

Pilot Model for Viable AI Delivery Services



Rationale for the AI project

- Systems to be put in place to
 - Deliver AI at the door step in a professional manner through well trained qualified AI Technicians wherein Animal Identification, follow-up services and animal level data capturing was also part of the services offered to the farmers.
 - Monitor performance and take corrective actions based on the collected data
 - Make the delivery self-sustaining over a period of time by recovering the entire cost from the farmer.

Objectives- “Pilot model for viable Doorstep AI Delivery Services”

1. Provide quality AI services adopting standard operating procedures
2. To capture and maintain the breeding data of all the inseminated animals to facilitate monitoring and data backed interventions
3. Become self sustaining over a period of time
4. To provide advisory services to farmers w.r.t to animal health, animal breeding and animal nutrition
5. To provide infertility management support to dairy farmers

Pilot AI Delivery Services Model

FUNDING AGENCY

IMPLEMENTATION AGENCY

AI TECHNICIAN

Project period

CAPEX

The Capital expenditure for the entire project is fully funded and the revenue expenditure is funded in a tapering manner

Expenses for quality assurance

OPEX

The cost of logistics, Frozen Semen Doses, Liquid Nitrogen, Sheath and Gloves

Data Entry & Extension Expenditure

Fully funded for the entire project period.

AI technicians engaged on retainer ship basis

AITs collect the AI delivery charges from the farmer & deposit the amount to Implementing Agency

Data entered into INAPH



AI delivery activity to fund the entire process

Post Project period

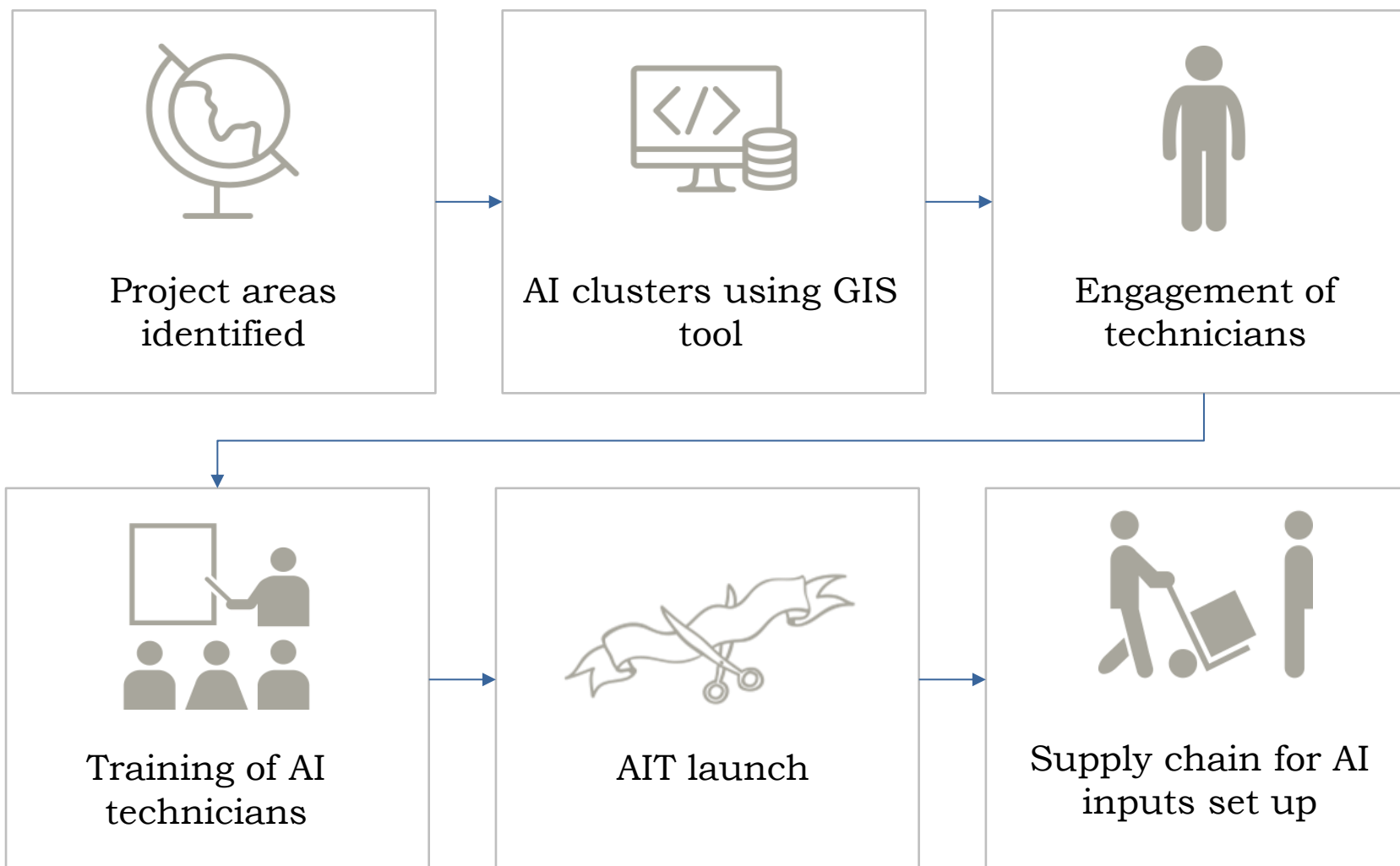
Aim was to popularize the concept of a self-sustaining model for delivering doorstep AI services adhering to SOPs while creating awareness about AI per se and the quality of the services.

