

Government of Jammu & Kashmir
Department of Animal Husbandry, Jammu

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No: - DAHJ/Tech-375/09-70

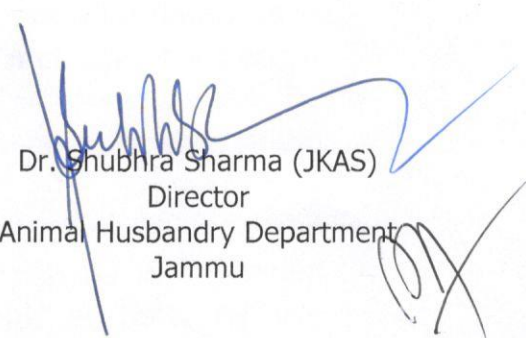
Dated: -03/04/2023

Copy of the **Revised Operational Guidelines of Integrated Dairy Development Scheme (2023-24)** issued by Administrative Department vide No: ASHF-PLG/27/2021-10 dated: 27-03-2023 is hereby forwarded to:-

- 1/ Chief Executive Officer, Livestock Development Board, Belicharana Jammu.
- 2-3/ Joint Director, Poultry Belicharana Jammu/ARV Lab R.S.Pura.
- 4-13/ Chief Animal Husbandry Officer, Jammu/Kathua/Samba/Udhampur/Reasi/Doda/Kishtwar/Ramban/Rajouri/Poonch.
- 14-17/ Deputy Director, AH/Poultry/Research & Production/Planning & Statistics, Talab Tillo Jammu.
- 18/ Liver Fluke cum Rinder Pest Control Officer (AHD), Talab Tillo Jammu.
- 19/ Epidemiologist, AICRP on FMD, Talab Tillo Jammu.
- 20/ Principal, Stock Assistant Training Institute, Belicharana Jammu.
- 21-22/ Superintendent, CVH Talab Tillo Jammu/SDVH R.S.Pura.
- 23/ Manager, Frozen Semen Bank, Belicharana Jammu.
- 24-27/ Poultry Geneticist/Poultry Nutritionist/Poultry Marketing Officer/Manager Poultry Production Jammu.
- 28-32/ Officer Incharge, Artificial Breeding Station, Hakkal Jammu/Kathua/Udhampur/Nowshera/Surankote.
- 33-41/ Livestock Development Officer, Jammu/R.S.Pura/Akhnoor/Kathua/Udhampur/Dharmari/Bhaderwah/Rajouri/Poonch.
- 42-46/ Superintendent DVH Kathua/Udhampur/Doda/Rajouri/Poonch.
- 47-52/ Disease Investigation Officer, Jammu/Kathua/Udhampur/Ramban/Rajouri/Poonch.
- 53-58/ Poultry Development Officer, Jammu/Kathua/Udhampur/Doda/Rajouri /Poonch.
- 59/ Extension Officer, Publicity Wing, Directorate of Animal Husbandry Jammu.
- 60/ Manager Hatchery, Udhampur.
- 61/ Accounts Officer, Directorate of Animal Husbandry Jammu.
- 62/ I/c Website, Directorate of Animal Husbandry, Jammu.

..... for information and necessary action.

Enclosures:- 10 (Ten Leaves)

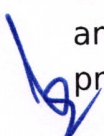
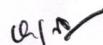

Dr. Shubhra Sharma (JKAS)
Director
Animal Husbandry Department
Jammu

**Subject: Revised Operational guidelines of
Integrated Dairy Development Scheme
(2023-24)**

1. The guidelines will be in force till 31st March, 2024 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/milk product transportation system.
 - e) Environment Management of Dairy Farms.
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/farmer 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 unit would mean a unit of minimum 2 cows/buffaloes". Subsidy is fixed for one unit of two cows/buffaloes. However, if an entrepreneur sets up multiple units of two cows/buffaloes, he will be entitled to subsidy accordingly in multiples available for single unit of cows/buffaloes to a maximum ceiling of 10 units (20 cows). To clarify, if a person wants to set up a dairy unit of 20 cows/ buffaloes, he will be entitled for subsidy 10 times of that available for one single unit of 2 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 early lactation with calf at foot. All the

inducted animals must be insured at least for a period of one year from the date of induction. Insurance premium may be included in cost of animal and subsidy shall be released only once the inducted dairy animals are insured.

