

Government of Jammu & Kashmir
Animal/Sheep Husbandry and Fisheries Department
Civil Secretariat, Jammu

Subject: Integrated Dairy Development Scheme (2020-21)
-Operational Guidelines.

1. The guidelines will be in force till 31st March, 2021 or replaced by a new set of guidelines whichever is later.
2. The support by the department in terms of incentives/ subsidy will be available for the following:-
 - a) Establishment of dairy units;
 - b) Establishment of Milk collection/chilling/processing unit;
 - c) Establishment of market infrastructure including milk ATMs; &
 - d) Establishment of milk transportation system.

The intended beneficiary/entrepreneurs may take benefit under any of the above head or components available under multiple head as part of his project/ business plan

3. The scheme shall be implemented through Animal Husbandry Department Jammu/Kashmir and monitored by committee constituted by the Administrative Department for the purpose.
4. Mode of operation:
 - i. Any individual /group of individuals/milk processing unit holders/milk federation/ retailer/ self help group/ dairy cooperative society/farmers producer organization can avail the benefits of scheme.
 - ii. Efforts will be made to cover 20% SC/ST and 10% women beneficiaries.
 - iii. The component wise details of benefits and subsidy available are provided at "Annexure A".
 - iv. "Dairy units would mean a unit of minimum five cows/buffaloes". Subsidy is fixed for one unit of five cows/ buffaloes. However, if an entrepreneur sets up multiple units of five cows/buffaloes, he will be entitled to subsidy accordingly in multiples available for single unit of cows/buffaloes. To clarify, if a person wants to set up a dairy unit of 50 cows/ buffaloes, he will be entitled for subsidy 10 times of that available for one single unit of 5 cows/ buffaloes.
 - v. The cows/buffaloes shall be preferably in 2nd or 3rd lactation and in no case beyond 4th lactation and can be in advanced pregnancy or in

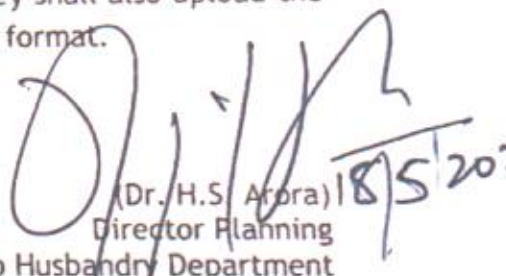
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early lactation with calf at foot. Insurance premium may be included in cost of animal.

- vi. The seller of cow/buffalo if domicile of Jammu & Kashmir will not be entitled for benefit under the scheme in next five years from the sale of his cow/ buffalo
- vii. For operation of the scheme, in case of individual buyers/ sellers, Aadhar Numbers of both sides will be mandatory while in case of SHGs, cooperatives, firms, relevant registration will be required.
- viii. The beneficiary can purchase dairy equipment from any registered company/ authorized dealer/ distributor/ sole manufacturer within or outside Union Territory of JK in accordance with minimum standard Government approved specifications in vogue. However, the rates shall be as per the company rate list or less.
- ix. The machinery/equipment should be certified as per requisite safety / quality standards and subsidy shall be released as fixed per unit by the department regardless of prices as long as specifications prescribed are met.
- x. The refrigerated milk van can be purchased as a unit or separately as chaises + refrigeration tank from authorized dealers, distributors, manufacturers etc. The make/model of the vehicle should be mandatorily of current financial year.
- xi. Interested beneficiaries will submit their applications in the format AHD-1 to their respective Chief Animal Husbandry Officer (CAHO) who in turn after due scrutiny will submit it to the Directorate of Animal Husbandry within 15 days from the receipt of the application.
- xii. A brief business plan, indicating the site of installation/purpose/milk supply chain if any/shall be enclosed with application. Subsidy shall be extended on first come first serve basis subject to availability of funds.
- xiii. Once beneficiary has procured the equipment or unit of animals, 50% of total eligible subsidy amount or of maximum ceiling, which ever is less, will be released upon submission of invoice to the Directorate of Animal Husbandry through concerned CAHO. Balance 50% subsidy will be released after physical verification by a team constituted by the CAHO concerned.
- xiv. Such verification will be carried out within 15 days of the submission of invoice and intimation that the unit has been established or equipment has been procured.
- xv. There will not be delay of more than 30 days in release of subsidy once the beneficiary has submitted the required documentation.
- xvi. Release of subsidy will be only through DBT.

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- xvii. Registration of Milk van/ refrigerated milk van is mandatory before release of subsidy.
- xviii. The beneficiary can opt for loan facility by depositing 10% margin money and 50% subsidy shall be provided as back ended with defined lock in period as per RBI guidelines and terms and conditions of different commercial banks.
- xix. All such beneficiaries who intend to avail this facility shall apply in Form AHD-1 in the office of Chief Animal Husbandry Officer of concerned district along with supporting documents, if any. The CAHO shall ascertain eligibility of beneficiary before forwarding his case to concerned Directorate of Animal Husbandry for approval.
- xx. In case beneficiary avails bank loan for purchase of the equipment, CAHO shall forward the Proforma bill of the equipment along with copy of application of beneficiary and a letter to Bank. The bank shall follow all RBI guidelines for sanctioning of such loan. After receipt of NOC from Bank, CAHO shall submit the case to respective Directorate for approval and release of subsidy and as per the conditions mentioned at point No. xvi and verification of supply as per point No. xi.
- xxi. The Administrative Department will constitute a monitoring committee for monitoring the implementation and impact of the program.
- xxii. The Director Animal Husbandry Kashmir/Jammu shall submit list of beneficiaries with address/phone number and photographs along with equipment/ facility and month-wise details of utilization of subsidy to the Administrative Department. They shall also upload the same on official website as per the prescribed format.