Pilot AI Delivery Implementation Model



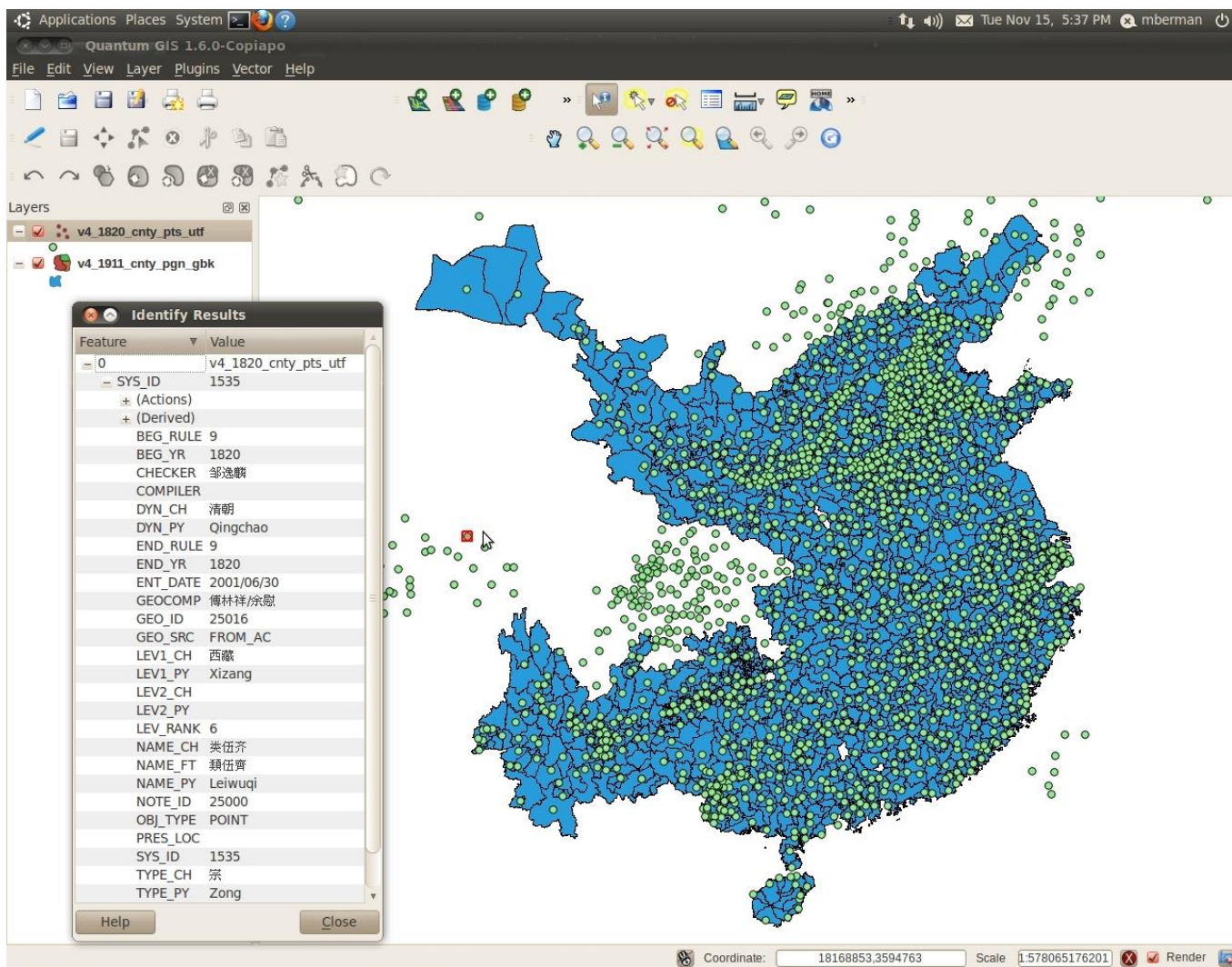


1. Setting up of the AI delivery network





Carving out AI centres



- Operational area- milk procurement villages of the Milk Producer Companies in Gujarat, Rajasthan and UP
- Once the operational areas was identified, AI clusters were created by grouping villages in and around 5 km radius using GIS tool.