- vi. Elite Dairy animals sourced either from outside UT of J&K or within the UT conforming the requirements of Livestock Breeding Policy 2019 shall be inducted under the scheme. The dairy animal breeders intending to sell their animals under the scheme shall preferably register the salable stock on e-pashuhaat (www.epashuhaat.nic.in) e-marketing web portal by using e-Gopala App and may sell their animals through the portal. Animal Husbandry Department Jammu/ Kashmir shall organize Pashudhan Melas/dairy animal fairs to facilitate the availability of elite dairy animals and subsequently induction under the scheme. Animal Husbandry Department Jammu/Kashmir shall invite reputed dairy cattle/ buffalo breeders from outside UT and Registered Dairy cattle breeder and progressive farmers within UT to participate in the dairy animal fair so that the intending entrepreneurs/farmers will be able to select and buy elite dairy animals within UT. The dairy animal fairs can be organized at a central place (one fair per 3 to 4 districts) depending on the number of applications received.
- vii. Dairy Animals having INAPH UID Tags that are registered on INAPH shall only be allowed to be inducted under the scheme. Post-induction the animals shall be re-registered (movement) in the name of the beneficiary on INAPH without changing the ear tag to ensure traceability of the animal. The dairy animals with UID tags already procured by beneficiaries under this scheme during 2020-21 and onwards, shall not be eligible for subsidy for establishment of new dairy units under the scheme. The concerned VAS shall regularly check and update status of these animals on INAPH web portal and shall not Re-register these animals on INAPH for next five years.
- viii. A list of all animals procured under IDDS scheme w.e.f. 2020-21 onwards along with INAPH UIDs shall be displayed on the Official Website of respective Directorates for reference.
- ix. 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 specifications in vogue as issued by the department or any central government institute. However, the rates shall be as per the company rate list or less. The dealer/supplier should either be an original

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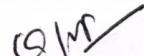
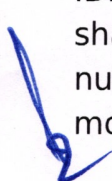
manufacturer or the authorized dealer and in no case procurement from un-authorized dealer or sub-letting shall be acceptable.

- x. The machinery/equipment should be certified as per requisite safety / quality standards by the competent authority.
- xi. 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. Registration of Milk van / refrigerated milk van in the name of beneficiary is mandatory before release of subsidy.
- xii. Interested beneficiaries will submit their applications in the format AHD-1 along with supporting documents to their respective Chief Animal Husbandry Officer (CAHO) who in turn after due scrutiny and ascertaining the eligibility of the beneficiary will submit it to respective Directorate of Animal Husbandry within 15 days from the receipt of the application for approval.
- xiii. A brief business plan, indicating the site of installation/purpose/ milk supply chain if any/shall be enclosed with application. The intended beneficiary shall provide a certificate that he has adequate facilities available as per the dairy farming norms to house dairy animals which shall be verified by the committee before release of subsidy. Subsidy shall be extended on first come first serve basis subject to availability of funds, however separate roaster shall be followed for the separate components. If a beneficiary fails to establish unit within 2 months after obtaining the approval, the approval shall be deemed to have been cancelled.
- xiv. After receipt of approval the beneficiary shall deposit 50% beneficiary share in the specified bank account and obtain bank appraisal note and submit same to respective Chief Animal Husbandry Office. If the beneficiary is availing the bank loan, he shall deposit 10% of the project cost as beneficiary share in the bank account and shall avail 40% bank loan. Consequent to that he may obtain Bank appraisal note for 50% beneficiary share along with loan sanction letter from the concerned bank branch and submit to concerned CAHO Office. Once beneficiary has procured the equipment or unit of animals, he shall submit the bills to respective Chief Animal Husbandry Office. 50% of total eligible subsidy amount, will be released upon submission of duly verified invoice,

