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Pulse of Livestock Industry

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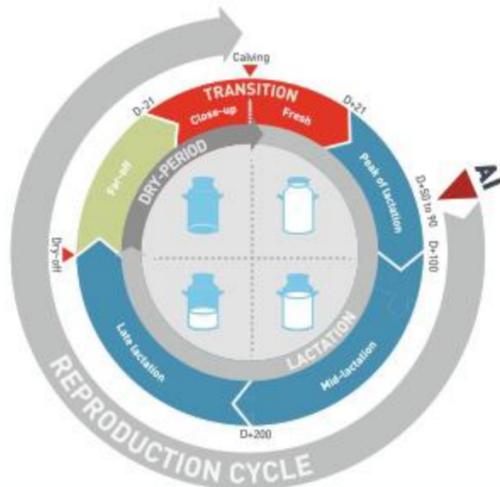


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03

ADISSEO
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The Adulteration is the biggest enemy of the Indian dairy sector

All states, including Punjab, are currently grappling with a massive paneer adulteration crisis. According to the Union Ministry of Health and Family Welfare, 47% of paneer and other milk product samples in Punjab have failed to meet quality standards. Of the 531 samples analysed in 2024-25, 255 were either adulterated or failed quality tests. Starch and sucrose were among the most common adulterants that were detected in paneer. The Food Safety and Standards Authority of India (FSSAI) has already flagged paneer as the most adulterated food item in the country, urging consumers and industry stakeholders to enhance vigilance. A whopping 83% of paneer samples tested between April 2024 and March 2025 failed basic food safety standards. Even worse, approximately 40% of the failed samples were deemed outright hazardous for human consumption due to the presence of illegal and toxic adulterants. In a decisive move against food adulteration, the FDA suspended three dairy licences after detecting large-scale irregularities in ghee manufacturing and sale in Indore. Laboratory analysis later found seven samples substandard, failing on almost five key quality parameters.

India's dairy sector is set for a transformative phase with the introduction of the new Fodder Policy, a strategic initiative designed to uplift rural livelihoods and strengthen national food security. The policy is not merely an agricultural intervention but a holistic approach to addressing the deep-rooted challenges faced by millions of farmers who depend on dairy for their survival. By ensuring a steady supply of affordable and nutritious fodder, the policy aims to enhance milk production efficiency, reduce input costs, and ultimately improve the quality of life for those in the dairy sector. Fodder is the backbone of dairy farming, making up over 60% of the total cost of milk production in India. The demand for quality fodder is immense. However, the sector has long struggled with shortages, price fluctuations, and poor quality feed, which have directly impacted the livelihoods of farmers and the stability of the dairy supply chain. The new Fodder Policy seeks to resolve these issues by boosting domestic fodder production, reducing reliance on imports, and guaranteeing year-round access to nutritious feed. This shift is expected to lower feed costs by up to 15%, directly increasing net income for dairy farmers and enhancing their economic security.

The Telangana State Dairy Development Cooperative Federation Ltd (TDDCF) has unveiled plans to significantly raise milk procurement to about 6 lakh litres per day, up from its current level of around 4 lakh litres – a move aimed at strengthening the cooperative's supply base and market presence in the state.

The Tamil Nadu Government has asked farmers to embrace modern technologies to boost productivity and value addition across the sector. Adoption of machinery and systems beyond traditional practices can unlock higher yields and better quality products. Financial support schemes are in place to encourage farmers to set up mini dairy units equipped with modern processing equipment, with assistance also available through Aavin – the state's milk cooperative – to help small and marginal producers integrate appropriate technologies into their operations. These technologies have shown potential to improve animal health, increase milk yield, enhance hygiene, reduce labour costs and improve decision-making through real-time data. segments.