(Dr. H.S. Arora)
Director Planning
Animal/Sheep Husbandry Department

No: ASH/Plan/09/2020,
Copy to the:

Dated 18.05.2020

1. Director, Animal Husbandry Department, Jammu/Kashmir
2. Mission Director, Dairy Mission, J&K
3. Private Secretary to Principal Secretary, Animal Sheep Husbandry Department, J&K for information of the Principal Secretary.

Annexure A

S. No.	COMPONENT with minimum capacity	PATTERN OF ASSISTANCE	Eligibility of Beneficiary
1	Establishment of Dairy unit (5 cows/ buffaloes per Unit)	50% subsidy with a ceiling of Rs 1.75 lac per 5 cow unit and maximum subsidy ceiling of Rs 17.5 lac for 10 dairy units.	Milk Federations/ cooperatives/SHG's /FPO's,/individual beneficiary or a group of beneficiaries
2	Establishment of Milk collection/chilling/ processing unit		
2.1	Bulk Milk cooling Unit (250 L to 2000 Litre)	50% subsidy with a maximum ceiling of Rs. 5 Lac	Milk Federations /cooperatives/SHG's/FP O's,/individual beneficiary or a group of individuals shall own at least a milk processing facility or Milk outlet or 5 cow/buffalo dairy farm or should be linked to milk processing facility.
2.2	Paneer making machine 120 liters per hour/ Khoya making Machine 100 litre boiling and 20 Kg khoya per hour/ Cream separator 300 liters per hour/ Dahi making machine 500 liters per hour/ Ice cream making machine (20 Liter capacity)	50% subsidy with maximum ceiling of Rs 3.5 lac	Milk Federations/ cooperatives/SHG's/FPO' s, Any individual or a group of individuals shall own at least a milk outlet or two dairy cows/ buffaloes
2.3	Milking Machine, fully automatic/semiautomati c, single bucket/ double bucket/three buckets/ movable/ fixed pipeline.	50% subsidy with maximum permissible capital subsidy of Rs 0.80lac	Any individual or a group of individuals shall own at least two dairy cows/buffaloes
2.4	Milking Parlor- minimum 4 point swing over dairy parlor	50% subsidy with maximum ceiling of Rs 5lac	Any individual or a group of individuals/ dairy farms with at least 10 dairy cows/buffaloes
3.	Establishment of market infrastructure		
3.1	Milk ATM Machine (Vending Machine)(Dispensing capacity of 250 ml, 500	50% subsidy with maximum ceiling of Rs 5lac.	Milk Federation/ cooperative/ self help group/FPO/ or any individual/ group of

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	ml, 1000 ml and 2000 ml. Milk bucket size upto 500 litre) temperature regulation 3 to 4°C fixed or mountable on vehicle		individuals owning a milk processing facility/ chilling facility or linked to such facilities
3.2	DG set minimum power output 3.5 KVA	50% subsidy with maximum ceiling of Rs 1.5lac.	Milk Federation/ cooperative/ self help group/FPO/ or any individual/ group of individuals owning a milk processing facility/ chilling facility/Dairy farm/ Milk ATM.
4.	Establishment of Milk transportation system		
4.1	Purchase of Refrigerated Vans	50% subsidy ; with maximum ceiling of Rs. 4 lac	Milk Federations/ cooperatives/SHG's/ FPO's, individual beneficiary or a group of beneficiaries shall own at least a milk processing facility or BMC or Milk outlet or 10 cow/ buffalo dairy farm or should be linked to milk processing facility.
4.2	Purchase of milk van	50% subsidy ; with maximum ceiling of Rs. 2 lac	Milk Federations/ cooperatives /SHG's /FPO's, individual beneficiary or a group of beneficiaries shall own at least a milk processing facility or BMC or Milk outlet or 5 cow/ buffalo dairy farm

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FORM AHD 1

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1. Name of Beneficiary/ Cooperative/FPO/ SHG/ Other (Please Specify)

2. Father's/ Husbands Name _____
3. Address: _____, Tehsil _____
District _____ Mobile No _____, Aadhaar No _____
4. Registration No. of Milk cooperative/FPO/SHG: _____ No. of members _____
5. Milk Processing facility if available or linked to any such facility (please specify with name & address): _____
(Copy of M.O.U with such facility shall be enclosed).
6. Dairy farm/ Dairy milk outlet available (if any please specify with name & address):

7.

<u>Facility/ Intervention/Equipment required</u>	<u>Cost</u>	<u>Name of authorized Supplier with Address</u>
i).....
ii)
iii)
8. Total cost as per proforma bill/ bills enclosed: Rs. _____
9. No. of dairy units (5 dairy animals) applied for : _____
10. Please specify specie (Cow/ Buffalo)/ breed of dairy animals _____
11. Name & Address of dairy animal breeder/ with source of dairy animals: _____

12. Total cost of dairy animals as per proforma bill enclosed _____
13. 16 digit Account No. _____, Bank _____, Bank Branch _____
14. If beneficiary wants to avail Bank Loan (Please tick): YES/ NO
15. If yes, name of Bank: _____ Branch: _____ Address _____
(NOC from concerned Bank Branch shall be enclosed)
16. A brief business plan, indicating the site of establishment/installation/ interventions etc shall be enclosed.

Signature:
Name:
Address:

Attested By CAHO

