



JK TRUST GRAM VIKAS YOJANA TRANSFORMING LIVES



The main objective of JK Trust Gram Vikas Yojana is to genetically upgrade Indian cattle, thereby increasing their milk yield at the farm level. Introduction of superior exotic blood for enhanced productivity in Indian cattle will substantially increase the value of the progeny and generate higher income for the farmers.

Our project employs local youth, both men & women, including qualified technical staff, thereby creating direct employment in the rural sector. Enhanced milk production will increase farm incomes and prevent infant mortality due to malnutrition.

I urge you to promote such ventures to help the farmer live in honour & self-dependence.

Dr. Vijaypat Singhania
Chairman

● A JOURNEY OF RURAL UPLIFTMENT :
COMMITTED TO THE CAUSE OF POVERTY ALLEVIATION.

● CLOCK TICKING PROGRESS :
OPERATING A NETWORK OF 4807 INTEGRATED
LIVESTOCK DEVELOPMENT (ILD) CENTRES IN 124
DISTRICTS OF INDIA AND STILL EXPANDING.



JANUARY 2012

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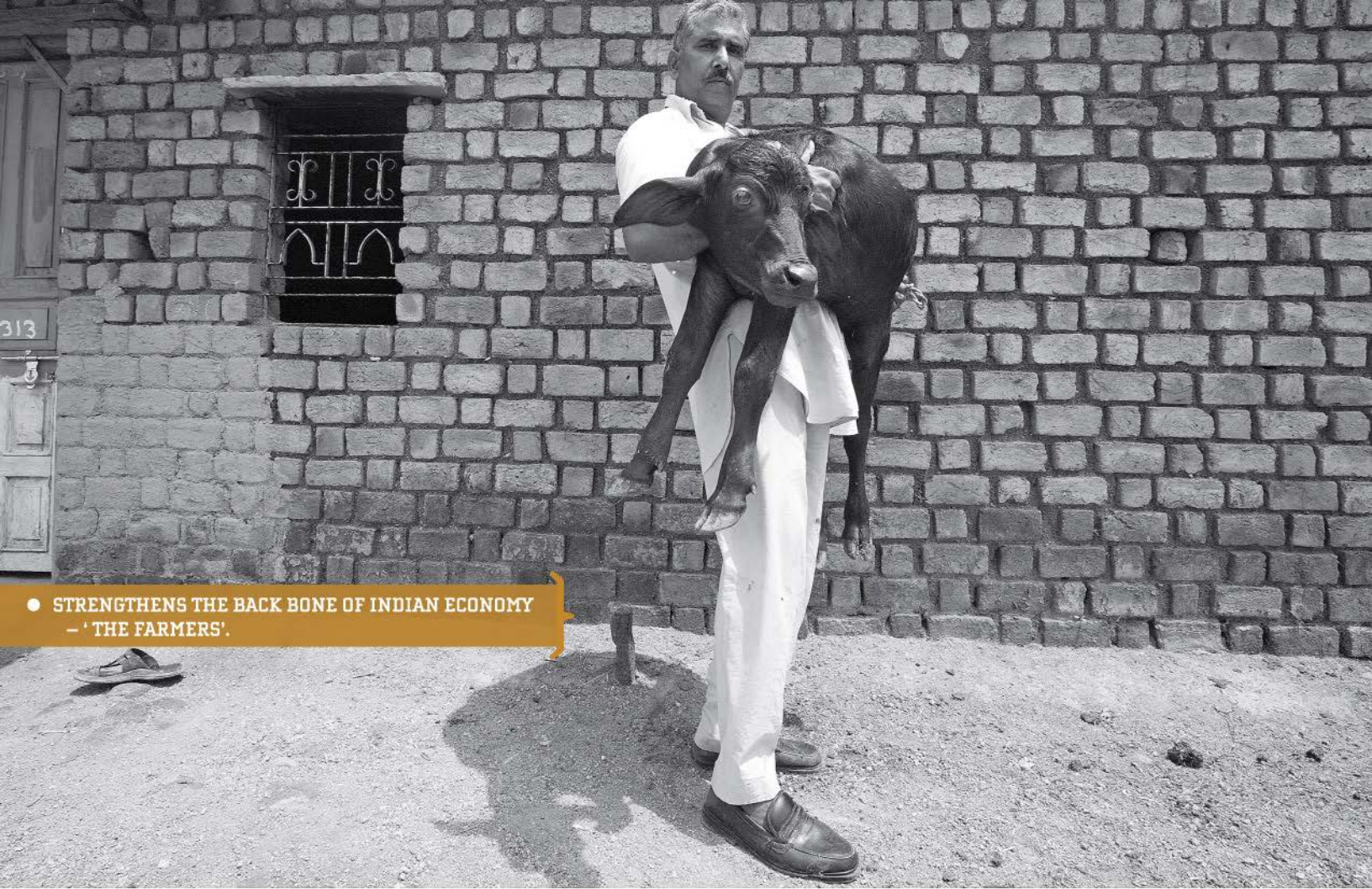
The J.K. Trust Gram Vikas Yojana has a work force of about 5500 employees including Programme Operators (Gopals) who have been extensively trained for efficient delivery of Artificial Insemination services in cattle and buffaloes besides other Para-vet services.