India and Brazil have stepped up cooperation in cattle genetics, aiming to leverage Brazil's advanced dairy-cattle breeding experience and India's indigenous Zebu cattle heritage to improve milk yield and breed quality. The effort is led by ABCZ in Brazil and IFIZCI in India. The two organisations plan to exchange genetic material (semen and embryos), share breeding techniques, and set up modern genetic labs in India. These labs – proposed in Gurgaon (Haryana) and Gujarat – will offer services such as DNA-based testing, pedigree registration, and germplasm conservation at an affordable cost, aiming to benefit small and marginal dairy-farmers. NDDB has placed orders for doses of semen from high-performing Brazilian bulls to inseminate native Indian cows – a move meant to boost milk production in indigenous herds. The collaboration also contemplates embryo transfer and advanced assisted-reproductive technologies (ART), under relevant regulatory and phytosanitary frameworks. Partnership could address long-standing challenges in India's dairy sector – low yield per cow, limited genetic improvement, and fragmented breeding infrastructure – by combining Brazil's decades of breeding sophistication with India's vast cattle population and heritage Zebu breeds (like Gir, Kankrej, Red Sindhi, etc.). If executed successfully, the collaboration could help raise per-animal yield, increase availability of high-quality milk, and strengthen the dairy supply chain – benefiting both farmers and processors. However, the success will hinge on rigorous quality controls, transparent pedigree/registration systems, capacity-building among Indian breeders, and robust regulatory compliance.

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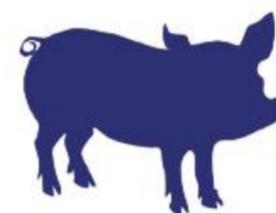


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ਠੰਢੇ ਮੌਸਮ ਦੌਰਾਨ ਪਸ਼ੂਆਂ ਨੂੰ ਮੂੰਹ ਖੁਰ ਦੀ ਬਿਮਾਰੀ ਤੋਂ ਕਿਵੇਂ ਬਚਾਈਏ

ਕੰਵਰਪਾਲ ਸਿੰਘ ਵਿੱਲੋਂ* ਅਤੇ ਬਿਕਰਮਜੀਤ ਸਿੰਘ

ਠੰਢੇ ਦੇ ਮੌਸਮ ਵਿੱਚ ਪਸ਼ੂਆਂ ਵਿੱਚ ਕਈ ਤਰ੍ਹਾਂ ਦੀਆਂ ਬਿਮਾਰੀਆਂ - ਜਿਵੇਂ ਛੂਤਕਾਰੀ (contagious), ਵੈਕਟਰ-ਬੋਰਨ (vector-borne) ਅਤੇ ਜ਼ੂਨੋਟਿਕ (zoonotic) ਬਿਮਾਰੀਆਂ - ਤੇਜ਼ੀ ਨਾਲ ਫੈਲਦੀਆਂ ਹਨ। ਇਹਨਾਂ ਘਾਤਕ ਬਿਮਾਰੀਆਂ ਵਿੱਚੋਂ ਮੂੰਹ ਖੁਰ (Foot and Mouth Disease) ਇੱਕ ਐਸੀ ਬਿਮਾਰੀ ਹੈ ਜੋ ਪਸ਼ੂ ਪਾਲਕਾਂ ਲਈ ਗੰਭੀਰ ਚਿੰਤਾ ਦਾ ਕਾਰਨ ਹੈ।

ਬਿਮਾਰੀ ਬਾਰੇ ਜਾਣਕਾਰੀ

ਮੂੰਹ ਖੁਰ ਇੱਕ ਬਹੁਤ ਛੂਤਕਾਰੀ ਵਾਇਰਸ ਬਿਮਾਰੀ ਹੈ ਜੋ ਐਫਥੋ ਵਾਇਰਸ (Aphthovirus) ਨਾਲ ਹੁੰਦੀ ਹੈ। ਇਹ ਮੁੱਖ ਤੌਰ 'ਤੇ ਦੋ ਖੁਰਾਂ ਵਾਲੇ ਪਸ਼ੂਆਂ - ਜਿਵੇਂ ਗਾਵਾਂ, ਮੱਝਾਂ, ਸੂਰਾਂ, ਭੇਡਾਂ ਅਤੇ ਬੱਕਰੀਆਂ - ਵਿੱਚ ਪਾਈ ਜਾਂਦੀ ਹੈ।