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disbursement letter of loan if applicable, physical verification report to the respective Directorate of Animal Husbandry by concerned CAHO. 25% subsidy will be released after commissioning /operationalizing the unit and verification by respective CAHO. Remaining 25% subsidy shall also be released after physical verification of the unit however the amount shall remain in the bank account for a lock in period of one year and shall be released only after obtaining the physical verification report of the unit after a lapse of one year from the date of its commissioning.

- xv. The respective Chief Animal Husbandry Officers may constitute a team of veterinarians in advance for verification of units and the committee shall also be responsible for monitoring the implementation of program in respective districts. The Verification committees shall record all details of the project site along with geo coordinates.
- xvi. There will not be a delay of more than 15 days in release of subsidy once the beneficiary has submitted the required documentation.
- xvii. Release of subsidy will be only through DBT mode only and all expenditures done by beneficiary shall be through account to account transfer instruments (non cash payments).
- xviii. In case the dairy animal purchased under the scheme dies due to any reason. The beneficiary should immediately avail the option of making insurance claim and replace the animal within 2 months with prior intimation to concerned CAHO.
- xix. The beneficiaries of the scheme shall display the benefit availed, scheme name, Name of the Department in bold letters at the project site.
- xx. All clarifications issued by this Department regarding implementation of the scheme are applicable to these guidelines and any condition of these guidelines can be modified/ altered at any given point of time to ensure transparency and adherence to the objectives of the scheme.
- xxi. The Administrative Department will constitute a committee for monitoring the implementation and impact of the program.
- xxii. The Director Animal Husbandry Jammu/Kashmir shall draft a uniform SOP for beneficiaries which shall include checklist, all procedures involved for applying under different components of scheme as well as well documented success stories of IDDS implemented during 2020-21, 2021-22 & 2022-23. They shall also submit list of beneficiaries with address/phone number and photographs along with equipment/ facility and month-wise physical/ financial achievements of the scheme to



Administrative Department. The same details shall be uploaded on official website of Animal Husbandry Department Jammu/Kashmir on regular basis.

6/12 Deputy Director (PLG)
Animal/Sheep Husbandry & Fisheries Department

No:ASHF-PLG/27/2021-10

Dated: 27-03.2023

Copy to the:

1. Principal Secretary to Lieutenant Governor of UT of Jammu and Kashmir.
2. Joint Secretary (Jammu&Kashmir), Ministry of Home Affairs, Government of India.
3. Divisional Commissioner, Jammu/Kashmir.
4. Secretary, Agriculture Production Department.
5. All Deputy Commissioners of UT of J&K.
6. Director, Animal Husbandry Department Jammu/Kashmir.
7. Convenor UTLBC, J&K Bank Ltd for circulation among all lead bank Managers.
8. Private Secretary to Advisor(B) to Hon'ble Lieutenant Governor.
9. Private Secretary to Chief Secretary of UT of J&K.
10. Private Secretary to Administrative Secretary, Finance Department.
11. Private Secretary to Financial Commissioner (Additional Chief Secretary), Agriculture Production Department.