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● IMPROVED YIELDS – BY IMPROVING GENETIC POTENTIAL. THE CARE YOU GIVE TODAY, SHALL TAKE CARE OF YOUR BETTER TOMORROW.



● STRENGTHENS THE BACK BONE OF INDIAN ECONOMY – 'THE FARMERS'.



FEBRUARY 2012

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{ One Integrated Livestock Development Centre covers all the villages (around 5-8) falling within a radius of 5 Kms from its location. The number of ILD Centres required in a block depends upon the size of the block and its breedable cattle population.

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● MILK YOUR HAPPINESS EVERY MORNING.
INDIA TRULY SHINES WHEN INDIAN VILLAGES SMILE.



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● REBIRTH OF FARMERS WITH BIRTH OF EVERY CROSS-BRED / UPGRADED CALF.

MARCH 2012

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The main objective of the programme is to produce up-graded / cross-bred calves from the local indigenous non-descript low milk-yielding cows and buffaloes. It is achieved by breeding them with frozen semen of selected pedigree bulls of exotic &/or indigenous breeds of cattle and buffaloes through Artificial Insemination (A.I.)

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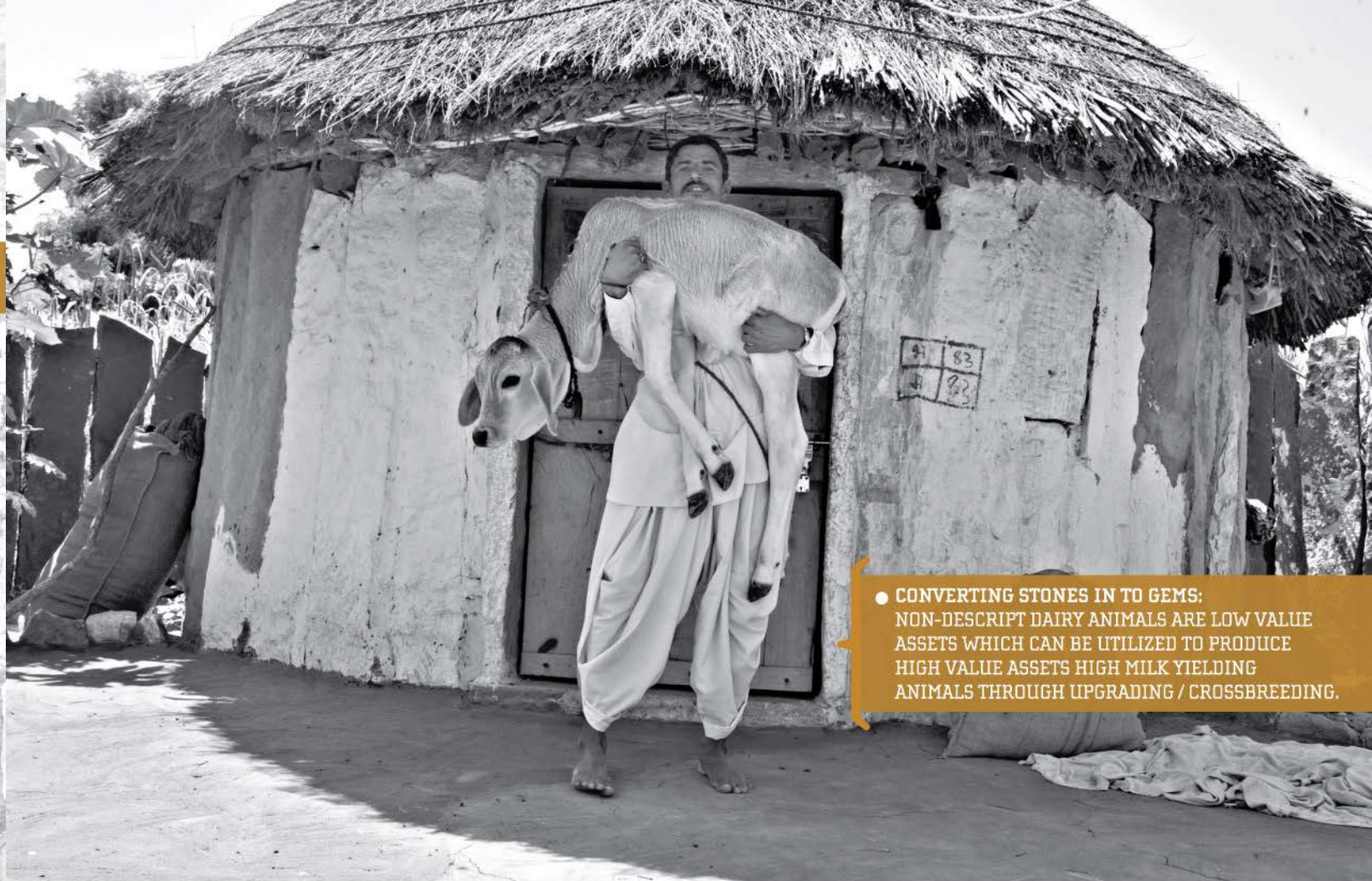