ਦੁਧਾਰੂ ਗਾਵਾਂ ਤੇ ਮੱਝਾਂ ਇਸ ਬਿਮਾਰੀ ਨਾਲ ਸਭ ਤੋਂ ਵੱਧ ਪ੍ਰਭਾਵਿਤ ਹੁੰਦੀਆਂ ਹਨ। ਹਾਲਾਂਕਿ ਮੌਤ ਦਰ ਘੱਟ ਹੁੰਦੀ ਹੈ, ਪਰ ਦੁੱਧ ਉਤਪਾਦਨ ਵਿੱਚ ਭਾਰੀ ਕਮੀ ਆਉਂਦੀ ਹੈ, ਜਿਸ ਨਾਲ ਪਸ਼ੂ ਪਾਲਕਾਂ ਨੂੰ ਵੱਡਾ ਆਰਥਿਕ ਨੁਕਸਾਨ ਝੱਲਣਾ ਪੈਂਦਾ ਹੈ।

ਭਾਰਤ ਵਿੱਚ ਇਸ ਵਾਇਰਸ ਦੀਆਂ ਚਾਰ ਕਿਸਮਾਂ - O, A, C ਅਤੇ Aisa-1 - ਮਿਲਦੀਆਂ ਹਨ, ਜਿਨ੍ਹਾਂ ਵਿੱਚੋਂ 'O' ਕਿਸਮ ਸਭ ਤੋਂ ਆਮ ਹੈ। ਇਹ ਬਿਮਾਰੀ ਵਿਦੇਸ਼ੀ ਅਤੇ ਦੇਸ਼ੀ ਨਸਲ ਦੇ ਪਸ਼ੂਆਂ ਵਿੱਚ ਵੱਧ ਨੁਕਸਾਨ ਕਰਦੀ ਹੈ। ਵਾਇਰਸ ਆਮ ਕੀਟਾਣੂਨਾਸ਼ਕਾਂ ਨਾਲ ਆਸਾਨੀ ਨਾਲ ਨਹੀਂ ਮਰਦਾ ਅਤੇ ਸੰਕ੍ਰਮਿਤ ਫਾਰਮ ਵਿੱਚ ਕਈ ਮਹੀਨਿਆਂ ਤੱਕ ਜਿਉਂਦਾ ਰਹਿ ਸਕਦਾ ਹੈ।

ਬਿਮਾਰੀ ਦੇ ਫੈਲਣ ਦੇ ਕਾਰਨ:

ਮੂੰਹ ਖੁਰ ਦਾ ਵਾਇਰਸ ਬਹੁਤ ਤੇਜ਼ੀ ਨਾਲ ਫੈਲਦਾ ਹੈ ਅਤੇ ਥੋੜ੍ਹੇ ਹੀ ਸਮੇਂ ਵਿੱਚ ਪੂਰੇ ਝੁੰਡ ਜਾਂ ਪਿੰਡ ਦੇ ਪਸ਼ੂਆਂ ਨੂੰ ਲਪੇਟ ਵਿੱਚ ਲੈ ਸਕਦਾ ਹੈ। ਇਹ ਵਿਸ਼ਾਣੂ ਬਿਮਾਰ ਪਸ਼ੂ ਦੇ ਸਾਰੇ ਸਤ੍ਹਾਵਾਂ (body secretions) ਵਿੱਚੋਂ ਨਿਕਲਦਾ ਹੈ ਅਤੇ ਹਵਾ ਰਾਹੀਂ 90 ਕਿਲੋਮੀਟਰ ਤੱਕ ਫੈਲ ਸਕਦਾ ਹੈ। ਬਿਮਾਰੀ ਦੇ ਫੈਲਣ ਦੇ ਮੁੱਖ ਕਾਰਨ ਹਨ:

