

GOVERNMENT OF ANDHRA PRADESH

**ABSTRACT**

AHDD&F Department – Promotion of organic A2 cow milk production through Indigenous cow Farms – Revised Project proposal and Operational Guidelines – Approved - Orders – Issued.

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ANIMAL HUSBANDRY DAIRY DEVELOPMENT & FISHERIES (AH.I) DEPARTMENT

G.O.MS.No. 9

Dated: 16-02-2021.

Read the following:-

1. G.O.Ms.No.5, AHDD&F(AH.I) Dept., Dt:11.01.2021.
2. From the Director, Animal Husbandry Department, Lr.Roc.No.AHF02-86/2021-Q-MGNREGS-DAH, Dt:08.02.2021.

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**ORDER:**

In the reference 1<sup>st</sup> read above, Government have approved Organic Indigenous Cow Rearing Farms with funding pattern of RKVY 2021-22, interest subvention under Agriculture Infrastructure Fund and NAFCC funds, mentioned therein; to promote Indigenous cattle breeds and A2 milk production and marketing; subject to approval of SLSC and release of funds for the proposed project.

2. In the reference 2<sup>nd</sup> read above, the Director of Animal Husbandry, Andhra Pradesh, Vijayawada, among other things, has requested to approve revised project proposal along with operational guidelines for selection of beneficiaries, certification, branding, marketing of A2 milk and milk products, for the Organic Dairy Farming with Indigenous Cows project.

3. Government after careful consideration of the proposal of the Director of Animal Husbandry, A.P., Vijayawada in the reference 2<sup>nd</sup> read above and in supersession to the orders issued in the G.O. 1<sup>st</sup> read above, hereby approve the revised project proposal & operational guidelines for selection of beneficiaries, certification, branding, marketing of A2 milk and milk products for the Organic Dairy Farming with Indigenous Cows project, with the funding pattern of RKVY & NAFCC, subject to approval of SLSC and release of funds for the proposed project. The operational guidelines for the project proposal are appended as annexure to this order.

4. The Director of Animal Husbandry, Andhra Pradesh, Vijayawada shall take further necessary action accordingly as per rules in force.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

POONAM MALAKONDAIAH  
SPECIAL CHIEF SECRETARY TO GOVERNMENT (FAC)

To

The Director of Animal Husbandry, Andhra Pradesh, Vijayawada.

All the District Collectors in the State.

All the Joint Directors(Animal Husbandry) in the State.

Copy to:

PS to Additional Secretary to Chief Minister (CM), A.P. Secretariat.

PS to Minister (AHDD&F), A.P. Secretariat.

PS to Special Chief Secretary to Government, AHDD&F Department, A.P. Secretariat.

PS to Special Chief Secretary to Government, A&C Department, A.P. Secretariat.

SF/SC.

//FORWARDED::BY::ORDER//

SECTION OFFICER

(Annexure for P.T.O.)

Annexure(G.O.Ms.No.9, AHDD&F (AH.I) Department Dated:16-02-2021)Organic Dairy Farming with Indigenous Cows  
Revised Project Proposal & Operational Guidelines

## 1. Implementing Agency:

- ❖ Animal Husbandry Department.

## 2. Eligibility:

- The farmers / entrepreneurs should have 2-5 acres of own land / leased land for shed construction and fodder development.
- Previous Experience and Aptitude for organic dairy farming.
- The Joint Liability Groups (JLG's) with a minimum of 4 members interested in indigenous cow rearing.

## 3. Selection of Beneficiaries:

Beneficiaries shall be selected by the following District Level Monitoring Committee (DLMC): In the event of reconstitution of DLMC by the Government, reconstituted committee will come into force.