AI training

- A qualified rural youth is selected after wide consultation and screening
- Undergoes a **45-day Basic AI training** at recognized training centers.
 - Includes theory as well as hands-on training.
 - Covers common diseases, animal nutrition, and livestock management aspects.
- Followed by a **45-day on-field training** programme under the close supervision of an experienced AI Technician / Veterinarian



Training before deployment

- MAIT under goes a **3-day training** on the SOPs pertaining to inventory, cash, data management
- AI showcased as a business opportunity
- Focus on structured approach to delivering AI
- Change the perception and habits of AITs
- Sensitize the importance of personal hygiene





Training to use INAPH for business development



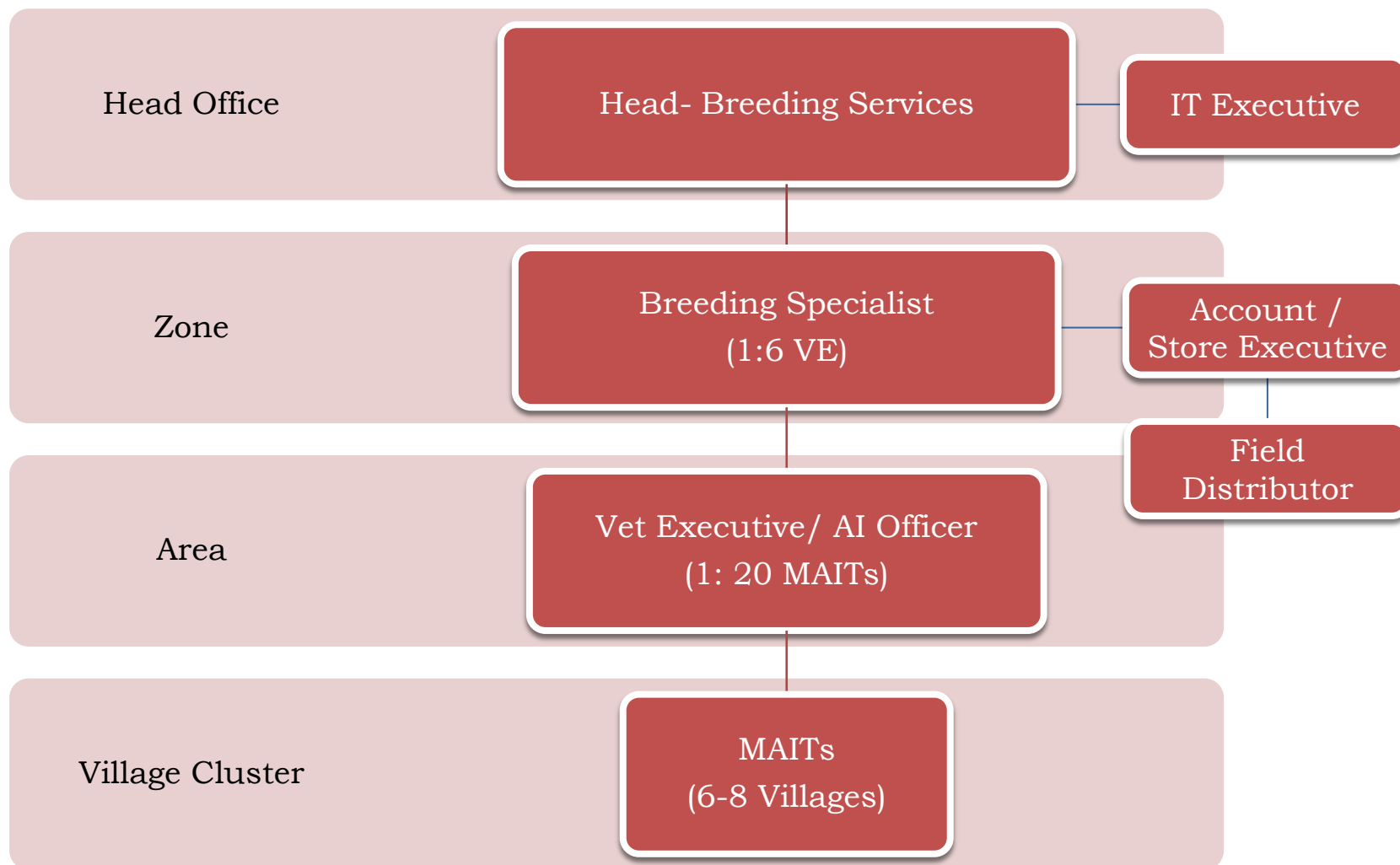
AIT Launch



Company launches the AIT



Manpower/Organizational Structure





Capacity building under the sub project (2014-2016)

