☑ Animal melas
 - ☑ Animal Health camps

<i>Problem:</i>	Non descriptive milch animals
<i>Intervention:</i>	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Awareness and motivation on cross breed cows <input checked="" type="checkbox"/> financial assistance for purchasing cross-breed cows <input checked="" type="checkbox"/> provision of Artificial insemination its benefits <input checked="" type="checkbox"/> management techniques for handling cross-breed cows
<i>Problem :</i>	Poor vet care services
<i>Interventions:</i>	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> establishment of vet. Care centers <input checked="" type="checkbox"/> training of women as village vet guides <input checked="" type="checkbox"/> training of women as self-help groups
<i>Problem :</i>	Inadequate market linkages
<i>Interventions:</i>	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> establishment of milk collection centers <input checked="" type="checkbox"/> formation of WDCs <input checked="" type="checkbox"/> linkages with private dairies in addition to govt. dairy <input checked="" type="checkbox"/> supply of cattle feed and mineral mixture on subsidized rates
<i>Problem :</i>	High animal mortality rate
<i>Interventions:</i>	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> immunization <input checked="" type="checkbox"/> de-worming of calves <input checked="" type="checkbox"/> Insurance facility <input checked="" type="checkbox"/> periodical health camps
<i>Problem :</i>	Inadequate of green fodder availability
<i>Interventions:</i>	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> supply of fodder saplings for individual fodder plots <input checked="" type="checkbox"/> supply of mini kits <input checked="" type="checkbox"/> development of green pastures
<i>Problem :</i>	Low level of beneficiary participation
<i>Interventions:</i>	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> formation of SHGs <input checked="" type="checkbox"/> awareness and motivation to SHGs <input checked="" type="checkbox"/> partnering with government programmes <input checked="" type="checkbox"/> networking with SHGs

Physical Activities under STEP Program

The project is launched in 48 villages in Kuppam mandal, Identification of 2000 women beneficiaries (under BPL group) were selected for intensive training in dairying exclusiveness of the Dairy project.

This is done RASS by building an integrated package of sources in the form of –

- ✚ Formation of women dairy co-operative societies in rural area
- ✚ Technical inputs for dairy as an enterprise
- ✚ Awareness an animal health care
- ✚ Establishment of animal health care centers
- ✚ Individual and community development fodder plots
- ✚ Creating forward and backward linkage
- ✚ Supply of cattle feed & mineral mixture on subsidy basis
- ✚ Supply of fodder seed & fodder slips at free of cost
- ✚ Conducting of AI on free of cost
- ✚ Provision of subsidy for insurance of milch animals
- ✚ Conducting of animal health camps
- ✚ Conducting of beneficiary training programmes in dairying.

Selection of Beneficiaries

A benchmark survey has been conducted for the selection of women among the BPL families based on the pre-determined criterion as specified in the guidelines of STEP project. Among the identified beneficiaries, around 2000 women are selected for the project after a consultation with them along with the necessary requirements for dairy activity.

Organizing the Community and Personnel

The identified women community members are organized and women SHGs are promoted in the project area such that the apex bodies are based on the organized women SHGs instead of unorganized individuals. Based on the experiences of RASS and promotional guidelines in view SHGs are promoted. In each project village around 3 to 4 SHGs with 10-15 women as members in each group are promoted. Apex dairy cooperative societies are promoted with 10 SHG in each society. 20 such societies are promoted in the project villages. Each society has been registered under Societies Act. Each society has Executive Committee nominated by the general body and adequately trained to accustom, own, operate and manage their societies. These are trained in organization management, systems and monitoring as well as the core technical skills in dairying. Each society has been supported with an amount of Rs. 45,000 as margin money to a total cost of Rs. 9 lakhs.

1. Formation of SHGs :

Each group having ten to fifteen members with elected leaders. Total 200 Self Help Groups were formed in the first year of operation as these SHGs can be trained in proper themes and be strengthened in due course. As these work as the foundation for the apex societies, enough care has been taken in carving these SHGs.



2. Formation of WDCSs :

Promoted 20 WDCSs each having a membership of 100 and each society with coverage of 2 to 3 villages. All WDCSs were registered under Society Act in the initial year itself as the project envisaged for three years and the remaining two years handholding support has been extended.

3. No. of WDCS Secretaries

Each society has nominated unanimously the members for the executive committee and among the members of executive committee; a person has been nominated or elected as Secretary, as a chief functionary. Thus, 20 Secretaries have been in their position in the initial year of operation. Later, these are trained with an array of training programs based on the training needs assessment and calendar.

