

**Government of West Bengal**  
**Animal Resources Development Department**  
**Writers' Buildings**

**Part-I**

**Report on Achievements in various sectors under the ARD Department**

Livestock sector offers significant potential for human development through poverty reduction and enhanced nutritional security. It also provides crucial economic support during natural calamities, such as draught. The medium/ long term vision of ARD Department is:

- a. Self sufficiency in production of milk, meat, egg, etc.
- b. Preservation of milk, meat and egg as per WHO guidelines.
- c. More private investment in dairy, poultry, etc.

**Table -1: Comparative analysis of the achievement of the ARD Department during the period 2009- 10, 2010-11 and 2011-12.**

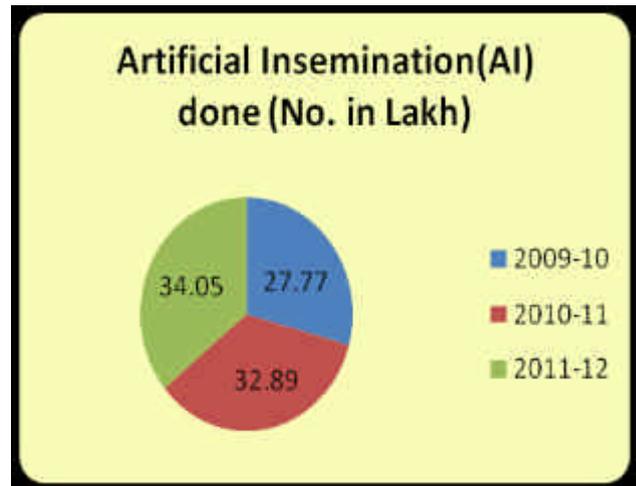
<b>Sl. No.</b>	<b>Activity</b>	<b>2009-10</b>	<b>2010-11</b>	<b>2011-12</b>
1	No. of heifers benefitted	-	4987	106445
2	No. of cattle Insured	20,876	15,058	35,203
3	No. of vaccinations done (in Lakh)	81.12	90.96	161.78*
4	No. of Chicks / Ducklings distributed (in Lakh)	19.00	24.00	32.00
5	No. of Semen Straw produced (in Lakh)	19.64	20.21	24.73
6	No. of Calves born (in Lakh)	8.22	10.92	12.57
7	No. of animals treated (in Lakh)	107.38	111.99	121.34*
8	No. of Artificial Insemination(AI) done (in Lakh)	27.77	32.89	34.05

\*Provisional

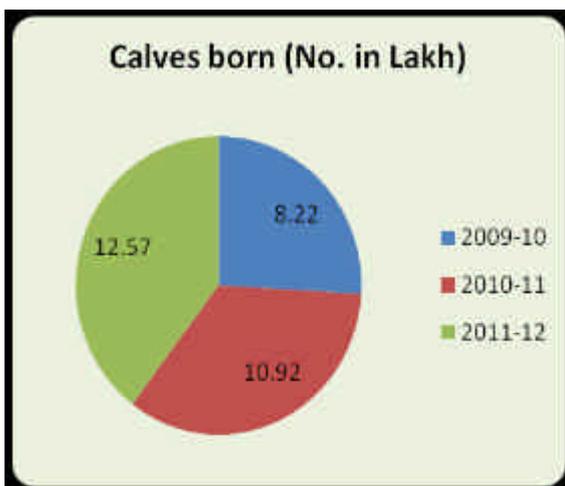
**Fig-1: Semen Straw Produced for Artificial Insemination (AI) during last three years**



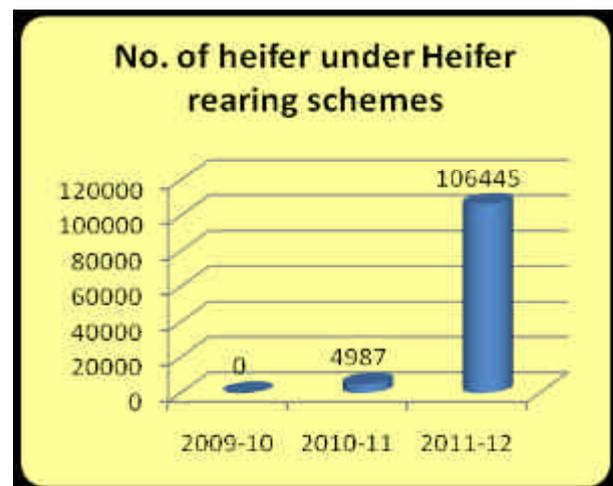
**Fig-2: Artificial Insemination (AI) done during last three years**



