



## Vision

- To make Andhra Pradesh prominent mutton producing state in the country through sustainable growth in small ruminant sector

### **Mission**

- ❖ Replacement of breeding rams in the existing flocks in phased manner
- ❖ Encourage entrepreneurship development in sheep rearing & ram lamb rearing
- ❖ Interventions for better reproductive efficiency and realizing productivity potential

### **Mission**

**contd..**

- Encourage semi intensive rearing of Sheep
- Assist farmers for creating shelter facilities
- Shepherd training on better breeding, feeding and management practices
- Creation of marketing infrastructure at village level like weighing units
- Projects in PPP for development of Small Ruminants

## Small Ruminant population in the state and FPO's proposed

S.No	Name of District	No. of Mandals	sheep population	Goat population	Total Population	No. of FPO's required
1	Ananthapur	63	3879840	785210	4665050	20
2	Kurnool	54	1504671	506173	2010844	8
3	Kadapa	51	1403224	457896	1861120	7
4	Prakasam	56	1406578	406239	1812817	7
5	Chittoor	66	1250077	428721	1678798	6
6	Nellore	46	1051938	351426	1403364	5
7	Guntur	57	621122	213249	834371	3
8	Krishna	50	508061	151118	659179	3
9	West Godavari	48	431461	193218	624679	2
10	East Godavari	64	229006	292201	521207	1
11	Visakhapatnam	43	252610	324024	576634	1
12	Vizianagaram	34	423123	173751	596874	2
13	Srikakulam	38	575046	212300	787346	2
<b>No. of FPO's</b>		<b>670</b>	<b>13536757</b>	<b>4495526</b>	<b>18032283</b>	<b>67</b>

## Distribution Pattern of Small Ruminants in Andhra Pradesh

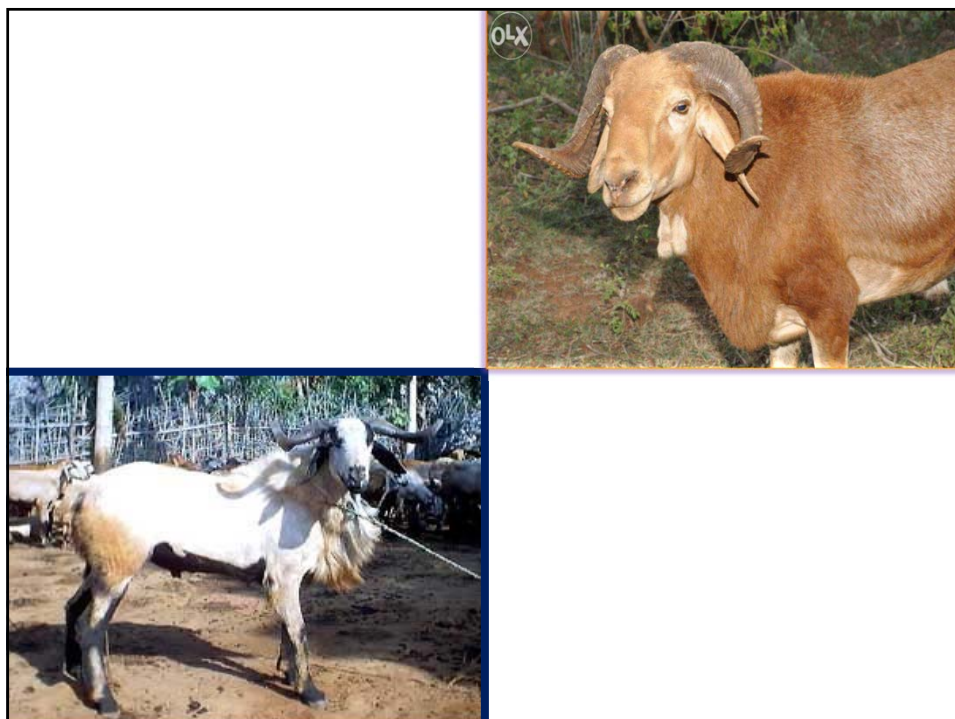
Sl. No.	Region	No. of districts	Sheep Population (Lakh No.)	Percentage	Goat Population (Lakh No.)	Percentage
1	North Coastal	3	1250779	9.22%	710075	15.80%
2	South Coastal	3	3079638	22.71%	970914	21.60%
3	Coastal	3	1191593	8.79%	636537	14.15%
4	Rayalaseema	4	8037812	59.28%	2178000	48.45%
<b>Totals :</b>		<b>13</b>	<b>13559822</b>	<b>100%</b>	<b>4495526</b>	<b>100%</b>

