

DRAFT GUIDELINES FOR ADJUDGING GOPAL RATNA CATEGORIES UNDER ANIMAL HUSBANDRY & DAIRYING

1. Introduction:

For transforming the entire ecosystem of awards conferred by the Government of India especially building credibility and trust by focusing on merit, objectivity, transparency, people-participation, simplicity, efficiency and use of technology, the Central Awards Support Unit (CASU) set up in MHA has exercised reviewing and revamping of awards.

2. Preamble:

Indigenous bovine breeds of India are robust and possess the genetic potential to play crucial role in the national economy. In the absence of a specific programme on development and conservation of indigenous breeds, their population has been declining and their performance is below the potential at present. Hence there was an urgent need to take up a scientific programme for their development and conservation. Under the leadership of the Hon'ble Prime Minister of India, "Rashtriya Gokul Mission", a new initiative under National Programme for Bovine Breeding and Dairy Development has been launched in December 2014 for the first time in the country, with a view to conserve and develop indigenous bovine breeds.

The objective of any bovine breeding programme is genetic up-gradation of Cattle and Buffaloes and to achieve this, Artificial Insemination (A.I.) service needs to be robust. There are 302 million bovines in the country as per 20th Livestock census. The average productivity is 5 kg per day per animal at present. Their average low productivity is a matter of concern. AI technicians have a crucial role in transforming the bovine population from the state of low productivity to optimal productivity. Hence there is a need to identify the best AI technician striving hard towards 100% AI coverage so as to achieve the country's flagship programme objective of doubling of farmers' income.

Similarly, 1.86 lakh Dairy cooperative societies and Milk producer Companies at village level are growth drivers as it involves about 2 cr dairy farmer as members and act as a rural institution to provide the farmers market access for their produce and help in earning remunerative price.

3. Categories:

- i. Best Dairy farmer rearing indigenous cattle breeds
- ii. Best Artificial Insemination Technician (AIT)
- iii. Best Dairy Cooperative/ Milk producer Company/ Dairy Farmer Producer Organisation)

4. Objective:

- i. To motivate farmers to take up productivity enhancement of indigenous breeds of milch animals in a scientific manner.
- ii. To motivate Artificial insemination Technicians to take up 100% AI coverage, under Rashtriya Gokul Mission (RGM).
- iii. To motivate Cooperative and Milk producer Companies to grow and to instil competitive spirit.

5. Eligibility:

- i) Farmers maintaining any of the recognized indigenous breeds out of 50 breed of cattle and 17 breeds of buffaloes shall be eligible to apply for award.
- ii) AI technicians of the State/UT Livestock Development Board/State /Milk Federations /NGO's and other private organizations having undergone AI training for a minimum of 90 days shall be eligible to apply for the award.
- iii) A Cooperative society/MPC/FPO set up at village level and is registered under Cooperative Act/ Companies Act collecting at least 100 litres of milk per day and having at least 50 farmer member.

6. Application process/procedure: Nomination procedure and Award Committees:

Media Plan:

- a) Wide publicity may be given through DAHD and NDDDB web portal, e-Gopala app and also through sending emails to all stakeholders as carried out during earlier RGM awards.
- b) Guidelines along with formats for nominations shall be communicated to all State Governments to distribute among all /State Governments/Village Panchayats/ State Livestock Boards/State Milk Federations/ District Milk Unions and Milk producer Companies/ Farmer producer Organisations/ICAR Institutes/Universities/ NABARD/ Department of Financial services (for communicating to the Banks) etc for generating awareness about the Awards programme.
- c) Awareness generation on eligibility, procedure, filling up of formats etc shall be made through webinars by Publicity unit of DAHD.
- d) Guidelines will also be made available to PIB for wider dissemination through various media.

Procedure for filling up of form:

- a) The farmers may directly download applications, fill up and upload filled up application directly to the DAHD/MHA website with the help of Common service centres (CSC) set up under Ministry of Electronics and Information Technology (MEITY) or any resource person may help farmers to fill up the application and upload into DAHD(www.dahd.nic.in)/MHA (www.mha.gov.in)website. Alternatively, the Cooperatives, Farmer producer Companies, Veterinary Officers may help the individual farmers or artificial inseminators to fill up and submit the form. This will fulfill the Jan Bhagidari criteria.
- b) NIC, DAHD shall provide a link for submission of form for all three categories.
- c) Option for Online filling up of form and submission: NIC Team in consultation with NIC, MHA shall construct a software programme for online submission of forms in DAHD portal as well as MHA portal.