	Maahi	Paayas	Sahaaj
Basic AI Training-Total MAITs (Incremental)	305	619	581
Refresher AI Training-Total MAITs (Incremental)	122	301	-
Head Breeding Services- Technical/Management- 14 days	1	1	1
Breeding Specialist & Veterinary Executive-Technical training- 5 days	14	34	12
INAPH Training	320	659	627

Supply Chain Management

- Field distributor in every cluster office ensures supply of material is made as per breeding plan.
- Manager logistics at Head Officer responsible for procurement and distribution of material to Cluster offices liaising with Purchase and other support department.



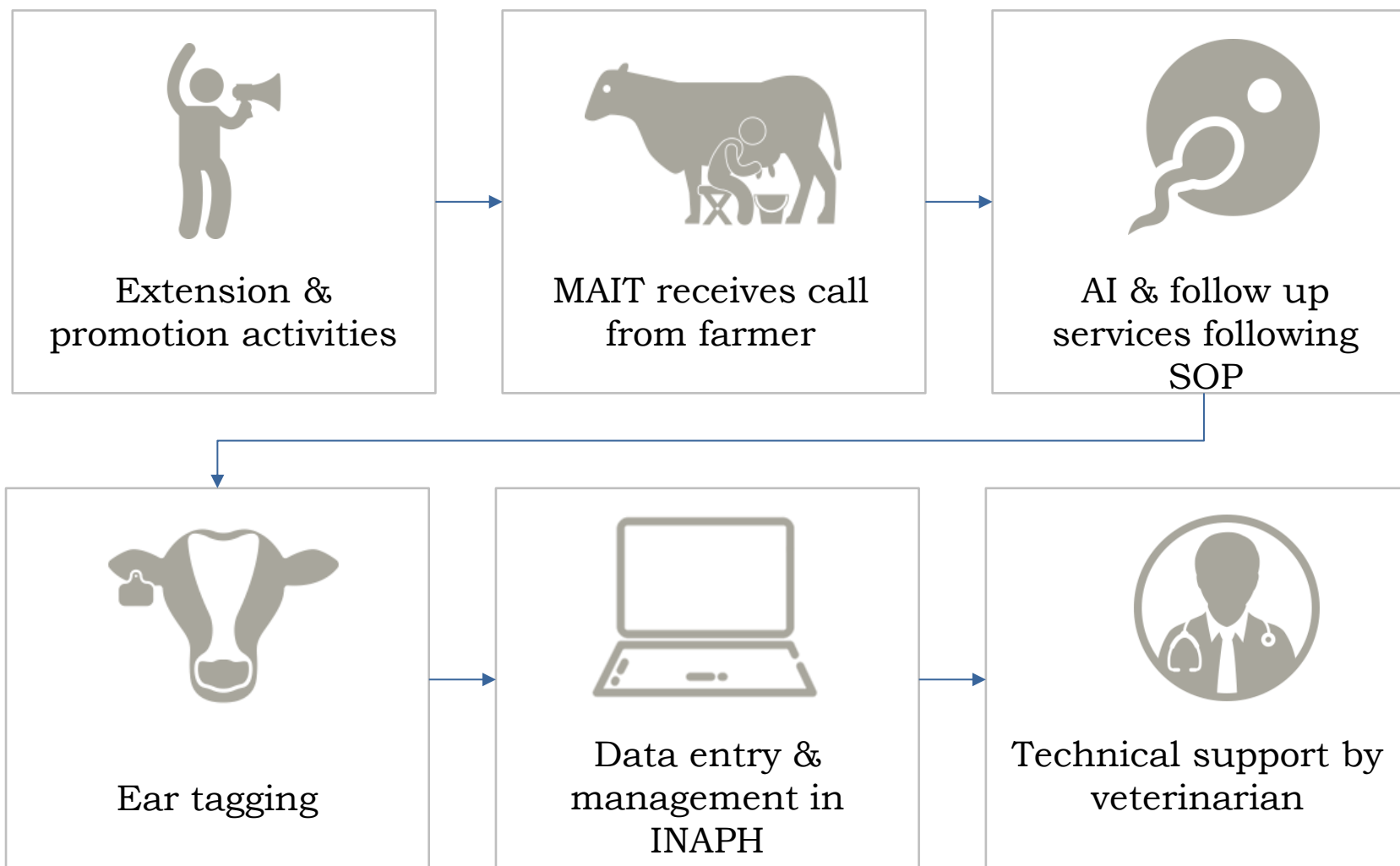


Supply Chain Management

- Procurement of FSD from reputed **“A” grade** semen stations based on an annual plan as well as state breeding policy
- Procurement of Liquid Nitrogen from reputed Vendors on ***annual rate contract FOR basis***
 - Planning and route chart preparation
 - Frequency of LN2 Distribution – ***Strictly within 35 days***
 - Field Distributors trained in Semen and material handling
- Procurement of Consumables (Sheaths, Gloves, Stationary etc.) from reputed vendors