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- ਗੱਭਣ ਪਸ਼ੂ ਤੂਅ ਜਾਂਦੇ ਹਨ।
- ਵੱਡੇ ਪਸ਼ੂਆਂ ਵਿੱਚ ਵਿਸ਼ਾਣੂ ਦਾ ਦਿਲ ਉੱਤੇ ਮਾੜਾ ਅਸਰ ਹੋਣ ਕਰਕੇ ਬਿਨ੍ਹਾਂ ਹੋਰ ਕੋਈ ਲੱਛਣ ਦਿਸੇ ਅਚਾਨਕ ਮੌਤ ਹੋ ਜਾਂਦੀ ਹੈ।
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ਬਿਮਾਰੀ ਦੇ ਲੱਛਣਾਂ ਤੋਂ ਇਸ ਬਿਮਾਰੀ ਦੀ ਪਛਾਣ ਕੀਤੀ ਜਾ ਸਕਦੀ ਹੈ। ਟਿਸ਼ੂ ਕਲਚਰ, ELISA ਅਤੇ ਪੀ.ਸੀ.ਆਰ ਵਰਗੇ ਟੈਸਟਾਂ ਨਾਲ ਬਿਮਾਰੀ ਦੀ ਪਛਾਣ ਕੀਤੀ ਜਾਂਦੀ ਹੈ। ਇਸ ਲਈ ਬਿਮਾਰ ਪਸ਼ੂ ਦੇ ਮੂੰਹ ਦੇ ਛਾਲਿਆਂ ਦੀ ਝਿਲੀ ਤੇ ਪਾਣੀ ਜਾਂ ਮੂੰਹ ਦੀਆਂ ਲਾਰਾਂ ਦਾ ਸੈਂਪਲ ਲੈਬੋਰਟਰੀ ਨੂੰ ਭੇਜਣਾ ਚਾਹੀਦਾ ਹੈ।

ਬਿਮਾਰੀ ਦਾ ਇਲਾਜ:

- ਮੂੰਹ ਖੁਰ ਦਾ ਖਾਸ ਇਲਾਜ ਨਹੀਂ ਹੈ, ਸਿਰਫ ਲੱਛਣਾਂ ਅਨੁਸਾਰ ਉਪਚਾਰ ਕੀਤਾ ਜਾਂਦਾ ਹੈ।
- ਮੂੰਹ ਦੇ ਛਾਲਿਆਂ ਨੂੰ ਲਾਲ ਦਵਾਈ ਦੇ ਘੋਲ (1:1000) ਨਾਲ ਧੋ ਕੇ ਬੋਰੋਗਲੈਸਰੀਨ (੮੫੦ ਮਿ.ਲੀ ਗਲੈਸਰੀਨ + ੧੨੦ ਗ੍ਰਾਮ ਬੋਰੇਕਸ) ਲਗਾਈ ਜਾ ਸਕਦੀ ਹੈ।
- ਖੁਰਾਂ ਦੇ ਛਾਲਿਆਂ ਨੂੰ ਵੀ ਲਾਲ ਦਵਾਈ ਨਾਲ ਸਾਫ ਕਰੋ।
- ਸੈਕੰਡਰੀ ਇਨਫੈਕਸ਼ਨ ਤੋਂ ਬਚਾਉਣ ਲਈ ਐਂਟੀਬਾਇਓਟਿਕਸ ਵਰਤੀਆਂ ਜਾ ਸਕਦੀਆਂ ਹਨ।
- ਪਸ਼ੂ ਨੂੰ ਨਰਮ ਅਤੇ ਸੰਤੁਲਿਤ ਆਹਾਰ ਦਿਓ, ਤਾਂ ਕਿ ਉਹ ਆਸਾਨੀ ਨਾਲ ਖਾ ਸਕੇ।

ਬਚਾਅ ਅਤੇ ਸੁਰੱਖਿਆ ਉਪਾਅ:

- ਸਰਦੀਆਂ ਸ਼ੁਰੂ ਹੋਣ ਤੋਂ ਪਹਿਲਾਂ, ਚਾਰ ਮਹੀਨੇ ਤੋਂ ਵੱਡੀ ਉਮਰ ਦੇ ਸਾਰੇ ਪਸ਼ੂਆਂ ਨੂੰ ਬਿਮਾਰੀ ਤੋਂ ਬਚਾਉ ਲਈ ਹਰ ੬ ਮਹੀਨੇ ਵਿੱਚ (ਦਸੰਬਰ-ਜਨਵਰੀ ਅਤੇ ਜੂਨ-ਜੁਲਾਈ) ਮੂੰਹ ਖੁਰ ਦੇ ਟੀਕੇ ਜ਼ਰੂਰ ਲਗਾਉਣੇ ਚਾਹੀਦੇ ਹਨ ਅਤੇ ਪਹਿਲੇ ਟੀਕੇ ਲੱਗਣ ਤੋਂ ੩ ਹਫਤੇ ਬਾਅਦ ਬੂਸਟਰ ਟੀਕਾ ਲਗਵਾਉਣਾ ਯਕੀਨੀ ਬਣਾਉਣਾ ਚਾਹੀਦਾ ਹੈ।

