



India

COMMUNICATION AND EXIT STRATEGIES



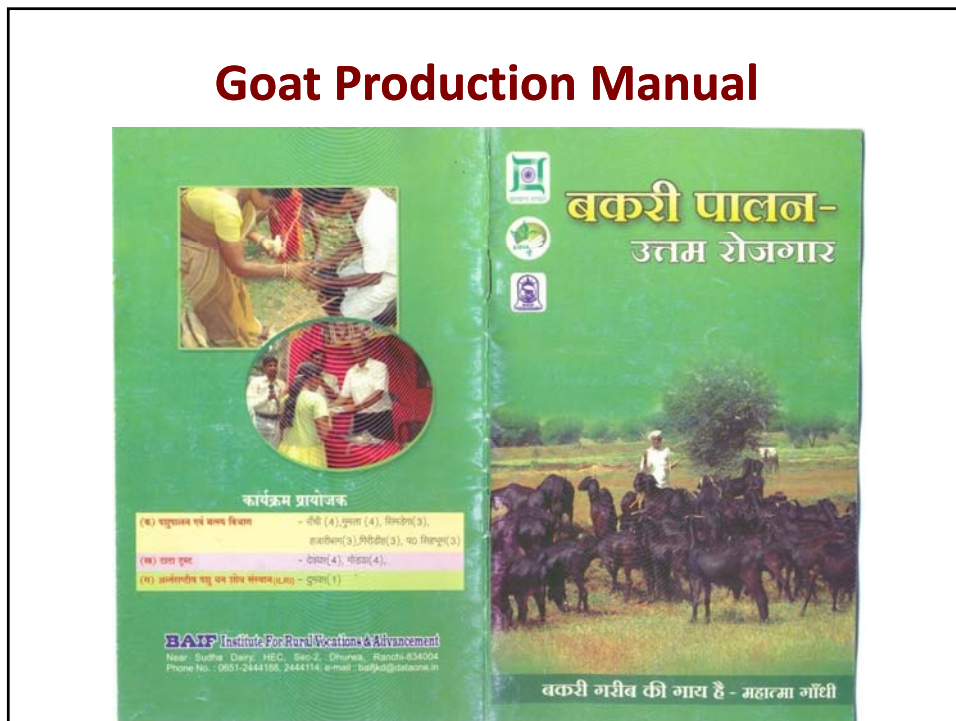
COMMUNICATION STRATEGY

Audiences	Messages	Means
Goat keepers Buck Keepers	Good husbandry practices: Selective breeding; Preventive Health ; Feed supplements; Pasture management; Planting fodder trees; Market related information; Insurance	Leaflets, posters, pamphlets, Field Demos, TV and Radio interviews, Sketches by rural artistes, Short films on success stories
Field guides, Project officers	Aware about Brucellosis and other diseases Breed preference and adaptability	News letters; Training manuals, Training kits, On-farm studies
Traders	Trading on live weight basis	Pamphlets, Orientation
Butchers	Zoonotic diseases, Hygienic handling	Pamphlets, , Orientation
Consumers (focus on women)	Zoonoses – hygienic and safe meat for safe life.	Posters, Pamphlets, Documentary films
Vets	Aware about Brucellosis and other disease	Newsletters, Manuals, Pamphlets
Vet drug suppliers	Keep branded, quality drug; Drugs in demand	Posters and Pamphlets
Extension Workers	Best Goat Keeping Practices.	Posters, Pamphlets, TV, Radio
Policy Makers	Importance of goat keeping; Policies favourable for farmers and breed conservation	Conferences, discussions, field visits, publications
NGO/Development organizations	Good goat husbandry practices, Eco-friendly goat development	Conferences, field visits Documentation
Donors	Sustainability of Goat development	Impact Assessment studies and documentation


Poster: Season wise Feeding and Health care




Goat Production Manual




GOAT FEEDING : TREES




← Babool (*Acacia nilotica*)




→ Khejri (*Prosopis cineraria*)



← Bordi (*Ziziphus xylopyra*)




→ Aranja (*Acacia leucophloea*)



← Neem (*Azadirachta indica*)

Posters and Charts


- Sources of tree fodder
- Method of feeding foliage



भारतीय कृषि उद्योग प्रतिष्ठान (उंरुली कांचन)

Training Chart: Vaccinations against different diseases

रोग	वैक्य	वैक्य	वैक्य	वैक्य	वैक्य	वैक्य	वैक्य	वैक्य	वैक्य
टीकाकरण									
कृमिनाशक									



छेरे के लिए - M.C.C. - बाएफ द्वारा निर्मित - त्वचा के नीचे प्रति जानवर

गलघोटू - H.S. - बाएफ द्वारा निर्मित - त्वचा के नीचे प्रति जानवर

सुगल्या - F.M.D. - बाएफ द्वारा निर्मित - त्वचा के नीचे प्रति जानवर

कृमिनाशक - वेल्वाइडोन - 10 ग्राम प्रति जानवर

वेनमीन्थ - एक गोली प्रति जानवर

वर्ष में दो बार - प्रथम बारिश की शुरुआत

भारतीय कृषि उद्योग प्रतिष्ठान (उंरुली कांचन)



1



2

Training charts

1. Selection of Bucks
2. Early castration for fattening
3. Breed selection for different uses



3

Greater Awareness about Benefits can motivate!

“Why goat keepers are prepared to pay Rs. 200 to 400 for a breeding service?”

“Because they can sell their kids for Rs. 10,000 to 15,000, while others fetch only Rs.2500 - 3000!”





Awareness about Breed Improvement

Why sale of hair dyes has increased since the launching of Goat development project in Bhardwan?

“Because pure black goats of Black Bengal breed are sold at a premium, as breeding stock !”



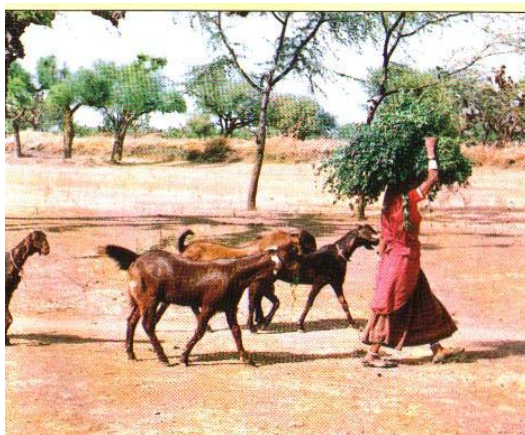


Awareness and Motivation

- Goat Rallies
- Annual awards:
 - For outstanding goats with Breed wise Highest body weight, Body shape, Milk yield;
 - For innovations in goat husbandry
 - For outstanding paravet/ field guide
- Registration of goats for sale
- Pedigree cards for potential bucks
- Interviews of successful goat keepers for media
- Newsletters for goat keepers?
- Linkage of producers' hubs with banks

EXIT STRATEGY

- Strong goat keepers' groups (Producers' hubs)
- Goat Keepers' Federations to facilitate IPs
- Well experienced local field guides for critical services
- Strong linkages with processing agencies, AHD, development organisations, Banks
- Regular training on improved goat management
- Annual meetings of members of Goat keepers ' Organisations



Along way to go... . **im**
Goats