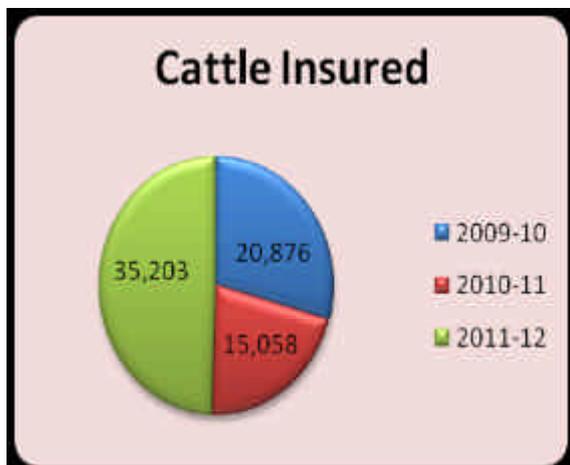
**Fig-3: Calves born during last three years**



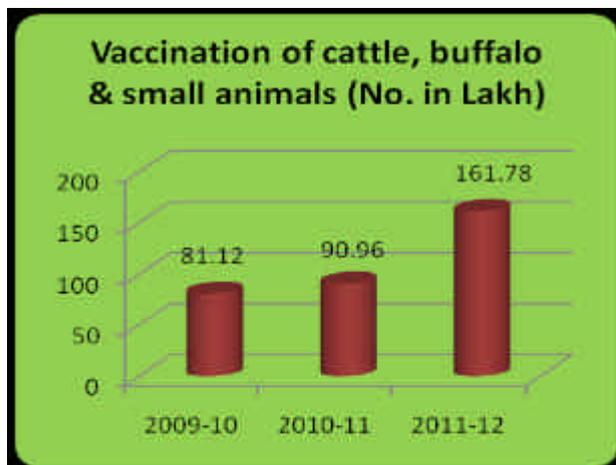
**Fig-4: No. of heifer under Heifer rearing schemes during last three years**



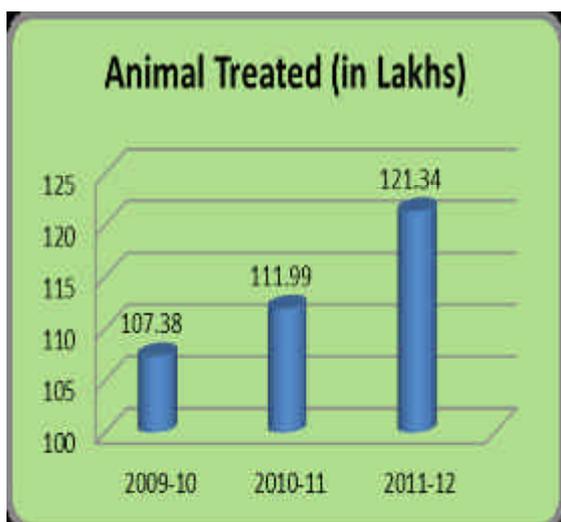
**Fig-5: Cattle Insured during last three years**



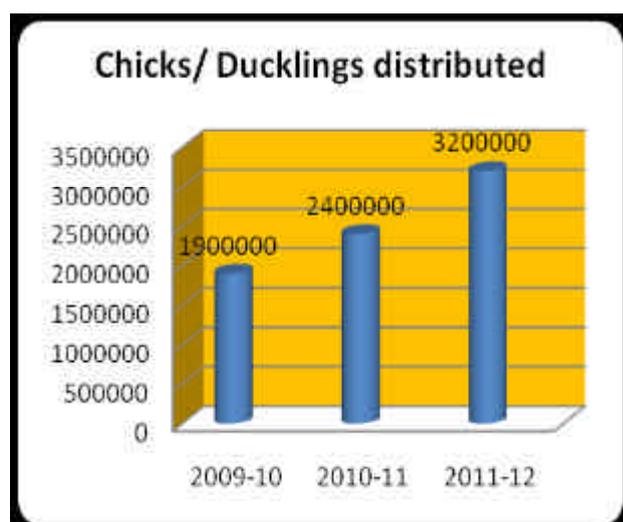
**Fig-6: Vaccination of cattle, buffalo & small animals (No. in Lakh)**