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- ਮਰੇ ਹੋਏ ਜਾਨਵਰਾਂ ਨੂੰ ਠੀਕ ਢੰਗ ਨਾਲ ਚੂਨਾ ਪਾ ਕੇ ਦਬਾਉਣਾ ਚਾਹੀਦਾ ਹੈ।
- ਬਿਮਾਰੀ ਹੋਣ ਦੀ ਸੂਰਤ ਵਿੱਚ ਪਸ਼ੂ ਪਾਲਣ ਵਿਭਾਗ ਦੇ ਵੈਟਨਰੀ ਡਾਕਟਰ ਨੂੰ ਤੁਰੰਤ ਸੂਚਨਾ ਦੇਣੀ ਚਾਹੀਦੀ ਹੈ।

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The Science of SMART

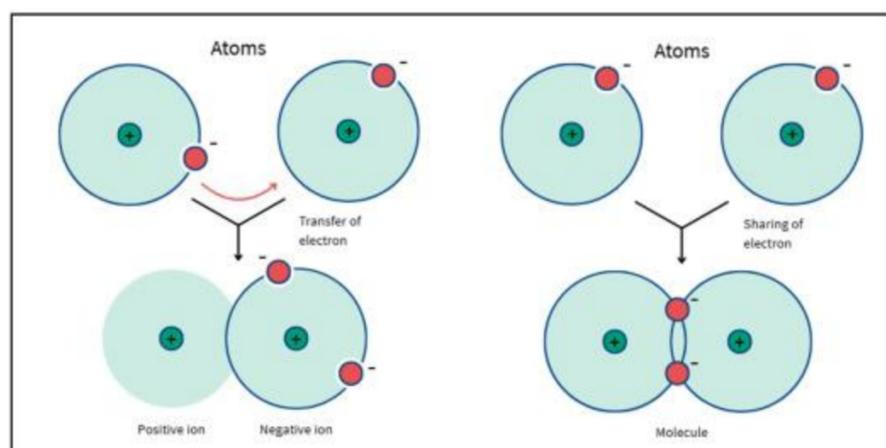
Redefining Animal Nutrition with Advanced Hydroxy Minerals for Superior Animal Performance

Sopaphan Pruekvimolphan
Regional Technical Lead, Orffa Thailand

Trace minerals such as zinc, copper, and manganese are fundamental to animal physiology, influencing enzymatic activity, immune response, and metabolic processes. Historically, these minerals have been supplied through inorganic sources such as sulphates and oxides, which, despite their widespread use, present significant limitations in terms of bioavailability and stability. The evolution of mineral supplementation has led to the development of hydroxy trace minerals, exemplified by Excential SMART, which offers a scientifically advanced solution to overcome these challenges. This article provides an in-depth review of the chemical characteristics, functional benefits, and comparative advantages of hydroxy trace minerals over previous generations, supported by peer-reviewed studies and empirical data.

The progression of mineral sources can be categorized into three generations. The first generation, comprising inorganic sulphates and oxides, is characterized by ionic bonding and high solubility in the case of sulphates (Figure 1). While this property facilitates rapid ionization, it also predisposes these compounds to undesirable interactions within feed matrices, leading to degradation of vitamins and the formation of insoluble complexes. Furthermore, oxides exhibit extremely low solubility, resulting in poor bioavailability and limited physiological efficacy. These drawbacks have prompted the search for alternatives that minimize antagonistic effects and enhance nutrient utilization.

Figure 1: Comparing ionic bond - transfer of electron - which is considered as weak bond as compared to covalent bond - sharing of electrons.



The second generation introduced organic complexes /chelates, which employ covalent bonding with organic ligands such as amino acids or peptides. This structural modification significantly improved mineral absorption and reduced antagonistic interactions compared to sulphates. Organic trace minerals have a ligand with a

high molecular weight, leading to low concentration of trace elements in the product. This can cause higher inclusion costs compared to other trace mineral sources.

Additionally, variabilities of the ligands have raised concerns regarding consistency and quality control, limiting their widespread adoption despite their nutritional advantages (Table 1).

Table 1: Various ligands of organic trace minerals which could lead to uncertainty in bond strength.