1	District Collector	Chairman
2	Joint Collector - RBK	Vice Chairperson & Member Convenor
3	Chief Executive Officer - ZP	Member
4	Joint Director of Agriculture	Member
5	District Cooperative Officer nominated Cooperative Societies- 4	Member(s)
6	AD/DD of Horticulture	Member
7	Joint Director of Animal Husbandry	Member
8	Assistant Director of Agricultural Marketing	Member
9	Assistant Director of Fisheries	Member
10	Lead District Manager of DLBC	Member
11	District Manager, NABARD	Member Secretary

## 4. Functions of the DLMC:

- a) District Level Monitoring Committee (DLMC) will be the first line of implementation and monitoring system with in the overall framework.
- b) It will identify beneficiaries to ensure viability of the project and prepare viable project reports to support the beneficiaries in collaboration with PMU.
- c) It will also examine the proposal and recommend to SLMC for consideration.
- d) DLMC will set targets in consultation with SLMC as per OOMF format and monitor the progress closely with the support of PMU.
- e) DLMC will maintain dashboard in collaboration with PMU.
- f) It will be responsible for the smooth implementation of the scheme and resolve any issues at the District level. In the process of sorting out implementation issues the Committee would be support by the district administration wherever required.

## 5. Unit Cost:

The unit cost consists of basic cost of animal, transportation cost and Insurance cost.

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## 6. Composition of Indigenous cow farm Unit Cost:

S. No.	Name of the Item	Unit Cost in Rs.	Total Amount Rs. in Lacs	Amount required for 58 units Rs. in lacs
1	Cost of the 25 Indigenous Cows (Gir, Sahiwal, Ongole, Punganur etc.)	70,000	17.50	1,015.00
2	Construction of sheds, fencing and other infrastructure	10,00,000	10.00	580.00
3	Cost of Equipment (Milk and By products processing equipment, chaff cutters, bush cutters, distillery unit)	1,12,750	1.13	65.54
4	Maintenance Cost in processing and value addition of products	1,37,250	1.37	79.46
	TOTAL		30.00	1740.00

## 7. Funding pattern for Indigenous cow farm units:

1. Proposed cost of each indigenous Cow Farm Dairy Unit (25 indigenous Cows) : Rs. 30.00 Lakhs
2. Beneficiary Contribution (10%) for each unit : Rs.3,00,000.
3. The Subsidy support of (60%) for each unit from RKVY& NAFCC funds : Rs.18,00,000
4. The loan component (30%) from commercial Banks : Rs.9,00,000 with 3% interest subvention under Agriculture Infrastructure Fund towards infrastructure cost.

## 8. Purchase of Animals:

- The guidelines and procurement procedures prescribed vide G.O.MS.No.40, Dt.12.11.2020 of AHDD&F Dept, G.O.MS.No.41, Dt.12.11.2020 of AHDD&F Dept, and G.O.MS.No. 44, Dt.8.12.2020 of AHDD&F Dept, under YSR Cheyutha shall be applicable.
- The Ongole & Punganur pregnant cows shall also be purchased as per YSR Cheyutha animal procurement guidelines with following specifications:
  - ❖ 6<sup>th</sup> - 7<sup>th</sup> month pregnancy.
  - ❖ Minimum track record of 6 Litres of milk yield per day in Ongole cow and 2 Litres of milk yield per day in Punganur cow.
  - ❖ 2<sup>nd</sup> or 3<sup>rd</sup> Lactation milch animals.
  - ❖ Not more than 6 years of age.
  - ❖ Breed characters similar to Ongole/ Punganur breed

## 9. Capacity Building:

- The Department of Animal Husbandry will make arrangements for capacity building of selected beneficiaries on management of organic dairy farms with indigenous cows.
- The Department of Animal Husbandry will organise training programs in association with AP State Skill Development Corporation (APSSDC) to create knowledge management and skill development opportunities for sustainable dairy management.
- The Department of Animal Husbandry shall impart on-site and off-site training programs at identified training centres by selecting Master trainers from the experienced organic dairy farmers and departmental officers and also impart training on JLG group dynamics and management by NABARD.

(P.T.O.)

