Reflections on the imGoats communication plans

Tezira Lore



International Livestock Research Institute

Presented at the imGoats learning and reflection workshop Udaipur, India, 5 July 2012

Communication: Things to think about

- What are our objectives?
- Who are our target groups and audiences?
- What are our key messages?
- What communication channels do we use?

Communication plan: Mozambique

Main messages	Who	Strategies
Good production practices	Producers Para vets Community leaders	Training Exchange visit Model farm Radio
Specific needs of each value chain actors	Value chain actors	IP meetings
Commercialization practices (live weight, price negotiation, fairs)	Producers Para vets Buyers	IP meetings Demonstrations Discussions
Value of Goats (commercial potential)	Producers Para Vets	Training Exchange visits
Care	Buyers Consumers	Radio

Communication plan: Mozambique

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Main messages	Who	Strategies
Policy – Water, infrastructure and grazing areas	Government SPP, SDAE, District Administration	IP meetings Share of information « Champions »
Participation in IP	Buyers, private investors, Gov	Personal Invitation Ensuring relevance of meeting
Value and success of IP and other imGoats innovations	Government, Donors, Partners, Community leaders	Film, Success stories, Photos, Reports, Articles

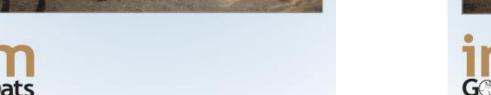
Communication plan: India

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

Brochure

Small ruminant value chains to reduce poverty and increase food security in India and Mozambique [imGoats]



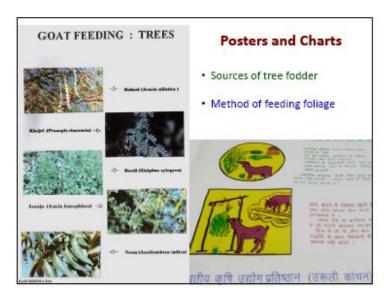


Cadeias de valor de caprinos como plataformas para reduzir a pobreza e aumentar a segurança alimentar em zonas semi-áridas da Índia e Moçambique

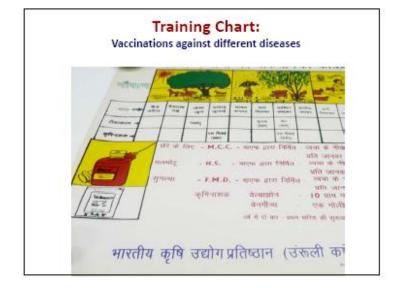


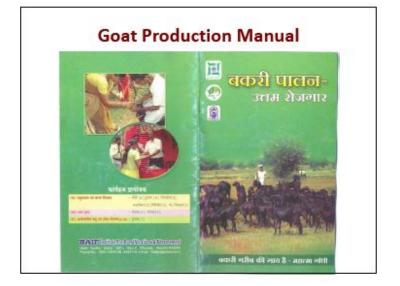


Training materials







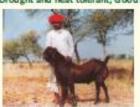


Training materials

GOOD GOAT HUSBANDRY PRACTICES

Breed: Sirohi

Drought and heat tolerant; Good body size; Dual purpose for milk and meat.



Selection and Management of Bucks

- Non activity or tiplecowith ligh body weight and typical breed characters.
- Shape: Long, tail, consight hinds and board cheet, ditry body cost, aggressive. Five thomphysical deformation, with both tecticies operated and accounted in the constant.
- > Age: Ei-48 months (2 next)
- > Preefrom diseases; Survey for Brucellogs and John's Disease.
- > Maintain onebud: for 10-10does. Registe after Typers
- > lockshould be kept away from does

Selection and Management of Does

- Perference for does born as trains or triples, 12-15m onths, age, healthy with pinklich eye balls and chinyolish
- Attain patienty at 9-10 months with detarus cycle of 16-21, days and duration of 16-46 hours.
- Heat operations: Socied with outlier value, discharge of music, setsching of sail and frequent utration
- > Gestation period 150 days
- Signs of Pregramoy Consistion of suborquers heat symptoms, quietness and reduction in milk