- d) The software programme may have provision for auto cleaning ineligible applications received at DAHD/MHA website and only eligible applications will be made available for further screening by DAHD. It is expected that a large number of applications will be received.
- e) An applicant in any of the three categories shall have the option to submit application in the link provided by NIC, DAHD or through online submission system as and when ready.
- f) One applicant can fill up one application only in one category. The submission of application to the DAHD link shall commence on 15.07.2021 (12 Noon). The last date of application is 15.09.2021 (5 PM). Similarly, in case of online submission also date of commencement and last date shall be same as that of manual applications (from 15.07.2021 to 15.09.2021). NIC, DAHD to arrange link accordingly. The MHA website may be available from 15.08.2021.
- g) The applicant shall fix his own photograph (approx 4 cm x 3 cm) in case of individual dairy farmer (1st category) and individual artificial insemination worker (2nd category). In case of Dairy Cooperative society (3rd category), the photograph of Secretary of the cooperative is required to be fixed.
- h) Incomplete application shall be summarily rejected. The application with wrong entry shall also be rejected.
- i) Any applicant sending two applications shall be disqualified and both the applications will be rejected.
- j) The applicant filling up manual form for uploading the same into the link provided by DAHD shall use blue ink only. Name should be written in capital letters clearly. Application with overwriting of Name and address shall be rejected.
- k) The scanned copies of Aadhar card and Bank account are to be submitted with the manual applications in case of individual dairy farmers and artificial insemination worker.
- l) In case of Cooperative societies, copies of relevant pages of society registration number, clearly indicating the registration number, name and address of the society duly self attested by the Secretary of the society, Aadhar number of Secretary of cooperative society and copy of bank passbook in the name of cooperative society indicating the account number, IFSC code, CIF number, name and address of the cooperative society.

Screening of Applications:

- a) To access the applications received at MHA website, DAHD shall be given with access Code by the MHA for screening by a Committee under Joint Secretary (cattle & dairy Development). The Screening Committee, DAHD may if required also outsource the screening of applications based on quantum of applications

received. If required, the Screening Committee may conduct random field assessment for verification of information provided by the applicants.

- b) The members of screening committee shall access the applications through a code issued to them by NIC, DAHD in case of manual and online submission. NIC, MHA shall provide access code for accessing applications submitted online at MHA portal. The access shall be available **from 15.09.2021 to 30.09.2021**. NIC, DAHD and NIC MHA to arrange access accordingly.
- c) The screening Committee shall decide on methodology and criteria for screening. **The process of screening shall be completed by 10.10.2021 by the screening Committee.**
- d) The screening Committee may hire manpower/agency for which required budget provision shall be kept in RGM scheme.
- e) The Award Screening Committee may if required carry out physical verification/ seek live video footage, nominate Central/state/Private officials to take up field verification. The Committee may in its satisfaction seek document proofs necessary for screening.
- f) The screening Committee shall maintain the confidentiality on selection of candidates for awards till **the names of awardees are announced officially on 31.10.2021.**
- g) The Screening Committee, DAHD shall sort out to select best applicants (preferably 5 in each category) and recommend the same to National Award Committee.
- h) The Screening Committee shall reserve the right to reject application, decide on number of awardees to be recommended, involve/hire agencies in any stage of screening for smooth functioning and shall make such decision for timely submission of recommendation.
- i) The Non-Official members of Screening Committee shall be entitled for Ta/DA as per General Finance Rules.

The National Award Committee and Award presentation

- j) Finally a National Award Committee under the Chairmanship of Secretary; DAHD shall select the final awardees (Total 9 numbers, 3 in each category)
- k) The announcement of the Awards programme and its guidelines shall be announced by Hon'ble Minister for Fisheries, Animal Husbandry & dairying on 31st October 2021 (Birthday of Shri Sardar Vallabh Bhai Patel).
- l) The award ceremony will be held on National Milk day, 26th November 2021 at a place decided by the Department of Animal Husbandry and Dairying.