● FREEDOM FROM POVERTY THROUGH CREATION OF CATTLE WEALTH



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● CONVERTING STONES IN TO GEMS: NON-DESCRIPT DAIRY ANIMALS ARE LOW VALUE ASSETS WHICH CAN BE UTILIZED TO PRODUCE HIGH VALUE ASSETS HIGH MILK YIELDING ANIMALS THROUGH UPGRADING / CROSSBREEDING.

APRIL 2012

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At each of these ILD Centres, one programme operator, called "Gopal", is posted. Each Gopal is equipped with a set of A.I. tool kit and a motor-cycle to provide A.I. and other veterinary services at the doorstep of the farmers.

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● ALLEVIATING RURAL POVERTY :
INCREASED MILK PRODUCTION ENABLES
PARTICIPATING FARMERS TO EFFECTIVELY
SUPPLEMENT THEIR INCOME

● REDUCING MALNUTRITION :
HIGH MILK YIELDING DAIRY LIVESTOCK WILL
FACILITATE INCREASED MILK PRODUCTION
WHICH WOULD RESULT IN HIGHER INTAKE OF
MILK. THIS IN TURN WILL HELP IN MINIMIZING
MALNUTRITION, ESPECIALLY AMONG CHILDREN.



MAY 2012

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The Trust is currently operating a network of 4807 such Integrated Livestock Development (ILD) Centres in 124 Districts of Chhattisgarh, Madhya Pradesh, Uttarakhand, Andhra Pradesh, Gujarat, Bihar, Rajasthan, Haryana, Maharashtra and Punjab.

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● **EMPLOYMENT:**
CREATING WEALTH IS THE JOB WE OFFER TO THE EDUCATED AND NEEDY RURAL YOUTH.

june 2012						
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● **CREATING EMPLOYMENT :**
EDUCATED RURAL YOUTH WILL GET EMPLOYMENT OPPORTUNITIES BY WORKING AS 'SERVICE PROVIDERS' FOR DAIRY LIVESTOCK BREEDING & MAINTENANCE IN THEIR OWN VICINITY AND FARMERS WILL AUGMENT THEIR INCOMES BY SALE OF SURPLUS MILK.

JUNE 2012

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{ Empowering women in rural parts of India by imparting training of A.I. technique and other para-vet services to them. This enable them to be self-reliant with pride of employment & equality. Writing a new history in Indian women era with a different shade - 'The Lady-gopal'.