4. Supervisors

Six women supervisors have been identified from the community with a minimum qualification of SSC and having commitment towards village development. These members are got selected in the first year and trained later on. These are working for the WDCSs in accounting, official assistance to the Executive Committee, loan payment and collection from the corpus and supporting the dairy activities adopted by the WDCSs.

5. Village Veterinary Guides

6 Village Veterinary Guides are selected among the women from the project villages. These are from the households in which dairy activity is adopted. These persons are working on the hard skills of dairying. All the persons are selected in the initial year. Thus, the personnel and the CBOs from the community besides staff are placed in the initial year itself.



No	CBOs and Personnel	1 st year	2 nd Year	3 rd Year
1	Promotion of SHGs	200	-	-
2	Formation of WDCS	20	-	-
3	Placing of Secretaries	20	-	-
4	Supervisors for WDCS	6	-	-
5	Village Veterinary Guides	6	-	-

Capacity Building

As the placing of the personnel and other organizational set up has been completed, their capacity building has been taken up for equipping them to operationalize and manage the project in due course by themselves. As the sustainability is visualized from starting of the project, accordingly training needs assessment has been done for various cadres and a project CB calendar has been prepared in advance in consultation with the potential trainees.

- 6. Training to WDCS Secretaries :** A 30 day training was given to 20 Secretaries in the development of leadership quality, conducting meetings, maintenance of records, maintenance of ledgers, loan accounts, banking etc. Experts in organization

management provided intensive training for 10 days on the organizational development and organizational behaviour.



- 7. Training to WDCS Supervisors :** A 20 days training to was given to the selected 6 Supervisors on SHG management, promotion of SHGs, new WDCS formation, conducting regular monthly meetings, maintenance of records, development of leadership qualities.
- 8. Training for VVGs :** Training was given to selected 6 Village Veterinary Guides (Women) for 45 days in AH & Veterinary activities, AI, Calf rearing, Dairy management, treating ailing animals, Immunization, Fodder Development etc. Training was given by the experts from AH Department, Dairy Department both Theory & Practical Training, both Practicals & Theory was given in the Veterinary College, Government Veterinary Hospitals, Dairy Farms, Feed mixing plants, CSSS according to syllabus.
- 9. Beneficiary Training Programme in Dairy Management :** 2000 women beneficiaries were trained in Dairy management. 6 training programmes were conducted every year for 2 years for 2000 members. Training Programmes were conducted by experts from the college of Veterinary Science, Department of Animal Husbandry & Dairy Department, Intensive Training on Management of Dairy Animals, selection of dairy animals. Green fodder development, clean milk production, Fodder development, preparation of concentrated cattle feed, calf rearing etc.



10. Training on Clean Milk Production: Training to 1000 members was given in Dairy Farms, Dairy Science, Veterinary College, Tirupati in Dairy Management, Clean milk production and Milk testing and storage.

11. Farmers Induction Training

Around 1000 farmers are provided with induction training from the KVK, agricultural department and veterinary department personnel in the second year, especially on the green fodder, Azolla and other fodder development activities.



12. Exposure Visit

Arranged for 600 members, to educate them best practice of dairy management. They got practical experience by seeing Dairy farms, feed mixing plants, calf rearing, Dairies and different breed's milch cattle. They improved their knowledge in feeding of cattle with green grass, conc. Feed, & MM to get more milk.



No	Training	1 st year	2 nd year	3 rd year
1	Training programme for WDCS Secretaries for 30 days	20		
2	Training programme for WDCS supervisors for 20 days	6		
3	Training to VVGs for 45 days	6		
4	Beneficiary training programme	2000 members for six times	2000 members for six times	
5	Training on Clean Milk Production	1000 members	1000 members	
6	Farmers Induction Training		1000 members	
7	Exposure visit	200 members	200 members	200 members

Veterinary Health Services

Six Veterinary Dispensaries were established in the project area, equipped with all necessary medicines and equipment. Each dispensary covers 8 villages. Besides, every year 6 animal health camps are organized in the project villages. As the veterinary health services are of meager and identified as one of the core areas for support, proper care has been taken in extending such services at the remote and isolated areas. Establishment of veterinary dispensaries is undertaken in the following villages:-

1. Gundlapalli
2. Cheemanyanapalli
3. N. Kothapalli
4. Gounuguru
5. P.B. Natham
6. Krishnadasanapalli



Fodder Development

High yielding fodder seed like SSG-59.3 MP chare, cow pea etc. was distributed to all the beneficiaries under the project. Perennial fodder slips are also distributed at free of cost. Mineral mixture was distributed at 50 percent subsidy. The concentrate feed is distributed on subsidy basis.