- m) Hon'ble Prime Minister/ Hon'ble FAHD Minister to present the awards as per availability.

Requirement of fund:

- a) Award amount
- b) For hiring of agency/manpower
- c) For creation of software for online submission of applications
- d) Arrangement for awareness generation/publicity, if any.
- e) Expenditure involved in announcing and arranging Award Ceremony
- f) Any other relevant expenditure as decided by Award Committee headed by JS(CDD)

Fund shall be met from Budgeted provision of Scheme 'Rashtriya Gokul Mission' (RGM).

Award Management Committee:

- i) JS(CDD)-Chairperson,
- ii) JC (RGM),
- iii) AC(DIDF & Dairy Trade),
- iv) US (IFD/Budget)
- v) AC(JICA),
- vi) AC(Cattle Breeding/RGM),
- vii) AC (SDCFPO).
- viii) AC(Media & Publicity)
- ix) Tech Director, NIC

The Award Management Committee shall be responsible for steering the award from its launching to award presentation. The Committee shall issue necessary Office Orders/OM including Teams for carrying out various functions involved in Gopal Ratna Awards.

7. Composition of National Award Committee and Award Screening Committee:

7.1. National Award Committee:

- i. **Shri Tarun Sridhar - Ex-Secretary, DAHD as Chairperson**
- ii. Secretary, DAHD - Member
- iii. DG, Awards, D/O Home Affairs - Member
- iv. Secretary, DARE/ICAR - Member
- v. Chairman, NDDB - Member
- vi. Dr Venkateswarulu Rao (Padmasri 2019)- Member
- vii. Dr G S Rajhoria, President, Indian Dairy Association- Member
- viii. Dr Reena Arora, Principal Scientist, NBAGR - Member

7.2. Award Screening Committee:

- i) **Joint Secretary (Cattle & Dairy Development), Department of Animal Husbandry & Dairying - Convener**
- ii) **Joint Secretary, Department of Agriculture Cooperation & farmer Welfare**

- iii) Director, ICAR-NDRI- Member
- iv) Director, ICAR-NBAGR Karnal - Member
- v) Executive Director - NDDB
- vi) Executive Director - NCDC
- vii) Joint Commissioner (RGM)

8. Tentative time schedule;

a) Tentative Calendar of events:

S. No.	Period	Activity
1	1 st June 2021	Launching of Awards
2	2-6 Jun 2021	Circulation of Award Guidelines to all state Governments/Milk Federations/Stakeholders
3	10 th Jun 21 to 15 th August 21	Awareness generation/ Publicity on Award by Publicity Unit DAHD. Preparations for Award
4	15 th July 2021	Commencement of submission of application form
5	15 th September 2021	Last date of Submission of application for awards by applicants.
6	15 th - 30 th September 2021	Access of Screening Committee to the applications received in Portal/Link
7	10 th October 2021	Recommendation by Awards Screening Committee.
8	15 -20 th October 2021	National Screening Committee Meeting and finalization of names of Award recipients.
9	31 st October 2021	Announcement of names of Gopal Ratna Award recipients by Hon'ble Minister for Fisheries and Animal Husbandry & Dairying .
10	26 th November 2021	Presentation of Gopal Ratna Awards by Hon'ble Prime Minister/ Hon'ble Minister Minister for Fisheries and Animal Husbandry & Dairying .

9. General References for Awards

- a) Award amount in each category will be Rs. 5,00,000/- (Rupee five lakh only) for first rank, Rs 3,00,000/- (Rupee three lakh only) for second rank and Rs 2,00,000/- (Rupee two lakh only) for third rank along with a certificate of merit and a memento.
- b) The successful awardees will be reimbursed the TA/DA restricted to second AC fare. In case of Cooperative/ Milk Producer Companies only two persons from

Cooperative/MPC including Secretary shall be considered for reimbursement of TA/DA.

- c) In case of Cooperative/MPC, the award amount shall be drawn in favour of Cooperative/MPC account.
- d) Farmers/Artificial Insemination Technicians who have already been awarded under RGM shall not be eligible for the Gopal Ratna award 2021.