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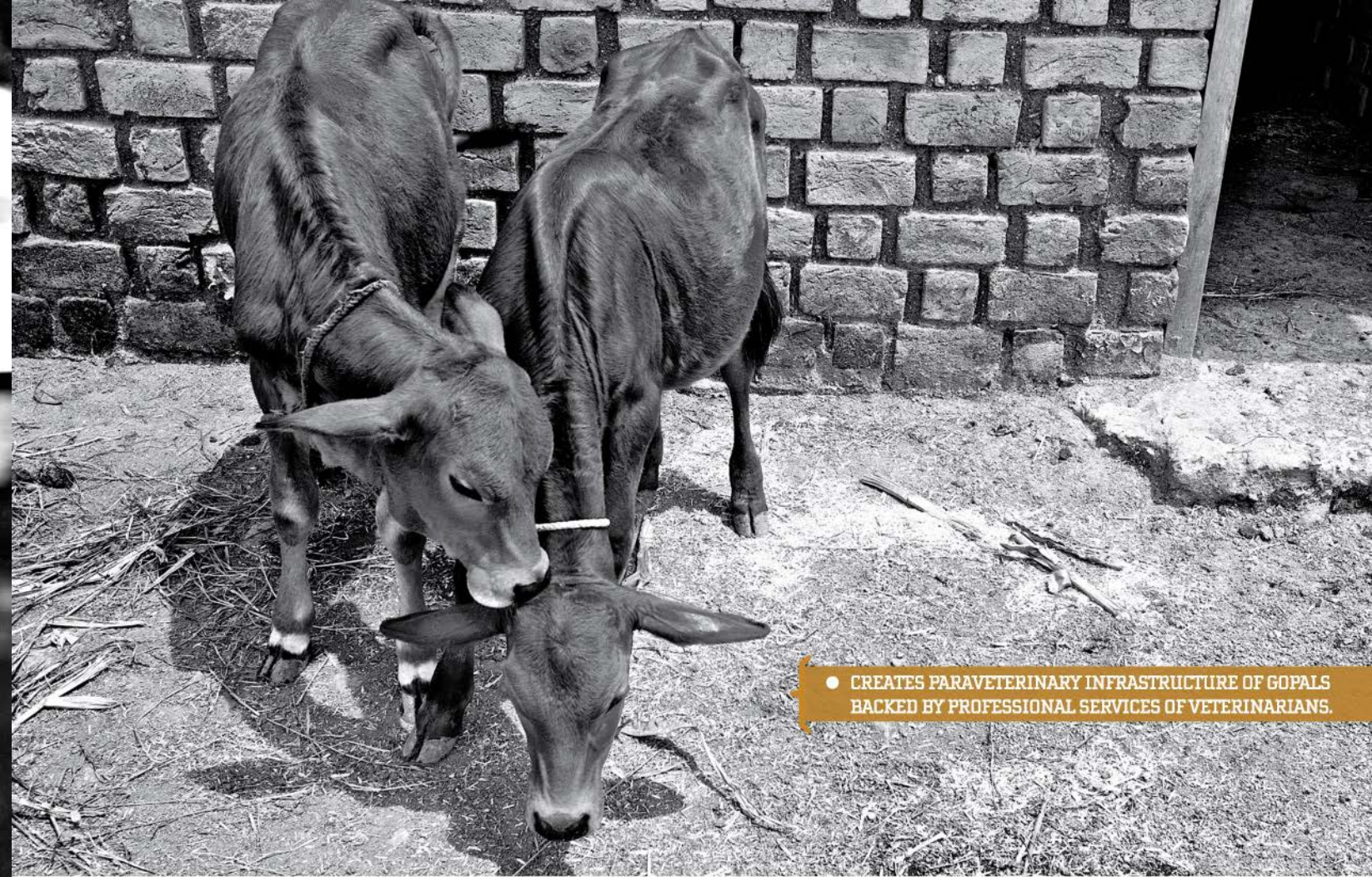
● EAT HEALTHY, BE WEALTHY : WE BELIEVE IN SIMPLE, SUSTAINABLE & REMUNERATIVE SOLUTIONS TO A HAPPY INDIA.

July 2012

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● CREATES PARAVETERINARY INFRASTRUCTURE OF GOPALS BACKED BY PROFESSIONAL SERVICES OF VETERINARIANS.

JULY 2012

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{ Presently catering to the needs of A.I. and other para-vet services of approximately 38000 villages in 10 states of India through a grid of 4807 ILD Centres benefitting about 3.8 million livestock farmers.