Regular supply of fodder for the milch animals, beneficiaries were encouraged to take up fodder production. Women with access to irrigated land and also the members who were willing to take up community fodder plots were provided facilities for fodder cultivation, through supply of fodder slips and seed. The number of fodder plots raised during the project period is furnished hereunder:

Fodder Development is highly essential to avoid the scarcity of green fodder especially during summer. Every beneficiary raised 2 or 3 Fodder Plots.

Raising of Long term Fodder : 1381 plots Hybrid variety Co1, Co2, Co3, APBN were raised.

Raising of Short term Fodder : 3117 plots of SSG, Maize, Cow Pea, Pill Pesara were raised.

Mini Kits supplied : 5328 (SSG, Maize, Cow Pea & Pilli Pesara seed).

Item	1 st Year	2 nd Year	3 rd Year
No. of Plots were raised:			
Long Term	367	512	502
Short Term	746	1616	655
Mini Kits supplied (seed)	1047	2092	2189



Cattle Feed

The project has provided quality cattle feed to each beneficiary on a subsidiary basis. This has facilitated the beneficiaries to invest some amount for the return on feed and concentrates in order to maintain good animal's health and assured quantity of milk.



Clean Milking and Market Linkage

The project has promoted tie-up for regular marketing of the milk. Besides, the Government dairy, the private dairies are now more than willing to tie-up Balaji Dairy. A milk route has been prepared for the easy access and marketing of the milk with competitive pricing. In providing the marketing, milk collection centers are promoted to support market linkage for better pricing.

Milk Collection Centers

The savings and credit activity of the SHGs has promoted the women to move beyond micro credit activity towards self employment. For this purpose, the women were provided trainings in milk collection, quality testing and channelizing energies for prompting the cause of the dairying activity.

Before implementation of the STEP project, limited member of milk collection centers were there in project villages. After implementation of the project, the number of milk collection centers increased to 20 and the quantity of milk produced per day has increased to 36000 ltrs.



Animal Health Care and Artificial Insemination

Animal health care is one of the priority for the project. Out of 49338 cases treated 4794 cases are of gynec and 3211 calves are dewormed. Around 3987 heifers are dewormed during the project period. About 7854 animals are vaccinated against various prevalent diseases such as Foot and Mouth disease, etc.,

The performance of Artificial Insemination is depicted in the table. The average success rate is high as breed able cattle population increased due to the usage of Jersey and H.F semen for artificial insemination. The growth rate also indicates the interest towards jersey and H.F calve production as it is more remunerative. Similarly, the interest of women towards the higher productivity of the breed, preference and remunerative price for milk in the local market, adaptability of the breed to the climate conditions and various other developmental activities provided by the project. The dynamic population growth trends are a good indication of the impact of genetic improvement program by cross breeding. The one factor which cannot be ignored is the positive attitude and response by the women in maintaining cross breed cattle.



Project Implementation Strategy

In order to accomplish its mission and give expression to its vision, RASS built several program activities for successful implementation of the STEP.

- Household survey to identify BPL families
- Villages with large number of population of weaker sections
- Villages with large number of small and marginal farmers and landless people

- Potential scope for increase the dairy activity as means of alternative employment opportunity
- Villages not included in any community development programs
- Villages already engaged in dairy as an allied farm activity.

Inadequate veterinary services, non availability of high yielding cross breed milch animals, unscientific feeding practices, occasional shortage of fodder, lack of awareness about animal health, absence of forward and backward linkages and inadequate financial support are some of the problems identified by the project to undertake the project.

PROGRAM OUTPUTS

Overall, the project activities in terms of planning, implementation, monitoring and follow-up require the active involvement of the stakeholders. This factor has been duly considered by STEP and self help groups and women dairy co-operative societies have been involved from the initial stages itself. The benefits of participating in community programs resulted in access of health and sanitation facilities, legal literacy, gender sensitization programs, family planning, immunization, nutrition education and child development programs.

Major Gains of the Project

The Project delivery system has implemented the important change that the people of the villages now have access to livestock services. One important feature of this delivery system has been to reach out to women by means of the SHGs on one hand and by focusing dairy cooperatives on the other.