Annexure A of Guidelines issued vide F.No. ASHF-PLG/27/2021-10-ASH&F

Dated, 03.2023

S. No.	Component with minimum capacity/ specification	Pattern of Assistance	Eligibility of Beneficiary
1	Establishment of Dairy unit (2 cows/ buffaloes as one dairy Unit)	50% subsidy with a ceiling of ₹ 0.80 lac per dairy unit (2 dairy animals). Women entrepreneurs or SC /ST beneficiaries shall be eligible for a maximum subsidy ceiling of ₹ 0.90 lakh per dairy unit.	Milk Federations/ cooperatives/SHG's /FPO's,/individual beneficiary or a group of individuals who intend to start a new dairy farm.
2	Establishment of Milk collection/chilling/ processing unit		
2.1	Modular Milk Pasteurization and Packaging unit 500 LPD	50% subsidy with a maximum ceiling of ₹ 15.00 lakh	Milk Federations / cooperatives/SHG's /FPO's,/individual beneficiary or a group of individuals.
2.2	Bulk Milk cooling Unit (250 L to 2000 Litre)	50% subsidy with a maximum ceiling of ₹ 5.00 lakh	Individual beneficiary / a group of individuals who have opted for component 2.1 or own a milk processing facility or linked to such facility /or own at least 10 cow/buffalo dairy farm. Milk Federations/ Milk Companies/ Farmers producer organization/ Milk SHG's can avail benefit for up to 3 BMCs with a maximum subsidy ceiling of Rs 15.00 lakh (Rs 5 lakh for each BMC), however the BMC's should be installed at different locations/ milk shed areas
2.3	Automatic Milk Collection unit along with facility for testing of all milk adulterants.	50% subsidy with a maximum ceiling of ₹ 1.50 Lakh	Individual beneficiary or a group of individuals who are owning or have opted for a requisite

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	(to be installed along with BMC of at least 1000 litre capacity)		capacity BMC or milk pasteurization unit under this scheme. Milk Federations/ Milk Companies/ Farmers producer organization/ Milk SHG's can avail benefit of up to 3 AMCU's with a maximum subsidy ceiling of Rs 4.5 lakh (Rs 1.5 lakh for each AMCU), however the AMCU's should be installed along with the BMC's at different locations/ milk shed areas
2.4	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)/ Softy making machine (20LPH capacity)/ Butter & Ghee making machine (200 litre capacity)	50% subsidy with maximum ceiling of ₹ 3.50 lakh	Milk Federations/ cooperatives/SHG's/FPO' s, Any individual or a group of individuals can avail this benefit.
2.5	Cheese Production units of different capacities for production of mozzarella cheese, vats for milk treatment, milk coagulation. Curd slicing, cooking-stretching and molding of any type of pasta filata cheese (mozzarella, fior di latte, pizza cheese, etc). Kaladi Cheese making/ packaging and Branding	50% subsidy with maximum ceiling of ₹ 3.50 lakh	Milk Federations/Milk cooperatives/SHG's/FPO' s, Any individual or a group of individuals can avail this benefit.
2.6	Milking Machine, fully automatic/ semiautomatic, single bucket/ double bucket/three buckets/ movable/ fixed pipeline.	50% subsidy with maximum permissible capital subsidy of ₹ 0.80 lakh	Any individual or a group of individuals shall own at least 4 dairy cows/buffaloes
2.7	Milking Parlour-	50% subsidy with maximum	Any individual or a group

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	minimum 4 point swing over dairy parlour	ceiling of ₹ 5.00 lakh	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 ml, 1000 ml and 2000 ml. Milk bucket size up to 500 litre) temperature regulation 3 to 4°C fixed or mountable on vehicle	50% subsidy with maximum ceiling of ₹ 5.00 lakh.	Milk Federation/ cooperative/ self help group/FPO/ or any individual/ group of individuals owning a milk processing facility/ chilling facility or linked to such facilities can avail benefit for establishing up to 3 milk ATMs with a maximum subsidy ceiling of Rs 15.00 lakh (Rs 5 lakh for each ATM), however the Milk ATMs should be installed at different locations
3.2	DG set minimum power output 3.5 KVA	50% subsidy with maximum ceiling of ₹ 1.50 lakh.	Milk Federation/ cooperative/ self help group/FPO/ or any individual/ group of individuals owning a milk/ milk product processing facility/ chilling facility/Dairy farm (10 dairy animals or more)/ Milk ATM.
4.	Establishment of Milk/ Milk product transportation system		
4.1	Purchase of Refrigerated Vans	50% subsidy; with maximum ceiling of ₹ 4.00 lakh	Milk Federations/ cooperatives/SHG's/ FPO's, individual beneficiary or a group of beneficiaries shall own at least a duly registered: Milk processing facility or BMC (>1000 L cap) or Milk outlet (handling > 1000 L milk per day) 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 ₹ 2.00	Milk Federations/ cooperatives /SHG's