Types	Descriptions or examples
Proteinate complex	Proteinate or peptide from hydrolyzed soybean protein
Amino acid chelates or complexes	Specific or non-specific amino acid(s) chelate or complex e.g. Glycinates
Organic acid complex	Propionic acid-metal
Sugar complex	Polysaccharide-metal

The third generation, represented by hydroxy trace minerals such as those in Excential SMART, incorporates covalent bonding within a crystalline matrix of hydroxyl ligands (Table 2). This configuration confers exceptional physicochemical stability, ensuring minimal reactivity at neutral pH and controlled solubilization under conditions in the gastrointestinal tract. The result is a sustained release of mineral ions, optimized for absorption in the small intestine. In ruminants, it has been shown that Excential SMART hydroxy trace minerals do not affect gas production in the rumen, allowing for normal fiber fermentation while both sulphates as well as organic trace minerals reduce gas production in the rumen. Hydroxy trace minerals also exhibit superior feed stability, preventing oxidative degradation of sensitive nutrients such as vitamins A and E. Their high mineral concentration and cost-effectiveness further reinforce their position as the preferred choice for modern animal nutrition.

Table 2: Crystalline matrix of hydroxyl ligands and trace element components of Excential SMART products.

Product	Excential SmartC	Excential SmartZ	Excential SmartM
Component	Tri basic copper chloride	Zinc hydroxychloride	Manganese hydroxychloride
Content	Cu 58%, minimum	Zn 58%, minimum	Mn 45%, minimum

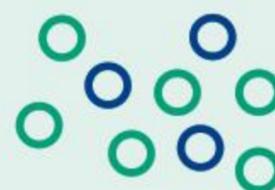


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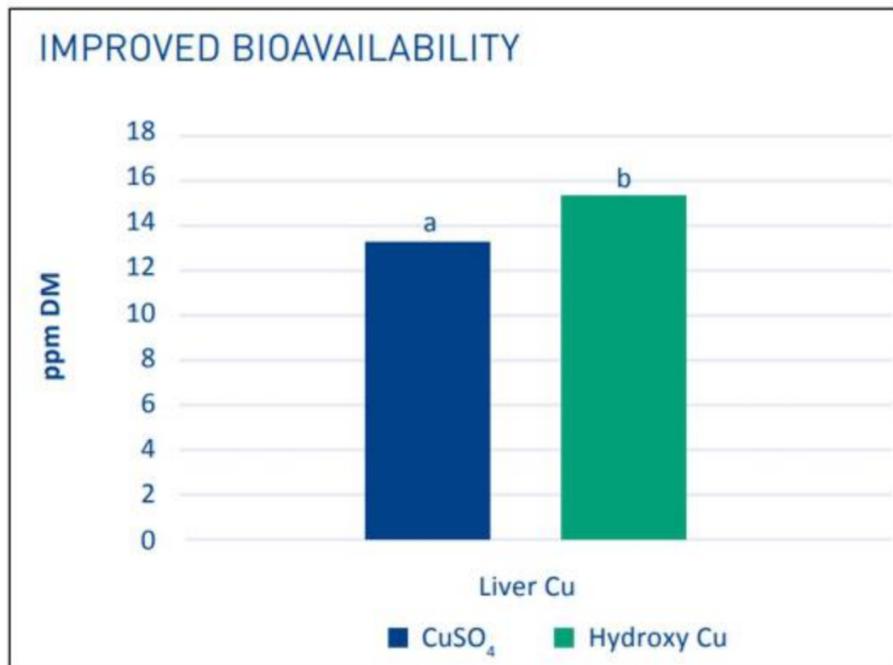
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Engineering Feed Solutions



A variety of trials evidence highlights the efficacy of hydroxy trace minerals in improving animal performance and health. *In vivo* trials have demonstrated that hydroxy copper supplementation results in significantly elevated copper deposition compared to copper sulphate ($P < 0.05$). **Figure 2 shows higher Cu deposited in liver from hydroxy source, as compared to sulphate source.**



Similar findings have been reported for zinc and manganese, where hydroxy forms exhibit enhanced tissue deposition and enzymatic activity. In poultry studies, broilers receiving hydroxy minerals achieved comparable or superior growth metrics at reduced inclusion rates, highlighting their efficiency in nutrient delivery. Vitamin stability is another critical parameter influenced by mineral sources. A recent Orffa trial indicates that hydroxy minerals reduce degradation of fat-soluble vitamins, preserving up to 90% of vitamin A and E content over extended storage period, whereas sulphate-based formulations exhibit marked losses within weeks (Figure 3a and 3b). This attribute is particularly relevant in premix manufacturing, where nutrient integrity directly impacts feed quality and animal health outcomes.