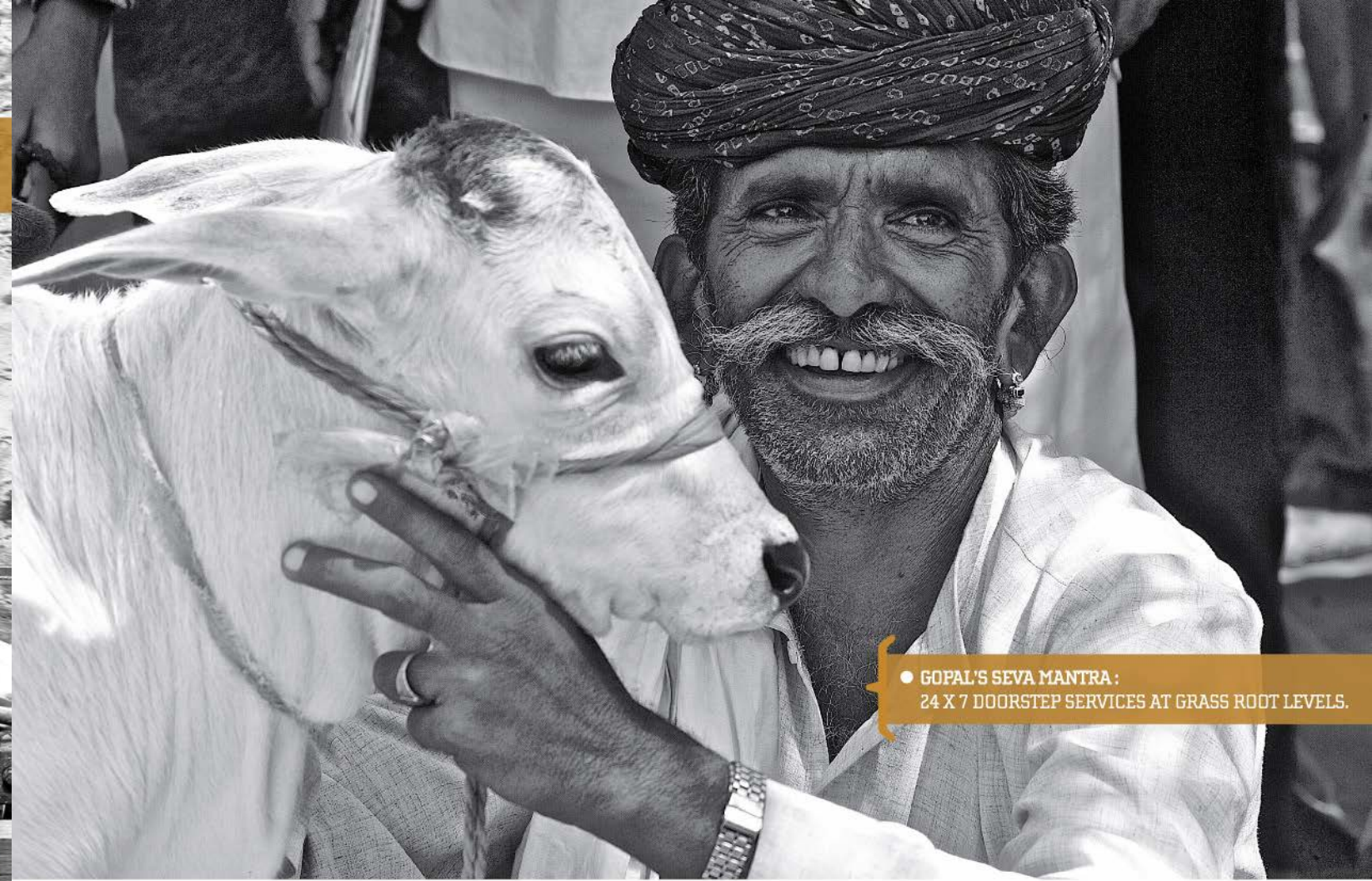
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● TOUCHING THE HEART OF INDIA :
REACHING TO REMOTE RURAL INTERIORS OF
MANY STATES TO REALIZE OUR GOALS

august 2012						
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● GOPAL'S SEVA MANTRA :
24 X 7 DOORSTEP SERVICES AT GRASS ROOT LEVELS.

AUGUST 2012

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{ So far about 1 million up-graded/cross-bred calves have been produced at the door steps of the farmers.

