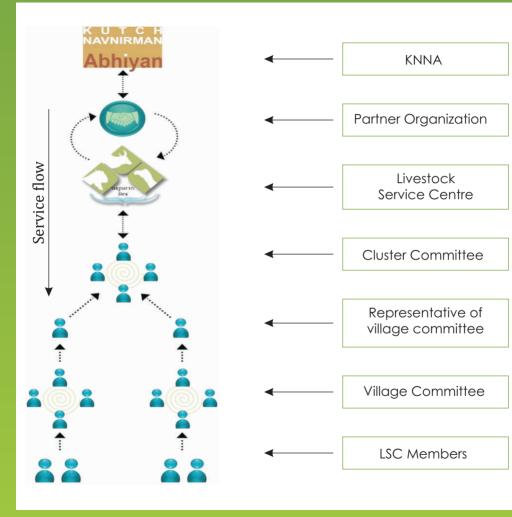


Enterprise Name	Livestock Service Centre
Institutional Structure	Producers' Company
Geographic Area	113 Villages in 6 clusters of Kutch district
Year of Formation	2011
Commodities	Cattle Feed, Animal Health and Agriculture
Current Membership	3686
Promoting Partners	Samjhyali Setu, Ujas Mahila Sanghthan, Vivekananda Research and Training Institute, Saiyare Jo Sanghthan, KFFFDT
Per Member Income	Rs. 17,288
Turnover in 2012	Rs. 291.47 lakhs

Kutch is geo-climatically one of the harshest regions of India with temperatures ranging from 40°C-45°C. About half of the land is uninhabited by human beings due to inhospitable conditions. With limited possibilities in agriculture, livestock plays a pivotal role in supporting the livelihoods of Kutch people. This leads to a complex cycle of overstocking of cattle as an insurance mechanism and migration as a coping strategy. As fodder and water availability are the limiting factors, in droughts, even if markets are present cattle have to migrate. When the dairy business started in 2007-08 in Kutch, cattle owners received good prices for their milk but the back-end dairy services were negligible. Seeing the scope in animal husbandry activities and breed improvement, Kutch Nav Nirman Abhiyan (KNNA) started Drought Proofing Program-II (DPP-II) with the support of Ford Foundation (FF) in July 2008.

A model of Livestock Services Producers' Company (LSC), which would provide all the back-end services for members' livestock was conceptualized. KNNA identified 13 clusters (15-20 villages) in different parts of Kutch where there was a need of dairy back end services. The objective was to develop linkages with the government animal husbandry department for implementing schemes in clusters, in order to make them available to the registered members of the LSC. ALC India was hired as a management agency for 2 years to assist in promotion and stabilizing the businesses of LSCs. Three of the 13 clusters have women members exclusively.





Registration day of Producer Company



Directors' Board Meeting of Producer Company



Meeting of Producer Company with FWWB



First Annual Meeting of Producer Company



Meeting of Producer Company with NDDB



First Annual Meeting of Producer Company

Each cluster has one Livestock Service
Center (LSC) and three to four sub-centers
through which Cattle feed, Mineral
Mixture, Primary Animal Health,
Vaccination, Deworming, Cattle Loan and
Cattle Insurance are provided to the LSC
members. In the year 2010, 90% of animals
were vaccinated. In 2010-11, the DPP-II
had 36.84% women members and 29.36%
landless laborers.

In the course of time, LSCs turned out to be a good intervention in the development of dairy back-end services and stabilized the milk production in the rural area. Milk producers get back-end services at the door step, at reasonable prices. The commencement of these centres has also reduced migration of cattle in drought conditions.

