

Theme	Livestock Development
Title	Socio-Economic Impact of Integrated Livestock Development
State	Madhya Pradesh
District	Bhopal, Sehore, Vidisha and Guna
Implementing Agency	BAIF Development Research Foundation
Evaluation Agency	Indian Agribusiness Systems Pvt. Ltd., Noida
Date of Submission	March, 2015

### **Executive Summary**

**Study Objectives:** The key objectives of the study were to assess the programme against key issues prevalent in the livestock sector and evaluate: (a) if the programme design and implementation model had addressed these issues, and (b) if the impacts were significant and measurable.

**Key Findings:**

1. Project beneficiaries overwhelmingly value door-step services provided by ITC, with 98% of respondents rating the services as "Useful".
2. Significant productivity gains took place in the programme locations as a result of:
  - i. Coverage of nutrient mixture and supplements, which increased from 72% to more than 90% of beneficiary households;
  - ii. Significant increase in area per household under green fodder;
  - iii. Deworming practice after every 3 months followed in the programme villages; and
  - iv. Timely vaccination services rendered by the project staffs.
3. The average dry season yield of CB Heifers (cow) after intervention stood at 8.13 liters per day as compared to the 2.39 liters per day of the indigenous cows prior to intervention. During the flush season, the corresponding numbers were 9.77 and 3.26 liters per day.
4. The milk yields obtained by ITC beneficiary farmers were 10-15% higher than control farmers who availed services from other agencies. Also yield increased by 35% in the dry season and 31% in the flush season, for project beneficiaries in comparison to pre-intervention scenario.
5. Accordingly, higher income from milk yield contributed to 68% increase in overall household income.

**Areas of Improvement:**

1. Yield impacts in ITC project areas were not significantly higher than others. It was certainly striking against non-descript animals, but not so for control farmers using Artificial Insemination (AI) services of other agencies. Evidently, other service providers have also started using equally high quality semen.
2. The programme progenies are realizing only 70-80% of their potential milk yield, which definitely needs to be maximized.

3. The solution seems to lie in what the beneficiaries themselves pointed out consistently about the programme: we clearly need to provide superior quality of service, better response time and an integrated package of practices as compared to other service providers.

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*Please write to us at: [itcmsk@itc.in](mailto:itcmsk@itc.in) for the full study*