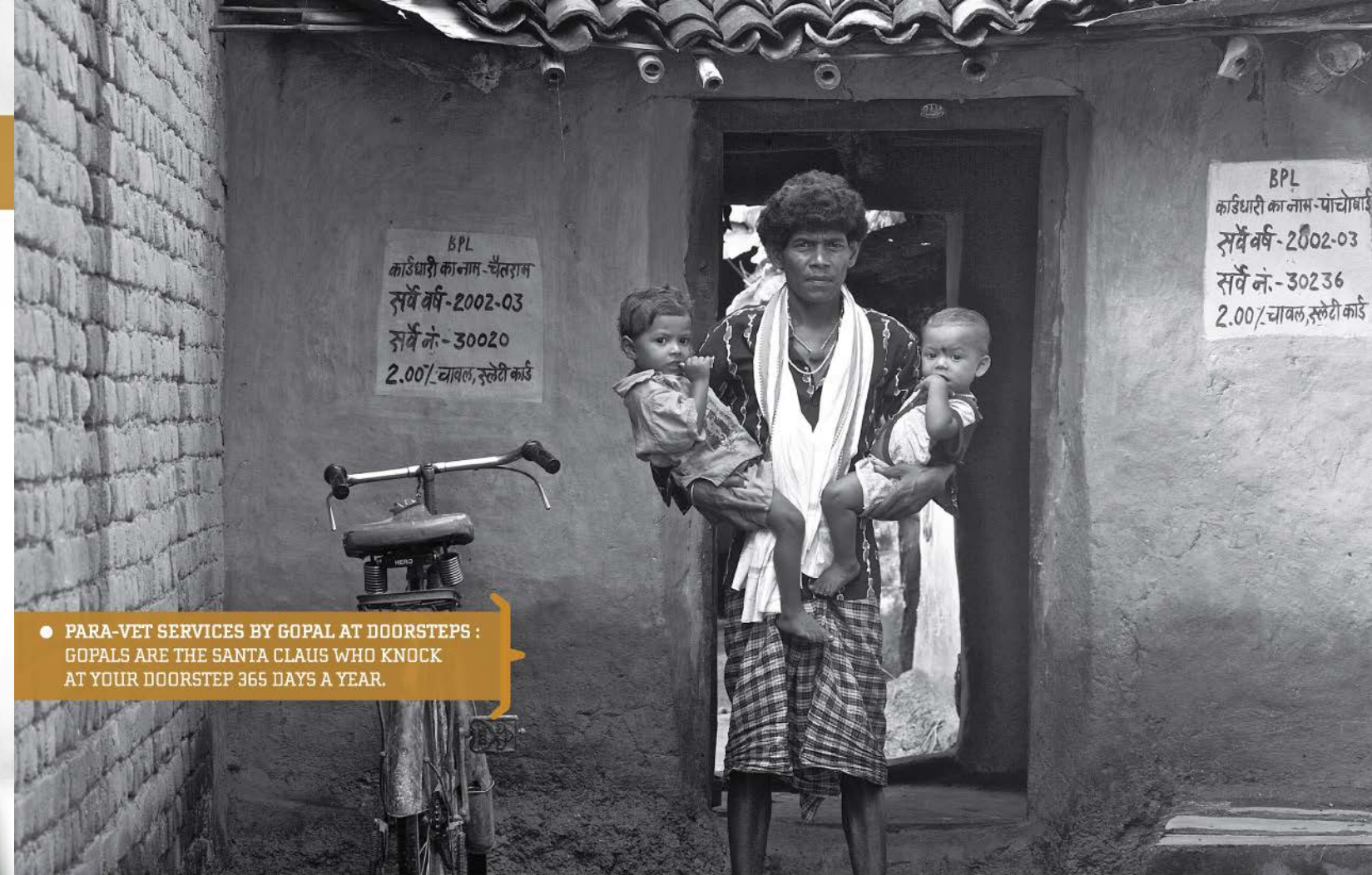




● THE LARGEST NGO IN ANIMAL HUSBANDRY SECTOR WITH FOCUS ON DAIRY LIVESTOCK BREEDING IN INDIA.



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● PARA-VET SERVICES BY GOPAL AT DOORSTEPS : GOPALS ARE THE SANTA CLAUS WHO KNOCK AT YOUR DOORSTEP 365 DAYS A YEAR.

SEPTEMBER 2012

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{ This magic programme has generated a new hope among the livestock owners for a happy and healthy life with food security. Adoption of the practices propagated by the Trust exhibits the persistent faith of the farmers towards the Trust.

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● **SHAPING UP PROUD CATTLE OWNERS :**
 BY MAKING SELF-RELIANT THROUGH TRAINING,
 DEMONSTRATION AND EXPOSURE TO NEW
 SKILLS & TECHNOLOGIES.



