

# Reflections on the imGoats communication plans

Tezira Lore



ILRI

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 Buyers Consumers	Training Exchange visits Radio



# Communication plan: Mozambique

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 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

# Brochure

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



im  
Goats

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



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Goats



# Training materials

## GOAT FEEDING : TREES

### Posters and Charts

- Sources of tree fodder
- Method of feeding foliage

भारतीय कृषि उद्योग प्रतिष्ठान (उरुली कांचन)

## Poster: Season wise Feeding and Health care

राज्यकृषि विज्ञान संस्थान, उरुली कांचन

## Training Chart: Vaccinations against different diseases

रोग (Disease)	वैक्सीन (Vaccine)	प्रकार (Type)	उपयोग (Use)
पेच (Dysentery)	एच.सी.सी. (H.C.C.)	आएक द्वारा निर्मित (Prepared by needle)	जन्म के तुरंत (Immediately after birth)
पेच (Dysentery)	एच.एस. (H.S.)	आएक द्वारा निर्मित (Prepared by needle)	जन्म के तुरंत (Immediately after birth)
पेच (Dysentery)	एफ.एम.डी. (F.M.D.)	आएक द्वारा निर्मित (Prepared by needle)	जन्म के तुरंत (Immediately after birth)
कुमिनासक (Coccidiosis)	तेलवायोन (Telvayon)	10 घण्टे का (10 hours)	एक सप्ताह (One week)
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भारतीय कृषि उद्योग प्रतिष्ठान (उरुली कांचन)

## Goat Production Manual

### बकरी पालन-उत्तम रोजगार

कृषि विज्ञान संस्थान, उरुली कांचन

कृषि विज्ञान संस्थान, उरुली कांचन

# 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**

- Roan or twin or triplets with high body weight and typical breed characters
- Shape: Long tail, straight back and broad chest; shiny body coat, aggressive. Free from physical deformities, with both testicles symmetrical and enclosed in the scrotum
- Age: 15-18 months (2 teeth)
- Free from diseases; Screen for Brucella and Johne's Disease
- Maintain one buck for 10-15 does. Replace after 2 years
- Bucks should be kept away from does

**Selection and Management of Does**

- Preference for does born as twins or triplets, 12-15cm ortho-age, healthy with pinkish eye balls and shiny skin
- Attain puberty at 9-10 months with oestrus cycle of 16-17 days and lasted of 24-48 hours
- Heat symptoms: lacted with swollen vulva, discharge of mucus, twitching of tail and frequent urination
- Gestation period: 150 days
- Signs of pregnancy: Gradation of subsequent heat symptoms, queasiness and reduction in milk

**Care and Management of Pregnant Goats**

- Supplies extra feeding of 100-150 gm of additional concentrate, with green fodder
- Stall feeding during last 4 weeks of pregnancy
- Provide plain, dry floor with soft bedding material

**Signs of kidding:** Swollen udder and all 4 teats pain

**Watch for expulsion of placenta which takes 2-4 hours after kidding**

**Management of New-born kids**

- Milk the kid with dry cloth to avoid cold
- Tie the umbilical cord 2cm away from the abdomen, and cut the lower portion with sterilized blade; apply tincture iodine for 3 days
- Facilitate suckling within 15 minutes of birth to ensure colostrum feeding
- 10 day old kids may be fed with tender green fodder
- Feed 50-100 gm concentrate at 15-30 days age
- House the kids above 6 months age separately

**Good Management Practices**

- Stall feeding is ideal
- Adult goat requires 3-4 kg green; 1-2 kg dry matter and 100-150 gm concentrate per day
- Plant fodder trees along bunds and backyards for feeding
- Good outing: Thatched roof, slope covered with bamboo / mud walls, levelled dry floor with adequate clean water
- Regular weighing of goats is helpful to monitor the growth
- Selling should be on live weight basis

**Decoding:** Fast at 3 months age; Repeat every 3 months. Rectal examination before deworming is ideal

**Vaccination:** Against PRV, Brucellosis in, Goat pox (if present) at 3 months

**Castration:** At the age of 2-4 weeks, to improve growth rate, quality of skin and meat except for prospect to breed







 Supported by the Institute of Development Management (IDM) Ltd., Lucknow, India  
 ICRP funded project: Research: Feed the 5, Pune  
 Indian National University Research Institute (INI) at Jabalpur, Madhya Pradesh

## HEALTH CARE FOR SUSTAINABLE GOAT HUSBANDRY




Diseases can cause 50-80% mortality, so proper growth and production, resulting in huge losses to goat keepers. Hence, timely preventive and curative health care are essential.