2. Managing its day-to-day operations





Farmer meeting



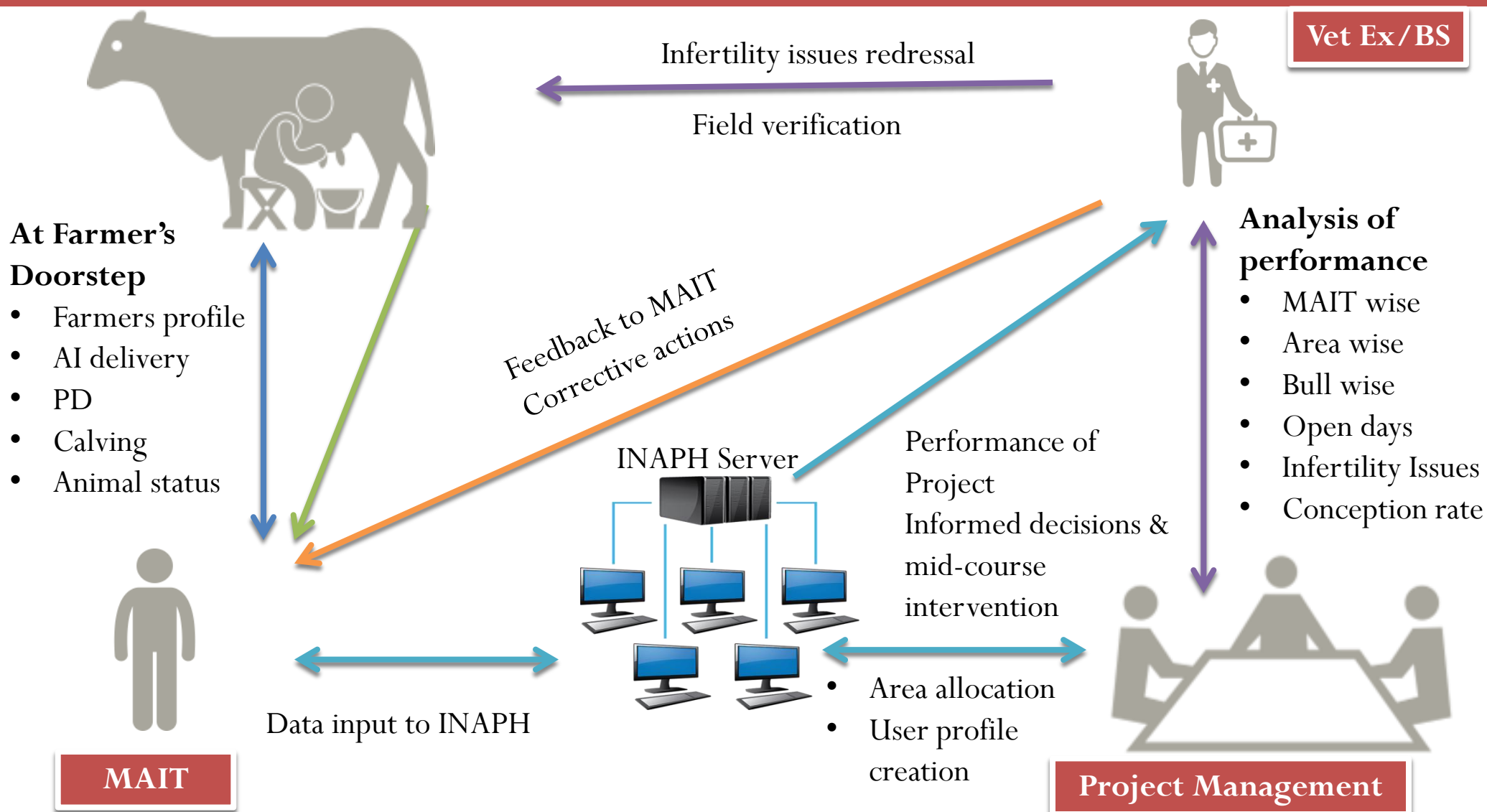


Extension and promotion movie

AI in progress



INAPH system