● **SCIENTIFIC EXPERTISE AT PAR WITH THE WORLD.**

OCTOBER 2012

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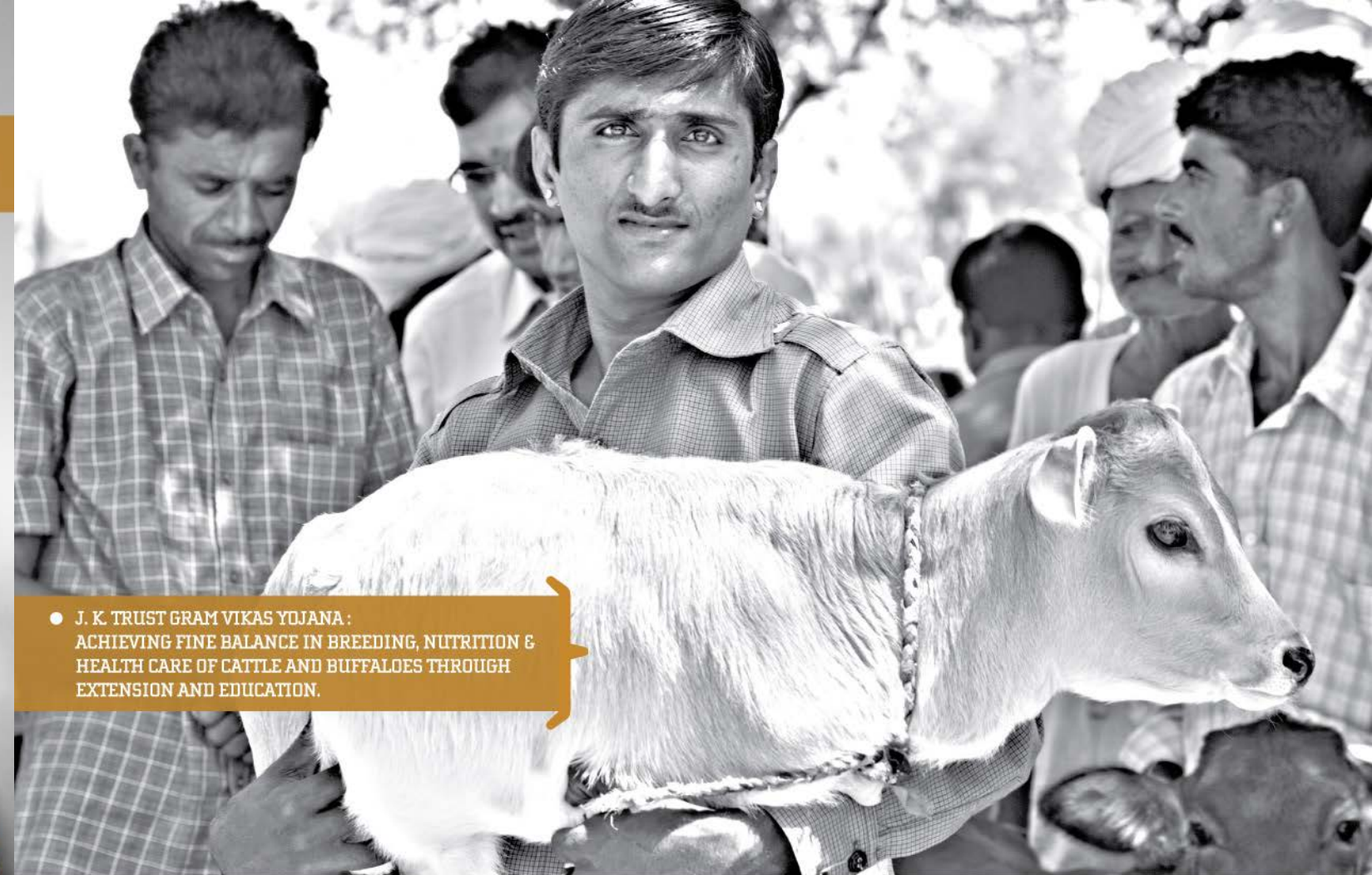
{ Investing 3 decades of research & experience to become India's largest NGO in dairy livestock breeding with continuous professional & corporate guidance from the experts of their fields.

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● ENSURING FINANCIAL AND FOOD SECURITY : HIGHER MILK YIELD RESULTS IN HIGHER INCOME, PROMISING BETTER QUALITY OF LIFE.



● J. K. TRUST GRAM VIKAS YOJANA : ACHIEVING FINE BALANCE IN BREEDING, NUTRITION & HEALTH CARE OF CATTLE AND BUFFALOES THROUGH EXTENSION AND EDUCATION.