Figure 3a: Vitamin A content in 2 premixes with identical composition of trace minerals from SMART source and Inorganic source of Zn, Cu, and Mn, at 14000, 18000, and 10000 ppm, respectively in 3 months storage duration.

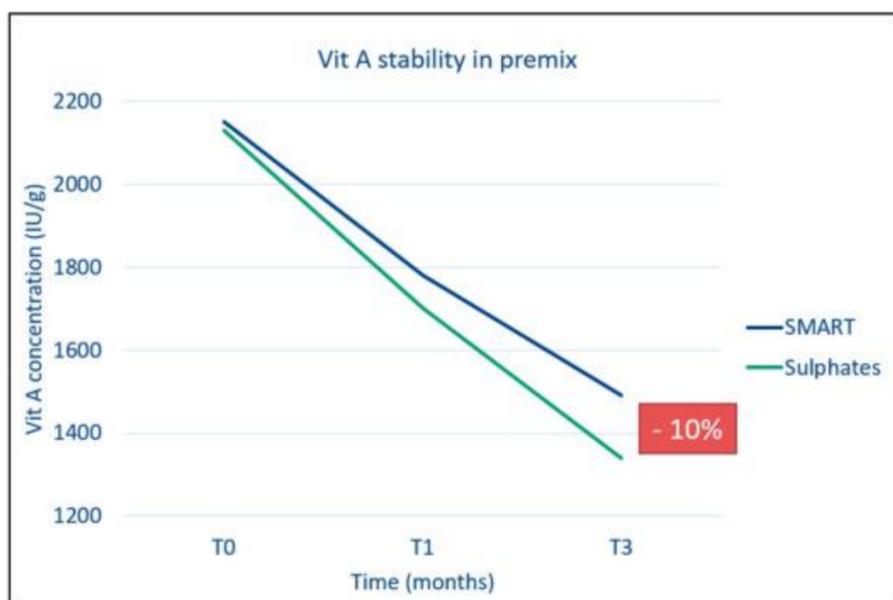
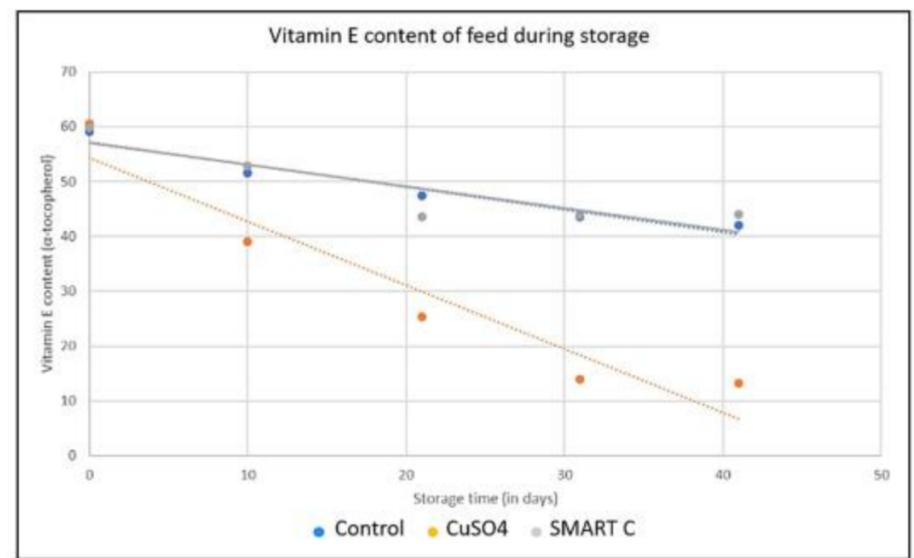


Figure 3b: Vitamin E content in feed during storage.