- Besides this, there are a range of other services such as pre-school education, health programs, school health, housing, safe drinking water, sanitation, awareness and motivation camps on legal literacy, child care, personnel hygiene etc. which are essentially required by the poor people have accessed through the project.
- The establishment of WDCs with the members of SHGs contributed to project sustainability once the project is withdrawn.

- The services provided through project have been instrumental in reducing the mortality rate of animals in the project villages. The improved service delivery system has benefited different categories of people at different degrees
- The project service delivery system is geared to address the whole range of dairy activities that poor household need and it has contributed to address the wider aspects of poverty
- The poorer the farmers are the lower is their capacity for taking risks . This was well addressed in the project through long-term insurance package
- Provision of regular milk markets by means of strong linkages with dairies and strong extension services as regards feed , Fodder, health care animal nutrition etc, resulted project inputs to the best satisfaction of the people.

Application of participatory approaches to service delivery contributed to the sustainability of the system. Improved breed through AI with local breed resulted minimization of investment on purchasing of cross breed animals at higher cost. Calf rearing with support services and technical inputs lead to enhance cross breed animal population.

Sustainable Structures

Any developmental initiative when implemented in the community will become ineffective if there is no continuity and follow-up to the activity. In the context of a large rural development program such as STEP, the approach to development would be in a different tone when compared to other activates.

The reason being, in this particular case, the rural women had been engaged in domestic dairy activity, which if left incomplete would not fetch suitable returns to them. Subsequently other women in surrounding areas would hesitate to take up dairy as an income generation activity.

To promote the sustainability of WDCSs, the financial and credit flow for the SHGs and the federations, RASS negotiated and convened several meetings with the local bank branches in the project area. Besides, we facilitated and made efforts to continue with the support from the Dept. of Animal Husbandry through various schemes like pasukranthi, etc., Besides, we mobilized 06 pucca buildings from the mandal grants. Such asset creation, resource mobilization, proper capacity building

and asset management has been promoted for the sustainability of the WDCSs with the mainstream agencies.

The advantage for RASS in this situation was that, several other community programs were also operative in the geographical area where STEP was being implemented. These programs were crèche services, non-formal education centers, old age homes and vocational training courses for the eligible community members and also, conduct of medical and health camps for the rural communities. Despite all these inputs, RASS opined that, when STEP was withdrawn the beneficiaries would be left high and dry. In order to preempt such a situation, RASS initiated a series of community interactions for developing a sound and sustainable structure, which would carry out the development initiatives of the STEP programme.

Women Empowerment through STEP – SHG Linkages

Women empowerment can communicate as serious business in the community when there is a creative consciousness to improve their lifestyles. Earlier women in the rural areas of Chittoor district, Andhra Pradesh were in the clutches of the traditional money lenders who charged exorbitant ROI from the needy people the women also did not have much support from the men folk in managing the households. Since, milch animal rearing activity was the mainstay in the household's life was very difficult for the women. However, the initiation of SHG activity brought about many changes in the women's lives. The women began to assert themselves, speak boldly, secure access to community infrastructure and improve their own individual personalities. Today, each member of the SHG earns Rs.1500-2000 per month through the dairy activities.

Specific Interventions and their Impact

No.	Particulars	Before Commencement of the Project	During the Period	After completion of the Project
1.	Insurance	There was no practice of insurance of milch animals in the villages identified by the	The project initiated long-term insurance package for all the animals enrolled under	This item of work is undertaken by WDCS to all milch animals possessed by the beneficiaries on

No.	Particulars	Before Commencement of the Project	During the Period	After completion of the Project
		<p>project for STEP program. This causes financial burden for many households at the time of mortality of animals.</p>	<p>the project. Subsidy was given from the project for coverage of 3 years insurance package. This helped many families in the event of death of milch animals</p>	<p>long term basis.</p>
2.	Cattle feed and mineral mixture	<p>✚ There was no practice of application of cattle feed and mineral mixture for the animals and resulted low yield of milk after investing lot of human resources for the activity</p>	<p>✚ Usage of cattle feed and mineral mixture has educated by the project through motivation and beneficiary training programs. Subsidy for cattle feed and mineral mixture was provided to the beneficiaries for onward cultivation of practice of usage of cattle feed and mineral mixture</p>	<p>✚ The usage of Cattle feed and mineral mixture is continued with no subsidy WDCS take responsibility for the supply of feed and mineral mixture regularly for high milk yield.</p>
3.	Margin money	<p>✚ There was no grass root level structure such as women dairy cooperatives in the project villages before commencement of the project</p>	<p>✚ The project initiated formation and registration of women dairy co-operative societies for the benefit of 48 villages and Rs.45000/- was given for each society for 20 societies. This amount is revolving among the members to spend</p>	<p>✚ The WDCS are revolving margin money among the members with low interest for the purchase feed, medicines, fodder etc. This process is continued. Maintaining minutes, ledgers, account books properly.</p>