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		lakh	/FPO's, individual beneficiary ora group of beneficiaries shall own at least a duly registered: Milk processing facility or BMC (>500L cap) or Milk outlet(handling >500Lmilkperday)or6 cow/buffalo dairy farm
4.3	Support for transportation of processed milk products through Air transportation from Srinagar/Jammu Airport to any destination in the Country	25% subsidy on Airway Bill with a maximum ceiling of ₹10.00perkgofmilk product.	Any individual or group of individuals/ Milk Cooperatives/FPO's/SHG's /Milk companies who intend to export their milk products outside UT of J&K through Air transport.
5	Environment Management of Dairy Farms		
5.1	Dairy Effluent/ Dairy Sewage Treatment Plant	i. 50% subsidy with a maximumceilingof₹1.50 lakh for3-5KLD capacity. ii. 50% subsidy with a maximum ceiling of ₹2.00lakhfor5-10KLD capacity. iii. 50% subsidy with a maximum ceiling of ₹3.00lakhfor>10KLD capacity.	New or existing dairy farmer owning more than 5 cows or Cluster of dairy farms/ Gaushalas.
5.2	Biogas plant of different capacities along with accessories	50% subsidy with a maximumceilingof₹2.00 lakh	New/ existing dairy farmers/ Gaushalas
5.3	Cow dung dewatering system & Cow Dung drying/log making machine	50% subsidy with a maximum ceiling of ₹ 0.80 lakh	New/ existing dairy farmers/ Gaushalas
5.4	Vermi-compost Unit 8 beds 10ftX 4ftX 2 ft along with low cost shed and fencing with provision of water source(capacity100MT Per annum)	50% subsidy with a maximum ceiling of ₹ 2.00 lakh	New/ existing dairy farmers/ Gaushalas

10/10 Deputy Director P&S
Animal/ Sheep Husbandry & Fisheries Department

FORM AHD 1

Affix
photograph
here, Attested
by
LDO/BVO/Eq.

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

2. Father's/ Husbands Name _____ Gender: _____

3. Address: _____, Tehsil _____,
District _____ Mobile No _____, Aadhaar No _____

4. Date of birth/Date of registration (dd-mm-yyyy) _____

5. Registration No. of Milk cooperative/FPO/SHG: _____ No. of members _____

6. Milk Processing facility if available or linked to any such facility (please specify with name, details & address):

(Copy of M.O.U with such facility shall be enclosed).

7. Dairy farm/ Dairy milk outlet available (if any please specify with name, details & address):

8. Facility/ Intervention/Equipment required Cost Name of authorized Supplier with Address

i)
ii)
iii)

9. Total cost as per proforma bill/ bills enclosed: Rs. _____

10. No. of dairy units (2 dairy animals per unit) applied for:

11. Please specify species (Cow/Buffalo)/ breed of dairy animals _____

12. Name & Address of dairy animal breeder/dealer with source of dairy animals:

13. Total cost of dairy animals as per proforma bill enclosed _____

14. Transportation Subsidy: Required/ Not required

15. Account No. (all digits) _____, Bank _____,
Branch _____ (Name on account should match name on Aadhaar/form)

16. If beneficiary wants to avail Bank Loan (Please tick): YES/ NO

17. If yes, name of Bank: _____ Branch: _____
Address _____

(NOC from concerned Bank Branch shall be enclosed)

18. A brief business plan, indicating the site of establishment/installation/ interventions etc shall be enclosed.

Signature:

Name:

Address:

Date:

Attested By CAHO