NOVEMBER 2012

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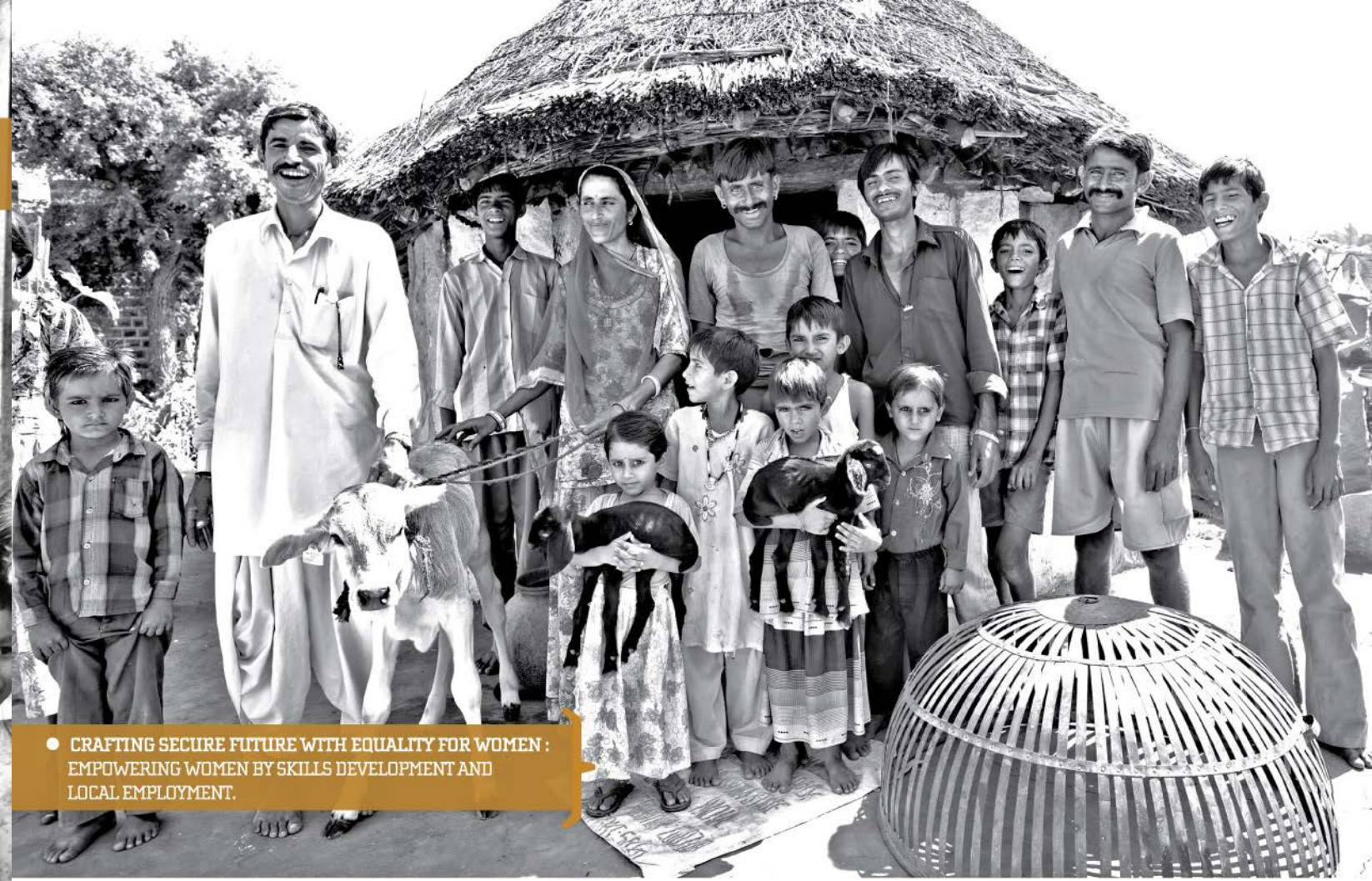
{ Continuous research is the key to maintaining the lead position in this endeavor. Hence, research goes on simultaneously with complete dedication and devotion.

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● MITIGATING MALNUTRITION :
LIGHTING SMILES ON THE FACES OF KIDS,
THE HEALTHY FUTURE OF INDIA.



● CRAFTING SECURE FUTURE WITH EQUALITY FOR WOMEN :
EMPOWERING WOMEN BY SKILLS DEVELOPMENT AND
LOCAL EMPLOYMENT.



DECEMBER 2012

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{ In 1997, a rural development scheme of the J.K. Trust, Bombay, known as 'J.K. Trust Gram Vikas Yojana' was launched. The mission of the J.K. Trust Gram Vikas Yojana is to significantly improve the quality of life in rural India through its Cattle Breed Improvement Programme (CBIP).

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Name of the State	No. of Districts	No. of centers
Andhra Pradesh	8	296
Bihar	15	384
Chhatisgarh	12	439
Gujarat	8	460
Haryana	21	968
Madhya Pradesh	27	779
Maharashtra	22	919
Punjab	5	100
Rajasthan	4	300
Uttarakhand	1	20
Total	123	4665