### Important Diseases of Goats:

Sl. No.	Disease and Time of Occurrence	Symptoms	Treatment
I.	<b>Viral Diseases:</b>		
	➤ <b>Haemorrhagic Septicemia (HS)</b> MO: Mosquito	Ulceration of mouth and nose; Death due to diarrhoea, respiratory distress	Medication at 4 months age; Immunity lasts for 4 years
	➤ <b>Pasture and Pasture Fever (PPF)</b> Virus	Ulcers in feet and mouth, severe nervous irritation resulting in abortions and drop in milk production	Medication below a year only if the disease is present
	➤ <b>Goat Pox</b> Virus	Fever, formation of blisters particularly on lips and feet	Medication above a year only if the disease is present
II.	<b>Bacterial Diseases:</b>		
	➤ <b>Haemorrhagic Septicemia (HS)</b> Oral of mosquito	High fever, diarrhoea, high rate of mortality from untreated and severe dehydration	Annual, pre-monsoon vaccination; Antibiotic treatment for infected animals
	➤ <b>Mitochondriosis (M)</b> Microorganism	Common in young animals; Signs of excitement, convulsion, choking, leading to sudden death	Medication within 48 hours after onset; If the disease is present, Antibiotic treatment
	➤ <b>Muscular</b> Any cause	Abortion, swollen joints and testicles, transmitted during mating; Chronic, communicable to human beings	Medication, segregation and culling of infected animals
	➤ <b>Johne's Disease</b> Any cause	Chronic, unresolvable, diarrhoea	Antibiotics and culling
	➤ <b>Pneumonia Disease - Goodfella's</b> Any cause	Head bent against back, diarrhoea, resulting in mortality	Goodfella's treatment as per other TB treatment
III.	<b>Helicoverpa</b>	Itchiness, dry and rough hair coat, poor growth rate, swelling below chin	Prevalence in winter followed by suitable deworming
	➤ <b>Head worms, Eye worms and lice</b> Non-insect particularly in monsoon		
IV.	<b>Intoxication</b>		
	➤ <b>Wool, Mites, Fleas</b> Any cause	Itching, loss of fat, skin abrasion, loss of body weight; transmitted through contact	Application of medicinal spray and culling
V.	<b>Metabolic diseases:</b>		
	➤ <b>No beta</b> Any cause	Itchiness and diarrhoea; milk due to calcium deficiency	Supplementary minerals and vitamins
VI.	<b>General Anaemia</b> Any cause	Deficiency of protein, vitamins and minerals particularly iron and calcium	Supplementary minerals and vitamins

**How to handle sick animals:**

- Diagnose based on symptoms followed by laboratory tests
- Consult a veterinarian immediately for proper treatment
- Isolate sick animals and dispose off dead animals

**Preventive Health care:**

- Timely deworming and vaccination
- Avoid grazing during disease outbreaks
- Keep paddles clean, dry and well-drained; Avoid over-crowding
- Provide adequate clean drinking water; Ensure proper feeding
- Regular culling of weak animals

**ACTIVITY CALENDAR**

- Winter (Green)
- Summer (Pink)
- Monsoon (Blue)



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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)

*14<sup>th</sup> September 2011*

Jhadol, Udaipur district, Rajasthan, India

Producers



Community leaders



Paravets



Buyers





## 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](#) |

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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”.*


#### 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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[Philippines]





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## Learning and reflection workshop (2-6 July 2012)

- Agenda
- Participants
- Outputs

## Outcome mapping tools Mozambique

## home

Edit 0 0 11 ...



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

1. 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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