The category-wise formats to be filled up are at Annexure I to III.

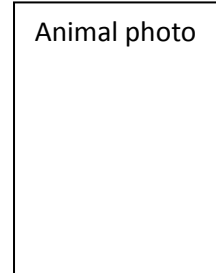
Annexure-I

**Format of Nomination for National Gopal Ratna-I Award for farmers rearing Indigenous
cattle breeds**

Farmer's
photo



Animal photo



Name of the Farmer:

Gender:

Age:

Education:

Address:

Mobile No:

Breed maintained:

(Only breeds registered with NBAGR will qualify for judging)

Date

Signature or Thumb Impression of Farmer

Place

(Name of the Farmer)

PART B

S. no.	Attributes	Tick appropriate choice
1	General information of the farmer	
A	Gender of the farmer	
(i)	Male	
(ii)	Female	
B	Number of Animals farmer posses	
(i)	10-50	
(ii)	50-100	
(iii)	Greater than 100	
C	No. of years engaged in rearing of Dairy animals?	
(i)	1-5 years	
(ii)	Less than 10 years	
(iii)	Greater than 20 years	
2	Breeding	
A	Breed Name	
(i)		
(ii)		
(iii)		
B	Adopted Breeding Method	
I	Artificial Insemination	
a	Yes	
b	No	
I (i)	Does the farmer asks for the empty semen straw from the AIT after AI done & can read the information about the semen quality	
a	Yes	
b	No	
II	Natural Service (lactation yield of bulls , disease free status)	
a	Yes	
b	No	
II (i)	If Maintaining own bull, select option	
a	high genetic merit bull with disease free status	
b	Bull with no records	
II (ii)	If the farmer breeds his cow with a bull from other source ; does the farmer inquires about the Dam's lactation yield and disease free status of the bull	
a	Yes	
b	No	

C	Data recording (Pedigree data, Milk yield records, calving records)	
a	Yes	
b	No	
D	Adoption of Advanced Breeding technology	
(i)	Sex sorted semen	
a	Yes	
b	No	
(ii)	Embryo transfer	
a	Yes	
b	No	
3.	Feeding	
A	Feed computation	
a	Is adopting Ration Balancing by self computing	
b	using commercial readymade feed	
B	Use of Area Specific Mineral Mixture	
a	Yes	
b	No	
C	Fodder Management	
a	Own cultivation	
b	Procurement from outside	
D	Fodder conservation	
a	Hay/Silage	
b	No conservation	
E	Azolla cultivation	
a	Yes	
b	No	
4	Housing	
A	Housing Type	
a	Stall fed system	
b	Loose system	
B	Animal surrounding/Premises	
a	Dry	
b	Marshy	
C	Drainage system	
a	Clear	
b	Stagnated	
D	Arrangements to combat heat stress	

a	Yes	
b	No	
E	Using ectoparasitic solutions/ Herbal preparations for prevention of ticks and flies entry	
a	Yes	
b	No	
5.	General Animal Health Practices:	
A	Vaccination (As per vaccination schedule)	
a	Yes	
b	No	
B	Timely First Aid available/provided	
a	Yes	
b	No	
C	Does the farmer uses herbal preparation for minor ailments	
a	Yes	
b	No	
D	Deworming	
a	Once in a year	
b	Twice in a year	
c	None	
E	Tick control measure	
a	Yes	
b	No	
6	Animal Identification Mechanism	
a	INAPH Tagging	
b	Any other technique- Microchip, RFID	
c	No above methods adopted	
7	Milk Marketing	
I	Sale of Milk	
a	Through Dairy Cooperative Society/Milk producer company	
b	Self	
c	Pvt Vendor	
II	Conversion into Value Added product (Paneer, Ghee, Dahi)	
a	Yes	
b	No	
8.	Dairy schemes Awareness Level:	
A	Is aware of State/Central Govt Schemes?	
a	Yes	

b	No	
B	Under gone any training on Animal Husbandry	
a	Yes (Name of the training supported by certificate.(attach/Upload pdf)	
b	No	
C	Member of Dairy Cooperative Society	
a	Yes (Name of the DCS)	
b	No	
9.	Environmental Awareness:	
A	Gobar gas production and use	
a	Yes	
b	No	
B	Waste Management (Cow Dung)	
a	Using/Providing cow dung as (Manure, Dung logs, Gobar Cast)	
b	Making cow dung cakes	
10.	Productivity & Reproductive Efficiency:	
A	Milk Yield /day (In Lts/animal)	
a	1-5Lts	
b	5-10Lts	
c	More than 10Lts	
B	Calving interval(Average period between two consecutive calvings of the animal)	
a	Less than 12 months	
b	12-15 months	
c	Greater than 15 months	
11	Innovation : Any Innovative method developed indigenously /adoped in animal management(in detail with photographs)	