Source : Livestock Census - 2012

## INDIAN SCENARIO

- Ranks 3<sup>rd</sup> in world sheep population with 650.69 lakhs sheep
- Culling rate in Sheep 33% & in Goat 38%
- Average carcass weight of sheep – 10 kgs
- Annual Slaughter percentage in Sheep 33% & Goat 66%

Sl. No.	Item	Annual Production	Value to GDP
1	Meat	1.443 LMT	18.756 bl.
2	Wool	48000	1.9 L
3	Manure	-	2.03
4	Skin	-	1.02
5	Milk	-	0.1



## **AP SCENARIO**

- ✓ A.P. ranks 1<sup>st</sup> in Sheep population (135 lakhs) & 14<sup>th</sup> in Goat Population (44 lakhs) in the country
- ✓ No of families in Small Ruminant Rearing: 3 lakh
- ✓ Annual Meat production : 5.28 LMT
- ✓ GSDP contribution Rs. 1200 Cr

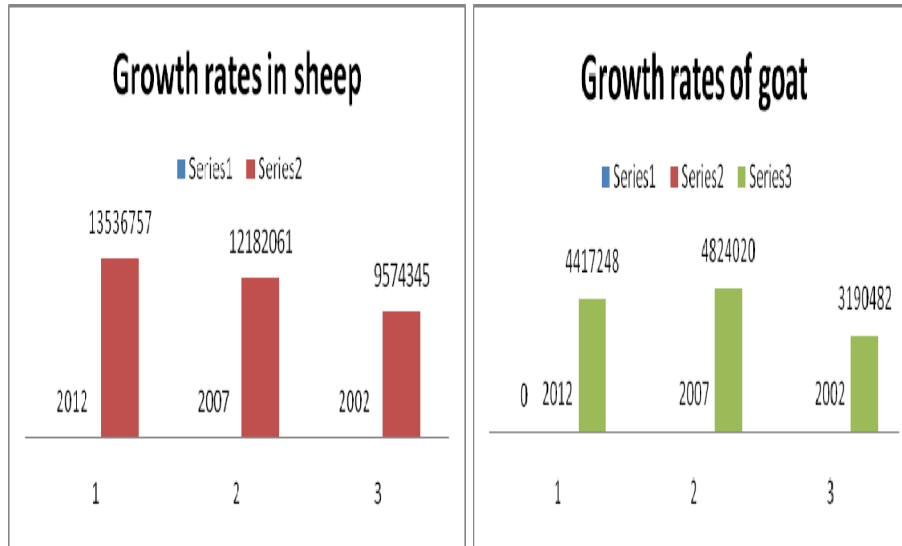
## **AP SCENARIO contd..**

- Recognized breed of Sheep : Nellore
- Varieties of sheep – Jodipi (B&W)  
Brown  
Palla (White)
- The tallest breed of India
- Distributed mostly in Rayalaseema and South Coastal Districts

### **□ Other Varieties**

- Deccani – Kurnool
- Bellari - Ananthapur & Kurnool
- Macherla - Guntur
- Vizianagaram
- There is no recognized breed of Goat in AP

## AP SCENARIO



## **OPPORTUNITIES**

- ❖ No cultural barriers in mutton consumption
- ❖ Changing food habits of people
- ❖ Increase in the purchasing power of consumers
- ❖ Small Gestation Periods
- ❖ High prolificacy of small ruminants
- ❖ Suitable environment
- ❖ Increasing demand for mutton
- ❖ Climate smart fodder security policy in the state
- ❖ Scope for entrepreneurship in the state

## **OPPORTUNITIES**    **contd..**

- ❖ With little investment immediate livelihood option for the poor
- ❖ Availability of one of the best & climate resilient breeds
- ❖ Availability of Indigenous Technical Knowledge with the farmers
- ❖ Existence of extensive Co-operative net work
- ❖ Availability of fallow lands
- ❖ Entry of big market players like Mc. Donalds
- ❖ Scope for value addition
- ❖ Scope for Crop diversification
- ❖ SEZ at Nellore for leather Industry