**Fig-7: Animal treated at Veterinary Dispensaries/ Hospitals/ Health Camps (No. in Lakh)**



**Fig-8: Chicks / Ducklings distributed (No. in Lakh)**



## **Part-II**

### **Highlights on major policy decisions/ reforms/ infra structure development projects taken up during 2011-2012**

- 1. Development works in LWE Blocks:** Each of the 23 LWE blocks has been covered through a major initiative in the ARD sector:
  - a. 12 blocks have been covered under Bishes Go-sampad Bikash Abhijan.
  - b. 5 blocks have been covered for intensive goat production.
  - c. 6 blocks have been covered under bullock rearing scheme with two bull calvesBesides, following infra-structure development projects were taken up in LWE districts during the year:
  - i) Construction of a new State Poultry Farm in Paschim Medinipur (for augmentation of egg and meat production) was started.
  - ii) Modernization of Black Bengal Goat (a threatened breed) Breeding Station at Kotulpur, Bankura was taken up.
- 2. Mother Dairy Calcutta (MDC)-** MDC has launched several new varieties of milk under the brand name 'Maa-Shakti' Cow Milk, Toned Milk, Cholesterol Free Milk and Full Cream Milk. MDC has also launched several new milk products - Flavoured Yoghurt, Mishti doi, Paneer, Ghee, Whey drinks as well as packaged drinking water.
- 3. Strengthening of HIMUL:** With a view to strengthen **HIMUL**, Rs. 496 Lakh was released for payment of arrear bills of raw milk procured from primary milk producers' societies under HIMUL as well as for some statutory dues. In addition, about Rs.6 crore NDDDB loan to HIMUL was liquidated.
- 4. Filling of vacancies:** A large number of vacancies were filled up in Bankura, Purulia, Paschim Medinipur and hill sub-divisions of Darjeeling Districts.
- 5. Bishes Go-Sampad Bikash Abhijan** (a special campaign for breed improvement of cattle for augmenting milk production) was operating in 5 Blocks till 2010-11. Its coverage has been extended to total 62 Blocks covering all the districts.
- 6. Heifer rearing:** With a view to reduce mortality of calves, greater focus was given during 2011-12 to Heifer rearing component under the scheme Bishes Go-sampad Bikash Abhijan. This component provides health coverage, nutrition support and compulsory insurance to all heifers born through artificial insemination.
- 7. Intensive implementation of schemes:** A paradigm shift was made in implementation of various schemes of the ARD Department. It was decided to go for intensive implementation of various schemes in a block rather than implementing all the schemes in all the blocks. This was started with LWE blocks. This has greatly helped in expediting implementation. It has also helped in having greater visibility of the impact of the schemes. (The activities, such as vaccination and treatment of animals are being implemented in all the blocks.)
- 8. Infra-structure development works:** A number of infra- structure development works were either started or completed during the year 2011-12. Some of them are as follows:
  - a. Construction of two storied BLDO cum BAHC Office Building at 19 Blocks.
  - b. Construction of new Veterinary Poly Clinics at Coochbehar, Silliguri and Burdwan.
  - c. Construction of 50 bedded farmers' hostel "KISHAN BHAWAN" at Belgachia.
  - d. Expansion of 4000 Lakh Per Day (LPD) Milk Processing Unit at Kusumgram, Burdwan.
  - e. Installation of 5000 LPD Bulk Milk Cooler (BMC) each at Gopiballavpur, Sabang and Tallibhata in Medinipur.
  - g. Installation of 4000 LPD BMC each at Duck Bungalow and Gopalnagar in North 24 Parganas.
  - h. BMC installation at Amta, Howrah; Tehatta, Nadia and Deuli, Purulia.
  - i. Expansion and renovation of Feeder Dairy, Berhampur, Murshidabad.
  - j. Annual capacity of Salboni Feed Plant has been raised from 11,800 MT to 17,700 MT.
  - k. Two grain "Silos" of 500 MT capacities each were built at Kalyani Feed Milling Plant.