



JK TRUST

GRAM VIKAS YOJANA



The Corporate Social Responsibility initiatives of Raymond Group are conceptualized to benefit the underprivileged sections of the society to empower them to build a better tomorrow.

Dr. Vijaypat Singhania, Chairman Emeritus, Raymond Limited and Chairman, JK Trust formally constituted the JK Trust Gram Vikas Yojana in 1997. The JK Trust Gram Vikas Yojna is a unique CSR initiative that is conceptualized to significantly improve the quality of life in rural areas through its Cattle Breed Improvement Programme (CBIP). India

being one of the largest producers of milk in the world, has a mind-boggling 199-million strong cattle population that is yet insufficient for the vast rural population in turn leading to malnutrition in children. The limited employment opportunities in rural areas further contribute to poverty. Over the years, JK Trust Gram Vikas Yojana has facilitated in transferring technical expertise to dairy farmers for improving the milk productivity of their cattle & buffaloes through the use of technology, training and education.

The Cattle Breed Improvement Programme (CBIP) aims to achieve

Alleviating Poverty

The increased milk production enables participating farmers to effectively supplement their income and upgrade their standard of living.

Reducing Malnutrition

The surplus milk generated by high milk yielding dairy cows minimizes malnutrition especially amongst children.

Creating Employment

The initiative provides employment opportunities to farmers and unemployed youth in rural India.

Grass Root Level Approach

- JK Trust reaches around **30,000** villages across India through its network
- **3,553** Integrated Livestock Development (ILD) Centres
32% of these ILD Centres are located in remote areas of tribal belt
- Breeding and veterinary services to more than **3.0 million** cattle and buffalo owners in **122** districts of eight states
- Approved by the Planning Commission, Government of India,
- JK Trust projects are also supported by globally recognized development bodies such as the World Bank and DFID- UK amongst others



Success Stories Traditional Dairy Farmer Improves Earnings

Shamsu, a dairy farmer from Mewli, Tehsil Nuh, District Mewat (Haryana) was managing his farm with a traditional approach, through which he was getting a milk yield of just 12 litres per day from five milking animals. Speaking about JK Trust Shamsu says; "In early 2010, I got an opportunity to meet the JK Trust Gram Vikas Yojana team, and decided to take the plunge. Also I persuaded my farmer friends to join in and participated in the project's single-day farmer meeting. My monthly sales have risen from Rs. 4800 to Rs. 12000. Things are shaping up and even the women in my family are now getting engaged



in the farming business and my son aspires to take up farming in the future." There has been a significant positive change in Shamsu's farm yield and in the lives that surround him.

JK Trust aims to continue its trainings, in order to make a transition at the farm-level from traditional to modern dairy farming. As a result of this initiative, farmers are experiencing a shift in their farming practices and are benefiting through higher milk yield, increased incomes and are now enjoying a sustained livelihood.



JK Trust works on a host of initiatives related to Cattle Breeding and Livestock Development Centres.

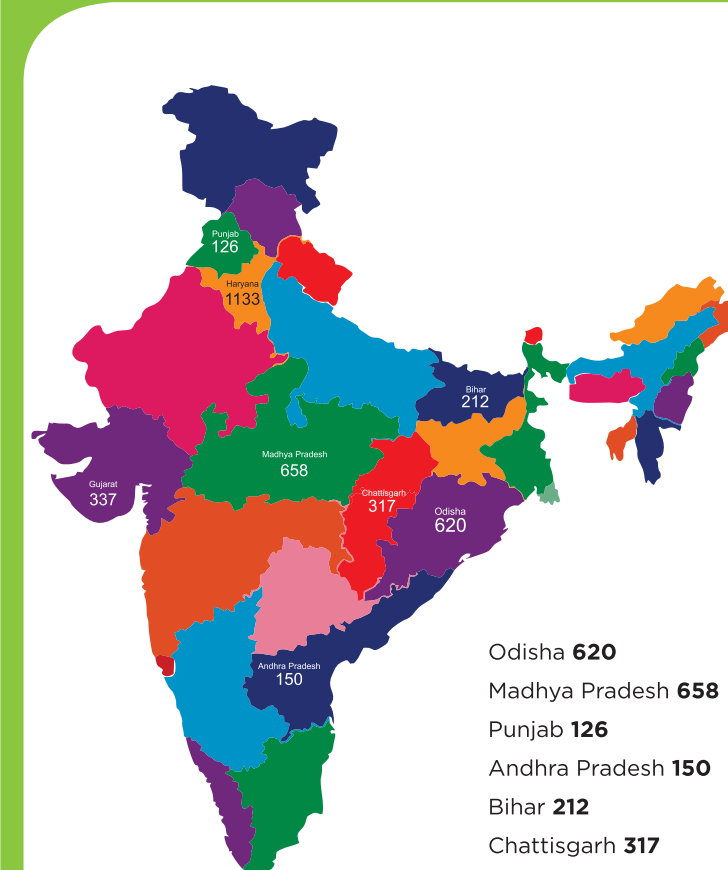
The Cattle Breed Improvement Programme is implemented through the ILD Centres. The main objective of the programme is to crossbreed the local indigenous nondescript low milk-yielding cows through Artificial Insemination with the use of frozen semen from selected indigenous and exotic breeds of Cattle and Buffaloes to produce better milk yielding Cows & Buffaloes. An ILD Centre covers a cluster of 5 to 8 villages falling within the radius of 5Kms. It is managed by a trained technician known as 'Gopal', who provides timely services at the doorstep of the farmers. An impressive 23 Lakh crossbred calves have been reproduced as on 31st May 2014. A total number of 179.4 Lakh Vaccinations, 189.5 lakh Deworming, 53.9 lakh First Aid Treatment Cases, 18.7 Lakh infertility treatment & 16.46 castrations have been performed.

In order to ensure that farmers continue to benefit from cattle breeding, post the completion of Government sponsored programme, the Trust continues to run these centres on a self-sustainable basis. Currently, JK Trust is operating more than 1000 Sustainable Centres throughout the country.

JK Trust has introduced Mobile Veterinary Clinics to provide veterinary services to rural dairy farmers in Chhattisgarh and Odisha. This initiative is a part of Cattle Breed Improvement Programme.

The Fodder Development project in Chhattisgarh encourages the development of green fodder cultivation for dairy livestock in the state of Chhattisgarh. A project for establishment of Fodder Multiplication Centres (FMCs) demonstrates the cultivation of fodder to the farmers' in their field round the year. Also, a project for establishment of Fodder Seed Development Centres (FSDCs) facilitates in producing fodder seeds in two dedicated farms owned by Chhattisgarh State Government that helps in meeting the demand for good quality seeds of green fodder crops.

JK Trust has been instrumental in setting up India's first Veterinary Service Call Centre at Ambala Cantonment, Haryana, exclusively for dairy farmers.



3553 Number of INTEGRATED LIVESTOCK DEVELOPMENT CENTRES
(As on 31st May 2014)