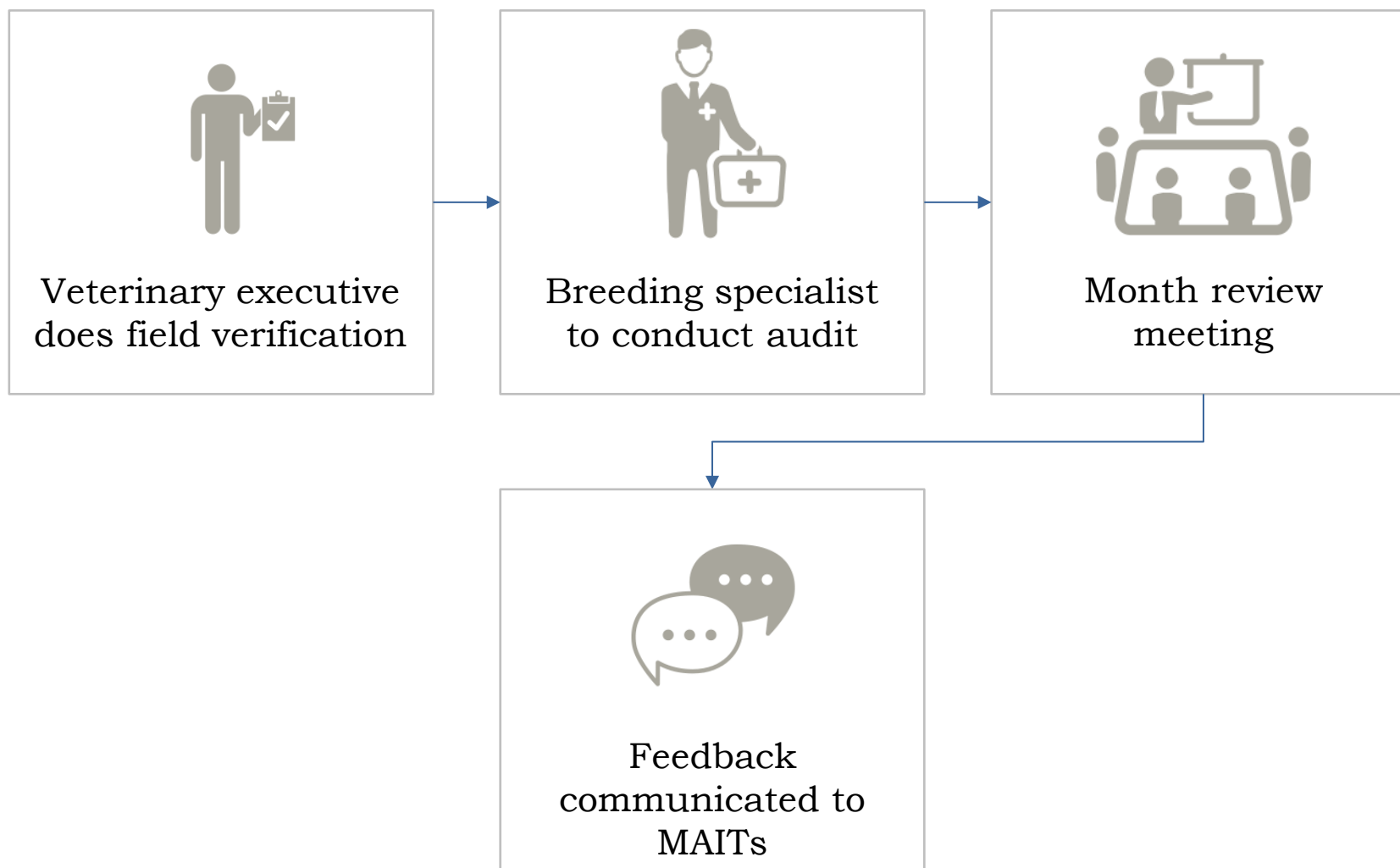


Infertility Management Camps





3. Quality Assurance





Field verification by veterinarian







Monthly meet

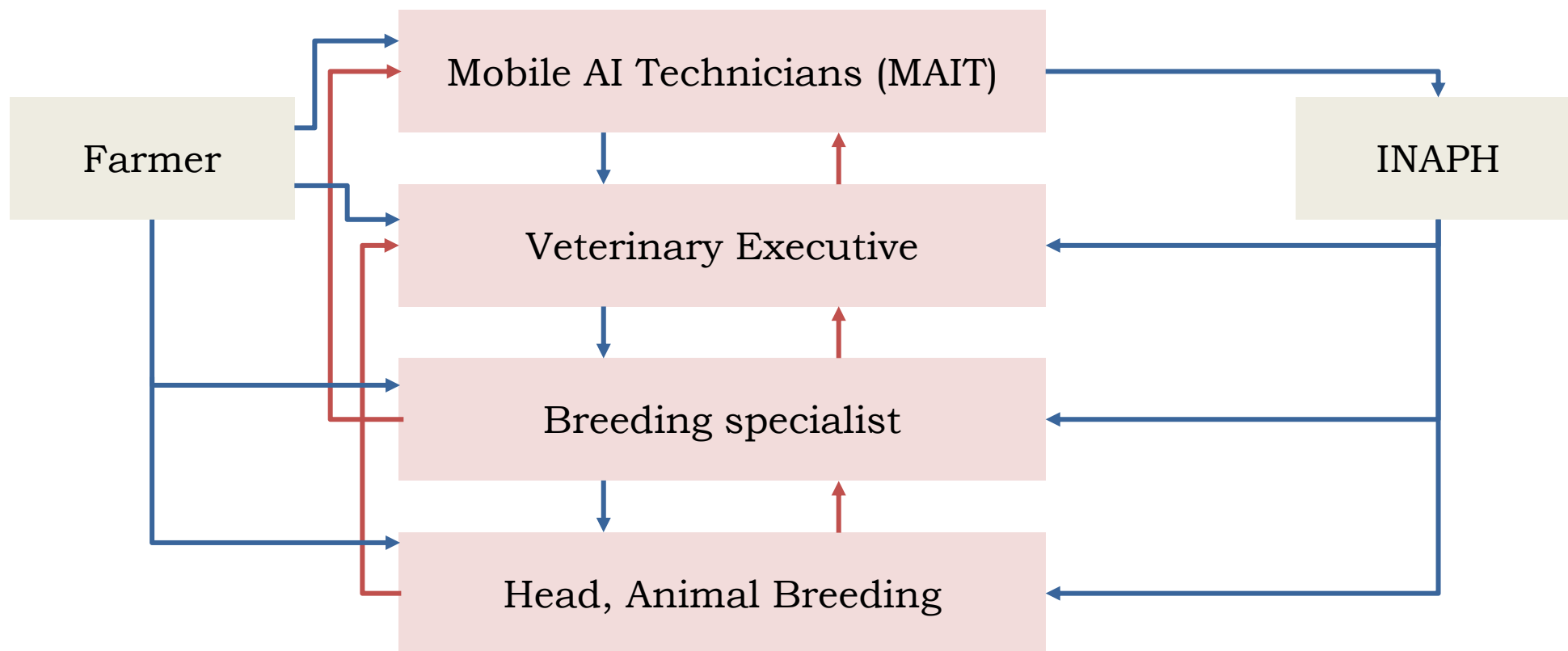




