

Farm 365 Animal Husbandry App

Case Study:- Empowering Dairy Farmers in Gujarat Through Sustainable Technology

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Executive Summary

Prompt Equipments has been serving people for over four decades and wishes to carry this service as a legacy in the years to come. Today, we have become a leading name in the Indian dairy industry and have been substantially improving the lives of those involved in the dairy supply chain. Taking cognizance of problems faced by the dairy farm owners in Saurashtra, Gujarat, we came up with

sustainable solutions through our innovative Farm 365 Animal Husbandry App. Our goal was to develop solutions that would empower the dairy farmers through technology and motivate them to pursue dairy farming interests once again. The Farm 365 Animal Husbandry App is a one-stop-app that provides a complete solution for dairy farm management.

About Coastal Salinity Prevention Cell (CSPC)

Coastal Salinity Prevention Cell (CSPC) was established in 2008 as a joint initiative of the Aga Khan Rural Support Program India (AKRSPI), Tata Trusts and Ambuja Cement Foundation (ACF). The organisation was established as climate change and global warming is resulting in the problem of coastal salinity. It is especially compounding the vulnerabilities in coastal areas. The increased reliance on groundwater resources in coastal areas is already creating fresh hot spots of salinity ingress across the world. The CSPC works to improve the quality of life of coastal communities in rural Gujarat through socio-

economic development programmes that maintain the fragile environment.

They operate in a unique domain of salinity ingress and have championed efforts to create a collaborative partnership involving civil society organisations working with government agencies. The main aim is to pilot and upscale interventions to improve quality of life indicators across coastal Gujarat. CSPC has more than a decade of experience and is uniquely positioned to share its expertise to upscale its successful interventions.

Challenges

The Saurashtra region of Gujarat has predominantly faced problems with commercial dairy farming. The situation had become so bad that commercial dairy farming was being neglected as an income-generating activity. The biodiversity of livestock, which is important for fulfilling long-term productivity, always remained a worrying factor. The genetically-uniform species like buffaloes or indigenous cows are vulnerable to emerging diseases, external shocks due to extreme weather conditions and pathogens. The specific challenges

for which we designed the Farm 365 Animal Husbandry App are:

- Most of the dairy farming dependency was on either buffalo or the indigenous cow.
- Lack of a scientific approach to breeding.
- Long inter-calving period of the buffalo.
- Lack of proper recordkeeping and access to advanced knowledge and technologies.
- Increased salinity in the areas where dairy farming was practised.

How Farm 365 Animal Husbandry App Helped

After a careful study and scientific analysis of the existing dairy farming problems in Saurashtra, our team came up with the idea of resolving the issues

through our innovative mobile app - Farm 365 Animal Husbandry. With the help of this app, 500 farmers have been trained in the best dairy farming

practices. This app further helped the farmers in the following ways:

- Helps farmers improve the breed, prevent in-breeding, promote data-driven animal trading, provide medication based on animals' health history, preventive healthcare practices and monitor the Key Performance Indicators (KPI) of cattle.
- The inbuilt Ration Balance Calculator helps farmers to trace the exact feed requirement of each animal and prevent over or underfeeding of the animal. Optimal nutrition prevents medication costs.
- Gives scientific advice and real-time actionable alerts to improve cattle feeding and reduce inter-calving period, resulting in increased yield, healthy herd and profitable farm.
- Provides awareness and education regarding important lifecycle events of cattle and general information about scientific farm management practices.
- Records historical data which helps to monitor milk productivity and efficiency of cattle.

Outcomes

With the help of the Farm 365 Animal Husbandry App, we have sensitised 500 farmers on the best practices related to:

- Standard inter-calving period.
- Pros and cons of the longer or shorter drying period.
- Concept of early pregnancy diagnosis.
- Benefit of alerts and timely action on various cattle lifecycles.