## **CONSTRAINTS**

- High incidence of inbreeding
- Slaughter at very early age or lower live weights
- Shrinkage of grazing lands
- Stress due to migration
- Marketing controlled by middle men
- Inadequate coverage of veterinary services

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## **CONSTRAINTS**     **contd..**

- Preference of consumers for wet meat
- Inadequate policy support for meat processing units, export oriented units, credit linkages
- Inadequate research and development
- Inadequate infrastructure
- Weak Cooperative system

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## Distribution Pattern of Sheep & Goat in Andhra Pradesh

Rank	District	Sheep Population	Rank	District	Goat Population
1	Ananthapur	3879840	1	Ananthapur	785210
2	Kurnool	1504671	2	Kurnool	506173
3	Prakasam	1406578	3	Kadapa	457896
4	Kadapa	1403224	4	Chittoor	428721
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13	East Godavari	246722	13	Krishna	151118

Source : Livestock Census - 2012

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## Growth Pattern of Livestock & Poultry in Andhra Pradesh (2007 to 2012)

Sl. No.	Species	Population in 2007	Population in 2012	Change
1	Cattle	5472784	4715649	-13.84%
2	Buffaloes	8229737	6462371	-21.48%
3	Sheep	12182061	13559822	11.31%
4	Goats	4824020	4495526	-6.81%
5	Pigs	205703	157301	-23.53%
6	Poultry	74536821	80583096	8.11%

## Production of Milk, Meat and Eggs in Andhra Pradesh

Sl. No	Year	Milk (LMT)	Meat (MT)	Eggs (Cr.)
1	2009-10	72.38	3.49	1139.32
2	2010-11	77.34	3.84	1163.83
3	2011-12	84.02	4.40	1224.40
4	2012-13	88.10	4.78	1287.40
5	2013-14	90.83	4.89	1272.69
6	2014-15	96.56	5.28	1309.79



## **POLICIES & FISCAL INCENTIVES**

### **1. Initiatives to Check inbreeding**

- ✓ Ram / Buck exchange events
- ✓ Cash incentive of Rs.1000/- per breeding Ram / Buck
- ✓ Transport incentive of Rs. 500/- (or) Rs. 250/- per breeding Ram / Buck
- ✓ Incentive for Insurance coverage of 2 yrs



## **2. Breeding Rams / Bucks Production through ONBS involving FPO / Registered farms**

- ❖ Procurement of rams at 18 months age on live weight basis
- ❖ Distribution on 50% subsidy to the farmers
- ❖ Promote small ruminant rearing farms interested in production of breeding rams

### **□ Breeding Rams / Bucks production in Government farms on PPP mode**

## **3. Fodder production initiatives**

- ❖ Improvement of CPRs with 100% grant from Government as per fodder security policy
- ❖ Complete feed mixing plants with a revolving fund for it's operation

## **4. Support for construction of Drinking Water Troughs**

- ❖ 100% cost of construction of drinking water troughs from MGNREGS funds

## **5.Shelters for Small Ruminants**

- Support for construction of sheds on 75% subsidy (Max.Rs 30000/-)
- Additional subsidy for elevated platforms (Max.Rs 20000/-)
- Dovetail funds under MGNREGS

## **6.Formation of rearers institutions (FPOs) through business incubation centers**

- Financial Assistance from NABARD / GOI / State Government.





## 7. Empowerment of shepherds

- Train AVIKA BANDHUS sponsored by the community
- Provide medicines and vaccines as preventive measures free of cost
- Support AVIKA BANDHUS with mobile phone including monthly rental package



## **8. Strengthening of existing Sheep Societies**

- ☐ 100% Government funding for animal shows
  - Rs.3.00 lakhs - state level
  - Rs.2.00 lakhs - District level
  - Rs.1.00 lakhs - Block level
- ☐ Assistance for prize money
  - Transport
  - Logistics
- ☐ Infrastructure support for Sheep service centers
  - Sheep dips
  - Drinking water troughs
  - Foot baths
  - Bore wells
- ☐ Allotment of Government waste land upto 5 acres / society

## **9. Support to NGO's to promote Service Centers**

- ☐ Input supply by Government on subsidy
- ☐ 25% of the beneficiary share collected as operational costs to NGOs

