



Village Awareness Programme

**Benefits of
Ration Balancing Programme/FD
&
Village Based Milk Procurement System**

- To disseminate the benefits of activities under NDP I

- Objective
 - Creating awareness among milk producers about the benefits of NDP I interventions (VBMPS/RBP/FD) with ***real examples***
 - Information to milk producers on scientific animal husbandry and dairying practices

- Eligible EIAs
 - Dairy cooperatives implementing sub projects of RBP/VBMPS

- Period
 - 2017-18
 - More VAPs will be planned in 2018-19 from the savings of the sub projects.

➤ Participants

- Milk Producers/ Field functionaries (LRP, DCS Secretary, AI Technician etc.)/ EIA Officers

➤ Facilitators

- LRP/ Technical Officer/ Trainer/ DCS Secretary/ Supervisor/ Veterinarian of Milk Union/ EIA Officers etc.

➤ Selection of Site

- centrally/nearby located, easily accessible to participants

Funding

- 4 Village Awareness Programme per EIA covering at least 40 villages
- Participation of around 500 milk producers per programme.
- Expenditure per programme may not exceed Rs. 57000/-.
- Tentative cost heads: Extension material, Kits, Food/ Refreshments, felicitation of milk producers/field functionary, Rent of hall, audio-visual, sitting arrangements etc.
- EIAs to claim the actual expenditure or Unit Cost (whichever is less) under the FUC as a separate line item "PML- Village Awareness Programme".
 - RBP + VBMPS : claim in VBMPS I sub project
 - Only RBP : claim in RBP I

- EIAs to select the villages where RBP and/or VBMPS activities under NDP I are being implemented.
- EIAs to arrange for the resource persons in coordination with the DCS Secretary/ LRP
- During the programme, videos/ presentations developed by NDDDB/ EIAs on NDP I activities may be shown
- Proceedings of these programmes along with the list of participants need to be recorded by EIA personnel and kept in EIA records
- Summarised list of number of awareness programmes conducted by EIAs along with the number of participants in each of the programme and photographs need to be shared with the monitoring officers every month.

Indicative Schedule



Time	Session	Facilitator
0900- 0915 hrs	Registration of Milk Producers, Handing over of extension material, kits if any	EIA officers
0915- 0930 hrs	Welcoming the Milk Producers and briefing about the programme	EIA Officers
0930- 1200 hrs	<ul style="list-style-type: none"> Ensuring sustainable, fair and transparent Village Based Milk Procurement System Importance of adhering to the principles of cooperation Duties of Members towards Cooperatives Adoption of Clean Milk Production Practices Adulteration in milk and its impact Experience sharing by Milk Producers <p>Film: Mera Gaon Meri Samiti and Clean Milk Production may be shown</p>	EIA officers/ Secretary DCS
1200- 1330 hrs	<ul style="list-style-type: none"> Importance of feeding balanced ration to milch animals Live Demonstration of ration balancing and sharing of results of balanced ration of farmers of the village Discussion & experience sharing by the farmers Demonstration of Pashu Poshan App <p>Film on RBP & Mineral Mixture may be shown</p>	TO/Trainer EIA/ LRP
LUNCH BREAK (1330-1430 hrs) (Heavy refreshment: Puri-Subji etc.)		

Indicative Schedule



Time	Session	Facilitator
1430- 1500 hrs	<ul style="list-style-type: none"> Fodder Cultivation and Conservation practices 	Fodder Officer EIA/LRP
1500-1530 hrs	<ul style="list-style-type: none"> Importance of Mastitis control, Vaccination & Deworming 	Veterinarian/ EIA officers
1530- 1600 hrs	<ul style="list-style-type: none"> Environment and Social Management <ul style="list-style-type: none"> Bio medical waste management at village level Social Inclusion 	EIA officers/ AI Technician/ E&S Officer of EIA
1600-1630 hrs	<ul style="list-style-type: none"> Felicitation of Milk Producers/ DCS Secretary/ LRP/ AI Technician etc. Conclusion and vote of thanks 	EIA officers

Action Plan

- EIA should submit the action plan by May 2017
- Each EIA to finalise the villages where these 4 Village Awareness Programmes would be organised
- The detailed schedule need to be prepared by EIA in consultation with the monitoring officers of NDDB
- All the four VAPs for 2017-18 need to be organised by Dec 2017.

Thanks