- The Department of Animal Husbandry will conduct workshops, trainings to train farmers & field Veterinarians on organic dairy cow farming in association with the Department of Extension, C.V.Sc, Gannavaram.
- Sri V. Ravi Kumar, Surabhi Goshala, Parakalapadu, Kanchikacherla mandal, Krishna (District) will be engaged as consultant on organic dairy farming by paying consultancy fee @ Rs. 10,000/month during the capacity building phase for dissemination of best practices to field level and for training selected beneficiaries.
- Additional Director (Animal Husbandry) SMILE, Visakhapatnam shall coordinate the training programs and the required funding towards consultancy fee/ Master trainers resource fee/ Incidental expenses/ Certification expenses/ Out sourcing staff expenses/ marketing and branding expenses shall be met from training component of the NAFCC/ RKVY administrative cost.

10. Administration:

- The guidelines of NAFCC shall be followed in NAFCC districts while executing the units.

11. Purpose of Certification:

The only way to identify the organic food in market is to verify its certification and quality mark in the form of a logo, considering the similar appearance of organic produce vs conventional.

A) Organic certification is a process certification involving a set of production standards for growing, storage, processing, packaging and shipping that include

- Avoidance of synthetic chemical inputs (ex. Fertilizer, pesticides, hormones, antibiotics, food additives, etc.) and genetically modified organisms;
- Keeping detailed written production and sales records (audit trail);
- Maintaining strict physical separation of organic products from non-certified products;
- Undergoing periodic on-site inspections.

B) Certification is essentially aimed at regulating regular production/ processing as per National Standards for Organic Production (NSOP) and facilitating the sale of original and quality organic products to consumers.

12. NSOP Standards:

A) As per the requirement of Food Safety and Standards (Organic Foods) Regulations, 2017, all organic food must carry a JAIVIK BHARAT logo along with its certification logo authorised by National Centre of Organic Farming (NCOF).



B) The unified Jaivik Bharat logo is an identity mark to distinguish organic products from non-organic ones, supported with tagline “Jaivik Bharat” at the bottom, for easy identification of Organic Food from India. The logo communicates adherence to National Standards for Organic Production (NSOP).

13. NPOP Certification:

NPOP certification is a kind of third party certification, in which, the farm or the processing of the agriculture produce is certified in accordance with national or international organic standards by an accredited organic certification agency. NPOP certification is facilitated by Agriculture Processed Food and Export Development Authority (APEDA), Ministry of Commerce and Industries, Government of India.

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The National Programme for Organic Production (NPOP) for export logo is a certification for organically farmed products manufactured in India. The certification mark certifies that the food product conforms to the NSOP.

The department shall engage one of the accredited agencies of APEDA for certification by paying fees prescribed by the APEDA.

14. Branding & Marketing of A2 milk & By-products:

- Branding of A2 milk & other By-products with brand name of **AndhraGo-Pushti**
- Marketing through RBK inputs supply system by assessing demand forecast through AHAs. The availability of these products will be made visible at kiosks placed in RBKs and the department shall evolve seamless distribution mechanism. The AHA/Volunteer shall be given Rs.1 per litre of milk as incentive by the dairy farmer towards collection of demand forecast.
- Marketing of products through Amul outlets/ Fisheries Department outlets/ Janata Bazars/ e-markets platform.
- After obtaining the certification, the products can also be sold in Jaivikkheti, an E-Commerce Platform, a one stop solution for facilitating organic farmers to sell their organic produce and promote Organic Dairying.
- The Department of Animal Husbandry shall engage Marketing & PR agency through expression of interest for branding/ marketing/ networking support to A2 milk and By-products.
- The department of Animal Husbandry shall facilitate for entering into MOU with NIN, Hyderabad for studying therapeutic and nutritional values of indigenous cow milk so as to create awareness to public about organic milk and milk products.

15. Monitoring:

- The Assistant Director (Farms) shall be the Nodal Officer at Directorate to monitor the scheme.

POONAM MALAKONDAIAH  
SPECIAL CHIEF SECRETARY TO GOVERNMENT (FAC)