## **10. Support for care of Pregnant ewe / doe**

- ❖ Only in identified flocks
- ❖ Only in villages where breeding Rams production is planned
- ❖ (75%) subsidy on the feeding inputs
- ❖ (100%) subsidy on health care
- ❖ Last 2 months of pregnancy





## **11.Support to Intensive or Semi Intensive system of sheep rearing**

### **❑ Provision of sheds**

- ❖ Only to those rearers with 100 sheep / goat and who own 3 acres of land either own / lease
- ❖ (75%) subsidy for construction of sheds (Max.Rs:75000/-)
- ❖ Complete feed mixing unit with chaffer and grinder on 50% subsidy
- ❖ Support for 100 units every year



## **12. Measures to check migration in drought area**

- Feed and Fodder supply as per the provisions of fodder security policy (Rs 3/- per kg of dry fodder & Rs 4/- per kg of concentrated Feed)



### **13. Compensation to the Sheep & Goat lost in Natural calamities**

- Existing norms prescribed at the time of HUDHUD cyclone
- Rs 2500/-per head
- Max Rs.10000/- (4 Animals) per farmer

### **14. Community Managed Risk Management for risk due to Diseases**

- 2/3<sup>rd</sup> matching contribution to the corpus fund of FPOs

### **15. Access to credit for intensive Sheep/Goat farms (100-500 animal units)**

- ❖ (7%) Interest subvention for 5 years  
(Max Rs.10.00) lakhs / unit
- ❖ Only for establishment of farms

### **16. Distribution of Sheep / Goat units and Ram Lamb units**

- ❖ Only by the welfare organizations
- ❖ Subsidy by the respective agencies as per scheme guide lines



### **17.Establishment and Strengthening of Sheep Market Yards**

- (100%) grant for infrastructure development (either existing or new yards)

### **18.Promotion of Terminal Market yard for livestock**

- VGF –GOI – 20%
- VGF – GOAP –20%

## **19.Construction of Modern Slaughter house in urban areas**

- As per the provisions of GOI scheme

## **20.Support to rural slaughter houses**

- Through Entrepreneurs
- 50% subsidy
- Involvement of local bodies



## **21. Meat Processing Units**

- ❖ As per the provisions of food processing policy enlisted in the G.O Ms No. 57 Dt:24.07.2015 of Industries & commerce department

### **❑ Capital Subsidy**

- ❖ (25%) subsidy on new processing units limited to Rs.5 Crores
- ❖ (25%) subsidy on equipment cost for technology up-gradation of existing units limited to RS.1 Crore
- ❖ (35%) subsidy for setting up of cold chain limited to Rs.5 Crores

### **❑ Interest Subsidy**

- ❖ (7%) interest subsidy on term loan taken for fixed capital investment and cold chain infrastructure for 5 years limited to Rs.2 Crores







## **22. Mobile Meat marketing outlets**

- ✓ As Entrepreneurship activity
- ✓ In urban & semi urban areas (Max.Rs.10.00 lakhs)
- ✓ 50% subsidy (Max.Rs.10.00 lakhs)

## **23.District Small Ruminant Development Centers**

- ✓ Infrastructure support – under RIDF
- ✓ one Assistant Director will look after the Small Ruminant development activities at district level



## **24. Training to the shepherds and Avika Bandhu**

- ✓ 100% subsidy from Government

## **25. Research and Development**

- ✓ Sheep research station at Banvasi with Rs.30.00 cr.

## **26. I.E.C. activities**

- ✓ Government to develop model villages with best practices
- ✓ 100% subsidy

## **27. Rewards and Recognition**

- |                          |                |
|--------------------------|----------------|
| ■ District level         | ■ Best farmer  |
| ■ State level            | ■ Best FPO     |
| ■ Rs 50 lakhs every year | ■ Best village |
|                          | ■ Best NGO     |

## **POLICY OUTCOMES**

- ✓ Check inbreeding in the flocks
- ✓ Reduction in lamb mortality
- ✓ Hygienic meat to the consumer
- ✓ Better health care to the small Ruminants
- ✓ Demo models for Intensive system of rearing
- ✓ Better price to the rearers on live weight basis
- ✓ Possible to check migration of flocks during lean season
- ✓ Value addition to meat offers export potential to other states / countries
- ✓ Increase in per capita consumption of meat
- ✓ Increase in Mutton production

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**THANKING YOU**

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