Monitoring and evaluation

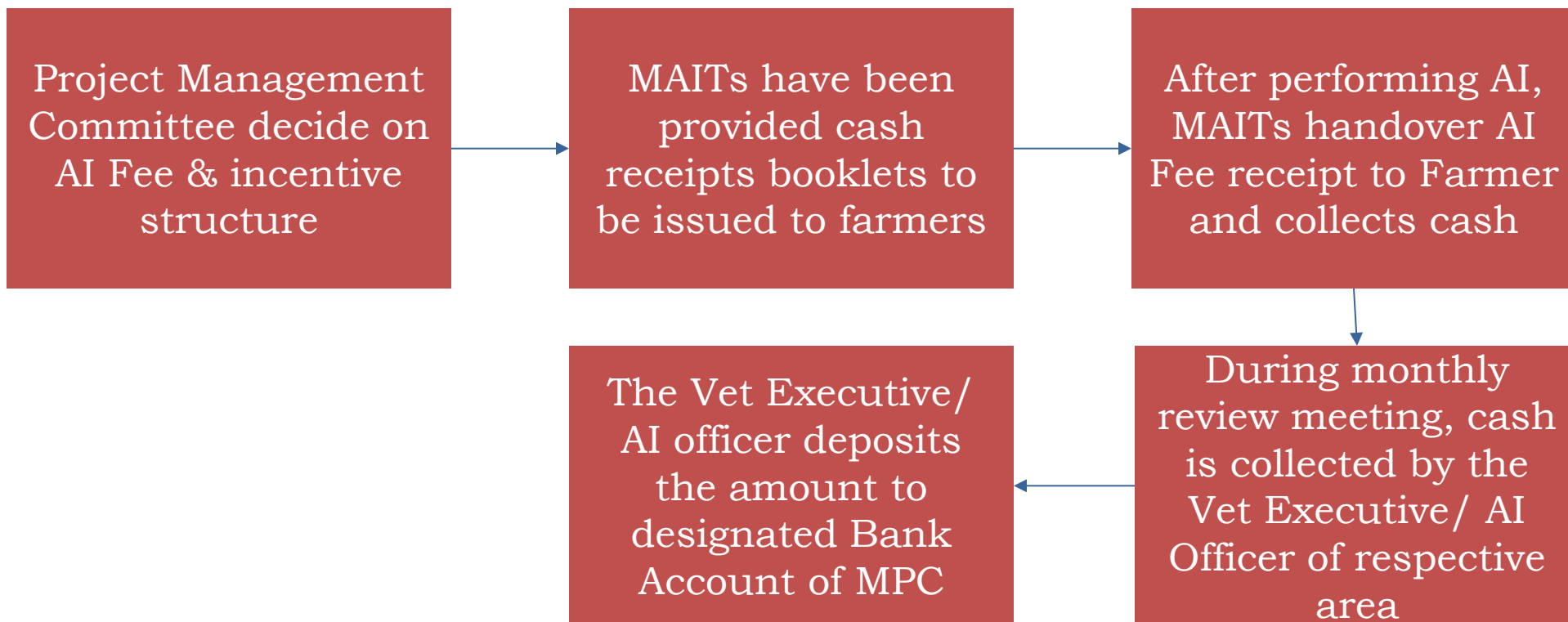
- Data are collated, analyzed and evaluated to assess sub project progress, identify shortfalls and provide feedback