Care and Management of Pegnant Co &

- Supples entaryfeeding of 800-800 gm of additional concentrate, with green folder
- > Stall feeding dusting last 4 weeks of pregnancy
- > Powide plain, dryfloor with soft tedding numerial



 Which for expulsion of placerts which takes 2-thouse after ladding

Management of New-born kids

- > Wipe their id with dry doth to avoid cold
- Te the unit lical cord 3cm analyfrom the abdomer, and out the lower portion with stell eblade, apply 5 to ture lodge for 3 days.
- Fac State coulding within 15 minutes of birth to ensure coloration feeding
- to day old lide may be fed at to bender green fluider
- > Feed Sit-LOD gro concentrate at 15-30 days age



Good Management Practices

- > Stailfeeding is taked
- Adult gost requires 9-6 kg green; 5-2 kg day fluider and 800-600 gm concentrate per day
- > Rand bolder trees along burgle and badayands for feeding
- Spool-fouring: Thirdhed and, sides covered with hims box / much write, levelled day floor, with adequate dean water
- > Regular weighing of goats is helpful to more for the growth
- > Selling chastof be online weight back

Beworking: Fist at it morths age; Repeat every's months. Facial examination before devorming a ded pible.

Vacaduation Against PRA, Reterotoparenta, Gost pox (If president) at 8 months

Castration: At the age of 3-4 weeks, to improve growth rate, quality of 6th and mest except for prospective bucks.











Rajachen Nood in side in of Danaby ment Management (RADINA) Linksyn Sajachun









HEALTH CARE FOR SUSTAINABLE GOAT HUSBANDRY



Diseases can cause SO-BOK mortality, suppress growth and production, resulting in huge losses to gost leepens. Hence, timely preventive and curative health care are essential.

Important Diseases of Goats:

Sr. No.	Disease and Time of Occurrence	Symptoms	Remaily
L	Viral Di sesse s: Freste des Petits Kuminesta (PFK) Milé managen	Ulceration of most hand fewer, the ath- due to distribute, respin tory distribute.	Vaccination at Amorths age Immunity lasts for Ayears
	Post and M outli Cli swee (* MCI) Whiter	Ulters in fact and rough, severelameness and all totion resulting in a bottons and drop in milk production.	Miccinetion twices year only! the close sels president
	+ GostPox Winter	Principles of blackers particularly on non-hairy parts	Sector on once a year only to the close sets president
	Gortagianu tetinyma (CII) Mansoon	Mi Cars around lips	Application of glycerine or Screenic in editie of
ı.	Bacterial Disease: Hamsorine of copt cents (45) Disease receives	High fever, duliness, high rate of martality long local blad and warm interesting acts	Armsail, per-moreous vaccination, Architects the the other infected animals
	Note on to consider (8-1) Monsoon	Common in young animals. Signs of excitament, consolder, clothing leading to suitdender the	Wickedon with a booter do after thicky. If the docume is precised, Artibidis to stone
	Brood air Anythree	Abortions, owden joints and testides, Transmitted during moting Chronic, communicable to human beings	Wichielder, ogregation and calling of infected animals
	> 3-fm's Disease Any time	Chook, overeweines, dathera	Artifictics and colling
BL.	Perforant Disease Gradified's Any Stree	Mealertingungkith Disthose, exitingin matality	positions trainers as prescribe till searing
IV.	Mideparation: > Mound secret, tape secret and holes. Nex-round particularly inmension.	rochelied, day and rough lair cost, poor growthrate, welling below dis-	Recal or amins from followed in suitable describing
¥	httopa a sile u > "thing hillowy blessy Piles Anythree	taking loss of hair, side abasisons, loss of body seligit; transmitted through contact	Application of pecticidal spray and bottling
VL.	Malecul desert: File lots Anythre	Puthelied and ton access inkids due to calden and visit into deficiency	Supplementary minerals and obtaining
	> General Anaemia Anytime	Delicional of protein, situation and minerals porticularly from and caldium	Supplementary minerals and strandes