No.	Particulars	Before Commencement of the Project	During the Period	After completion of the Project
			<p>money at the time of purchasing of Milch animals, medicines, cattle feed and later it will help to run the Veterinary center of their own on sustainable basis.</p>	
4.	Medicines and Vaccines	<p>✚ The villages are in-accessible for Vet. Care services of the Government.</p>	<p>✚ Necessary medicines and vaccinations were provided by the project on a continuation basis from the STEP funds.</p>	<p>✚ Societies are providing necessary medicines and vaccines with nominal cost to the mebers treatment and immunization is continued.</p>
5.	Artificial Insemination (A.I)	<p>✚ The villages are in-accessible for Vet. Care services of the Government. Besides, the communities are not habituated for AI.</p>	<p>✚ Through Vet. Care centers and well established team of veterinarians door step AI services were provided and created awareness among the beneficiaries on the usefulness of cross breed milch animals and breed development or up gradation of breed.</p>	<p>✚ Arrangements were made to supply Frozen Semen and Liquid Nitrogen to all 6 Veterinary Dispensaries from Centralized Semen Collection Centre, Tirupati, Department of A.H. AP at government rate, for regular AI work through WDCS. AI work is continued to develop cross bred animals and up gradation of local breed.</p>

No.	Particulars	Before Commencement of the Project	During the Period	After completion of the Project
6.	Fodder seed and saplings	<p>✚ There was no practice of raising green fodder by the small and marginal farmers in the villages, where the project was operated</p>	<p>✚ In order to cultivate the habit of green fodder development, the project provided training and supplied green fodder seeds and sapling at free of cost to raise green fodder.</p>	<p>✚ Fodder development is continued. The fodder seed and saplings are supplied through WDCS continuously on sustainability basis.</p>
7.	Sustainability of Veterinary Dispensaries in STEP Area.	<p>✚ There was no Veterinary Dispensary in the Project area before commencement of the project.</p>	<p>✚ All 6 Veterinary Dispensaries under STEP to be functioned on sustainable basis, after completion of the project for the benefit of the farmers from Ist. August 2009. All arrangements were made to run the Veterinary dispensaries by WDCS from 01-09-2009 and the same are functionary as sustainable based.</p>	<p>✚ All 6 Veterinary Dispensaries are funding under the control of WDCS. Treatment, AI, Feed & Immunizations etc. are arranged regularly on sustainable basis.</p>
8.	Permanent building for Veterinary Dispensary	<p>✚ There were no personal buildings, the institutions were run in rented buildings.</p>	<p>✚ Efforts were made for construction of buildings for Veterinary Dispensaries.</p>	<p>✚ Veterinary Hospital Buildings were constructed with special funds from Mandal Praja Parishad (Panchayat Raj). Now the hospitals are funding in permanent building.</p>

No.	Particulars	Before Commencement of the Project	During the Period	After completion of the Project
9.	WDCS	✚ No such WDCS	✚ 20 WDCS were established.	✚ Functioning properly the Veterinary Dispensaries are functioning under the organization of WDCS.
10.	Veterinary Dispensaries and Infrastructures	✚ No such of services are available	✚ 6 Permanent Veterinary Dispensaries with Medicines and Equipment, Infrastructure, Staff	✚ All 6 Veterinary Dispensaries, Medicines, Equipment, Infrastructure and VVG were handed over to WDCS on the AN of 31.07.2009. Now they are functioning properly.