 Data flow
 Feedback flow





Financial management



As a new initiative AI Officers are equipped with swipe machine and collects AI Fee through Card Swiping Machine linked to designated bank account of MPC



Cashless Initiative





Awards and recognition for the MAITs

- Incentive structure set in such a way that the high performing MAITs receive higher payout
- Top 3 MAITs in a zone are rewarded by the PCs every month – criteria for selection are
 - ✓ The number of AIs done
 - ✓ No of follow-ups conducted
 - ✓ INAPH entry status; and
 - ✓ Based on feedback from veterinary executive
- Top AITs participate in training of new recruits

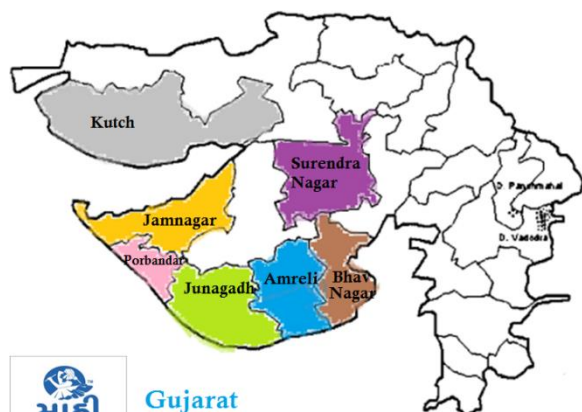


Implementing Organizations – Milk Producer Companies

- Pilot project implemented to test the design of the envisioned model
- Implemented in Maahi Milk Producer Company – Gujarat, Paayas Milk Producer Company – Rajasthan, and Saahaj Milk Producer Company – Uttar Pradesh.



Operational Area - Geographical



7 districts
(Surendra Nagar,
Junagadh, Jamnagar,
Amreli, Bhavnagar,
Porbandar, Kutch)



5 districts
(Jaipur, Ajmer, Pali
Sikar, Tonk)



10
(Agra, Aligarh, Hathras,
Firozabad, Etah, Etawah,
Maipuri, Badaun,
Moradabad, J. P. Nagar)

Project achievements

	Maahi	Paayas	Sahaaj
Project initiation date	Dec 2013	Dec 2013	Apr 2015
No of Villages covered	2568	3292	4163
No of AI centres opened	280	450	503
No of MAITs deployed	280	450	503
No of AIs done	254708	500897	178978
AIs per centre per month	22	41	35
No of farmer meetings done	2818	7953	6008
No of infertility camps conducted	1536	3639	911
No of calf rallies conducted	74	52	55

Success stories



MAIT : Mr. Pankaj Kumar

- Resident – Village- Deorai District - Budaun, U.P.
- Education -12th pass
- Initiation of work - Sep 2015
- 1st Month performance -18 AI
- Current performance - average of 200 AI per month.
- Average Earning – Rs. 15000/- per month

Success stories



MAIT : Mr. Raj kumar

- Resident - Village Ataullapur, District – Etah, Uttar Pradesh.
- Education - Graduation
- Initiation of work - April 2016.
- Ist month performance – 4
- Current Performance – 100 AI per month
- Average earning- Rs. 10,000/- month

Challenges faced during implementation

- Unregulated environment
- Farmers
 - Awareness
 - Changing perception about AI delivery
- Managing MAITs
 - Aligning them with the larger goal
 - Building their business without compromising the SOPs
 - Loyalty
- Retaining talent

The way forward

- Increase the awareness amongst farmers on the benefits of AI delivery services following SOPs through extension activities on a campaign basis.
- Refresher trainings for MAITs to re-emphasize the importance of SOPs;
- Further Incentivize performance
- To facilitate data entry, a new INAPH android application would be provided to MAITs

Thanks