How to handle dick animals:

- > Diagnate based on symptoms followed by bibostory tests
- > Considerate further immediately for proper treatment.
- > I place 4 drawlessis and dispose of dead artirals

Preventive Measures:

- > Timely descending and vaccination
- > Avoid gozing during decree outbreak
- > Keeptheded dash drymdverflated, Ardd over-crowding
- > Probles dequite de militaire quates focure proper feeling
- > Regular calling of week animals







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Reports



Report of the fifth meeting of the

imGoats Inhassoro Innovation Platform (IP)

10 May 2012

Vuca Interior, Mozambique



Report of the Second meeting of the

imGoats Jhadol-Kanthariya Innovation Platform (IP)

14th September 2011

Jhadol, Udaipur district, Rajasthan, India





Goat value chains in Mozambique and India

4 June 2012

Updates from the imGoats Jhadol-Kanthariya Innovation Platforms

Posted by Tezira Lore under Asia, ILRI, India, Marketopps, Value chains |

Tags: innovation platforms |

Leave a Comment

The imGoats innovation platforms in Jhadol, Udaipur held their fifth and sixth meetings in January and April 2012, respectively.

The imGoats Special Project Scientist, Ramkumar Bendapudi, sends in this progress report:

"Action plans have been prepared at the innovation platform meetings based on priority issues identified by the community members that needed immediate attention.

So far diseases in goats have been a major issue. Awareness levels among the field guides and goatkeepers about endoparasites and specific treatment has increased. The faecal sample tests are now becoming part of regular activities.

As we approach summer and winter months, focus on other issues such as feed and markets can be expected".

Search

Welcome

Welcome to the blog of the project, Small ruminant value chains as platforms for reducing poverty and increasing food security in India and Mozambique, or imGoats in short.

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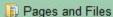
News on goats

Precious goat milk goes up the value chain [Philippines]









Members ...

Recent Changes

Manage Wiki



Learning and reflection workshop

(2-6 July 2012)

- Agenda
- Participants
- Outputs

Outcome mapping tools Mozambique

home





Welcome to the wiki of the research project, Small ruminant value chains as platforms for reducing poverty and increasing food security in dryland areas of India and Mozambique (which we refer to as "imGoats" in short). The goal of the imGoats project is to increase incomes and food security in a sustainable manner by enhancing pro-poor small ruminant value chains in India and Mozambique.

On this wiki, you can find various project-related resources and event planning notes:

- . Preparations and discussions for the learning and reflection workshop from July 2012 in India.
- Outcome Mapping tools used in Mozambique

About the imGoats project

Objectives

The project has two objectives:

- to pilot sustainable and replicable organizational and technical models to strengthen goat value chains in India and Mozambique that increase incomes, reduce vulnerability and enhance welfare amongst marginalized groups including women; and
- to document, communicate and promote appropriate evidence-based



Dialogue and engagement

- ✓ National advisory and steering committee meetings
- ✓ Innovation platforms
- ✓ Training sessions









Mentioned earlier in this meeting: Mozambique

- Baseline information sheet
- Baseline fact sheet
- Training modules & didactic material for paravets
- Manual on how to build improved shelters
- Guide on how to set up communal pasture areas
- Videos of success stories
- Peer reviewed papers
- Face to face meetings & trainings

Mentioned earlier in this meeting: India

- IP process document
- Posters (village level)
- Baseline reports
- Village-level focus group meetings to present summary of findings
- Training modules and guides

Some examples from the Smallholder Dairy Project

Two questions for this session

 What planned communications products/activities are still relevant?

 What communications products/activities should we focus on in the remaining 6 months?

Discussions

- In teams per country/site (50min)
 - ✓ Clarify your objectives [briefly]
 - ✓ Discuss & write down
 - Audiences
 - Key messages
 - Product and/or activity
- 2. Presentation of results per team (15 min)
- 3. Summing up of key points

Presentation of results

Audiences	Messages	Product and/or activity

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