Annexure II

**Format of Nomination for National Gopal Ratna-II Award for Artificial Insemination
Technicians to be submitted online**

Part A

AI technician's
photo

Name of the AI technician:	
Father's name:	
Date of Birth:	
Sex:	
Place of work:	
Duration of AI training undergone (Minimum of 90 days is mandatory)	
Experience in AI delivery	
Education: (Attested copy of Date of Birth, Educational Certificates to be enclosed)	
Email id, Mobile No. /Landline No.	
Contact Address:	

Date:

Signature of the applicant

Place:

(Name in Block letters)

Part B -AI Service Information

S.No.	Attributes	Tick appropriate box
1	Gender	
A	Male	
B	Female	
2	Breeding	
A	No. of A.I. done in the previous years (2017-18)	
	(2018-19)	
	(2019-20)	
B	No. of conception achieved out of AI done during the preceding year (2017-18)	
	(2018-19)	
	(2019-20)	
C	No.of calves born in the preceding two years	
3	Sanitary Measures	
(i)	Wearing protective gloves, plastic apron	
A	Yes	
B	No	
(ii)	Proper thawing of straw	
A	Yes	
B	No	
(iii)	Sanitizing Artificial Insemination equipment	
A	Yes	
B	No	
(iv)	All of the Above	

4	% of INAPH Tagging in the allocated area
A	100%
B	50%-100%
C	Less than 50%
5	Trainings undergone (Supported by certificates, upload pdf)
A	AIT's other than Veterinarians
a.	Basic training (Not applicable for Veterinarians)
b	Refresher trainings attended in the last 3 years
B	Veterinarians
a	Refresher training attended in the last 3 years
6	Awareness creation among farmers
A	Pashu Aadhar
B	Ration balancing
C	Mobile app e-Gopala
D	Reducing age at maturity in heifers
E	Reducing calving interval
7	Success stories on encouraging farmers to adopt Advanced reproductive technologies - Sex sorted semen, ETT/IVF(in detail with photographs)

Format for Nomination for Best Dairy Cooperative/ Milk producer Company Award

[The Award to be conferred to the Village level cooperative society/village level milk producer Company or collection centre. The Award to be received by President/Secretary of the Village level Dairy Cooperative Society/ village level milk Producer Company or collection Unit on behalf of their Organisation]

**Photograph of
President/Secretary
of Coop/ Milk
Producer
Company**

Part A

Name of the Cooperative Society/ Milk producer Company

Established on date:

Registration Number:

PAN Number:

Bank account number:

Email id, Mobile No. /Landline No.

Contact Address:

Date:

Signature on behalf of Organisation

(Secretary of Cooperative/ MPC/FPO)

Place:

(Name in Block letters)

Part B -Evaluation Information:

For Best Dairy Cooperative/ Milk producer Company Award

S.No	Attributes	Remarks/Information		
1	Registration of Coop/MPC, date of Establishment, Registered Name.			
2	Nos of farmer members.			
3	Total Milk procured (litres per day) Quantity and value of milk poured during last audit year			
4	Payment cycle and regularity			
5	AMCU/ DPMCU (Operational/ Non-operational) installed and functional			
6	BMC capacity utilization			
7	Last Audit done. Whether regular audit carried out			
8	Laboratory tests carried out (adulteration, fat, acidity, SNF and MBRT).			
9	Hygienic condition of the Coop/MPC [regular cleaning (C), sufficient lighting(L), sufficient ventilation (V), proper waste disposal (W), proper drainage system (D)]			
10	Profit/ Loss. Bonus distributed, loans extended to farmers.			

LPD: Litres per day