The Impact of the STEP Linkage :

- ✚ Increased in household income per annum due to dairy activity is around Rs. 66000/- per household. There has been increased in household consumption of milk too, particularly for children.
- ✚ All Villages in STEP area are well endowed with high yielding cross bred cows and dairying is the major source of livelihood
- ✚ Each member is almost an expert in animal management and helps others too. Each of the 48 villages has access to veterinary care and artificial insemination
- ✚ Increase in monthly savings rate by beneficiaries
- ✚ 20 women dairy co-operative societies with milk collection centers are formed. Milk price ranging from Rs.12-00 to 13 per liter.
- ✚ All the beneficiaries in STEP area developed fodder plots to avoid scarcity of green fodder during summer and also in drought conditions to maintain constant milk production.
- ✚ Achieved targets for all the activities

- ✚ Arrangements were made for marketing of milk and milk products produced by the beneficiaries in STEP area to improve their financial position
- ✚ Regular animal health camps organized in the villages of uncovered veterinary services, reduced infertility among breedable cattle and buffaloes
- ✚ Regular and timely vaccinations for all live stock reduced mortality due to contagious diseases
- ✚ Promoted fodder production and provided subsidy on cattle feed and Mineral mixture increased milk production from 6lts to 22 liters /day /animal. (Average is 18 liters)
- ✚ Arrangements were made to run all 6 veterinary dispensaries in STEP area on sustainable basis from August 2009. All 6 veterinary dispensaries are now functioning under WDCCS and hospital committees on sustainable basis for the benefit of dairy farmers.
- ✚ Permanent buildings for Vet. Dispensaries. The Mandal Praja Parishad (Dept. of Panchayat Raj, A.P.,) Kuppam has started to construction of 4 buildings for Vet. Dispensary and the remaining two will be started in April 2010.

This was made possible through the intervention of STEP in 48 villages of Kuppam mandal of Chittoor district of Andhra Pradesh.

PHYSICAL TARGETS AND ACHIEVEMENTS

(From August 2006 to July 2007, August 2007 to July 2008 & August 2008 to July 2009)

No.	Particulars	Target	Achievement
1.	No. of Women enrolled in WDCs	2000	2000
2.	No. of WDCS formed and registered	20	20
3.	No. of Societies – Margin money provided	20	20
4.	No. of Societies with Chairperson and Secretary	20	20
5.	No. of VVGs (Women) selected and trained	06	06
6.	No. of Women beneficiary training programs organized	18	18
7.	No. of beneficiaries trained	2000	2000
8.	No. of WDCS secretaries trained	20	20
9.	Exposure visits to beneficiaries (members)	400	396
10.	No. of farmers induction training program conducted	01	01
11.	No. of Veterinary Dispensaries established with Travices & equipment	06	06
12.	No. of A.I. done	7500	8312
13.	No. of Animals Inseminated	5000	6159
14.	Milk Production (Ltrs. In lakhs)	180	200
15.	Average Income per beneficiary PM (Rs.)	2500	3590
16.	No. of cases treated during the period	5000	49338
17.	No. of Gynaecic cases treated	-	4747
18.	No. of Calves dewormed	1700	3211
19.	No. of Cattle (Heifers) dewormed	2350	3987
20.	Cattle feed on subsidy (Ton)	1175	1175
21.	Mineral Mixture subsidy (Ton)	28	28
22.	No. of Animals vaccinated	-	7854
23.	No. of Animal insured (subsidy)	2000	2000
24.	No. of Animal Health Camps organized	18	18
25.	No. of Animal treated during Animal Health Camps	-	14488

No.	Particulars	Target	Achievement
26.	Animal Mela	02	02
27.	No. of Fodder Plots Developed- Long Term	1200	1381
28.	No. of Mini kits supplied	5000	5328
29.	No. of Plots organized – Short Term	-	3017
30.	Extension Seminars, Work-shops and Meetings	03	03

Analysis of Income : Month, Quarters and Year-wise on Milk Production from one Milch animals per beneficiary- Before inception and after completion of the project in Kuppam Mandai.

Sl No.	Item	Before Inception of the Project		After completion of the project	
		Milk Production (Lrs.)	Income (Rs.)	Milk production (Lrs.)	Income (Rs.)
1.	Average (Milk production) : Milk production per day	7	48	18	238
2.	Milk production per month	210	1440	540	7140
3.	Milk production quarterly	630	4320	1620	21420
4.	Milk production annually (per lactation calculated 300 days)	2100	14400	5400	71400

Net Income of the beneficiary, before inception and after completion of the project

S. No.	Item	Before Inception of the Project	After completion of the project
1.	Gross Income of the beneficiary annual (per lactation calculated 300 days)	14400	71400
2.	Less Expenditure @ 40%	5760	28560
3.	Net Annual Income (Lactation period calculated for 300 days)	8640	42840
4.	Income per day	29	143
5.	Selling price of Milk per liter	07	13