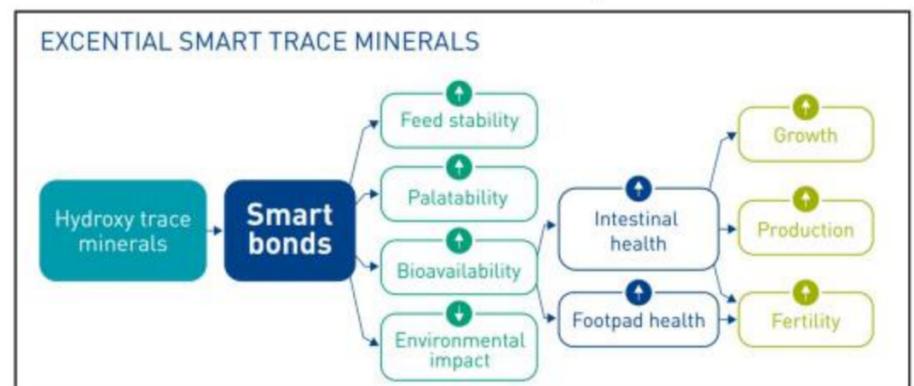


Palatability and feed intake have also been shown to be better with hydroxy mineral supplementation compared to other sources. Studies involving calves revealed a preference for hydroxy-based formulations over sulphates and organic complexes/chelates, suggesting that these other sources may be more soluble in the mouth, saliva which can cause an adverse taste, while hydroxy trace minerals will not.

Beyond nutritional efficacy, hydroxy trace minerals contribute to environmental sustainability by reducing mineral excretion. Lower fecal output of copper, zinc, and manganese translates into decreased accumulation in soil and water systems, aligning with global initiatives aimed at mitigating heavy metal pollution and eutrophication. This environmental benefit, coupled with improved feed efficiency, positions hydroxy minerals as a strategic component of sustainable livestock production systems.

Summary

Hydroxy trace minerals, as represented by products like Excential SMART, offer significant advantages in animal nutrition due to their unique crystalline structure and covalent bonding, which enhance stability and bioavailability. Studies demonstrate that these minerals improve animal performance and health, maintain vitamin integrity during storage, and support better palatability and feed intake. Additionally, hydroxy trace minerals promote environmental sustainability by reducing mineral excretion and the associated risks of soil and water contamination, making them an optimal choice for modern and sustainable livestock production.



References available upon request.



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Top 10 Feeding Myths Among Indian Farmers – Simple Truths Every Dairy Farmer Should Know

¹Shrey Gautam, ²Sachin Gautam, ³Surbhi Singh, ¹Jayant Kumar kakwani, ¹Akash Pawar, ¹Akanksha, ⁴Sonu Jaiswal

Introduction

When feed is correct medicine is of no need, when feed is incorrect medicine is of no use.

In livestock farming, feeding is the biggest cost. Many farmers still follow old beliefs that reduce milk and harm animal health. These feeding mistakes can cause low production, infertility, and unnecessary medical expenses.

Many dairy farmers feed their animals based on practices passed down from elders. Some of these ideas work, but many are outdated and silently reduce milk production. Incorrect feeding not only wastes money but also affects animal fertility and overall health.

Here are 10 very common feeding myths and their simple scientific truths that every farmer should know.

1. Myth: “More concentrate gives more milk.”

- **Truth:** Too much concentrate causes acidity in the cow's stomach.

Cows need more roughage (*bhusa* + green fodder) and limited concentrate.

Balanced feeding keeps the rumen healthy and increases milk safely.

2. Myth: “Green fodder alone is enough.”

- **Truth:** High-yielding animals need more than green fodder.

They must receive:

Dry fodder, Concentrate mixture, Mineral mixture, Clean water

Only green fodder = low milk + weak body

3. Myth: “Salt is enough, mineral mixture is not needed.”

- **Truth:** Salt provides only sodium and chloride.

Animals also need calcium, phosphorus, copper, zinc, cobalt, etc.

Daily mineral mixture improves - Fertility, Bone strength, Immunity, Milk yield.

Mineral Mixture Guide for Farmers:

A good mineral mixture should have:

- High Calcium & Phosphorus
 - for bones, milk, and fertility
- Some Magnesium
 - prevents muscle weakness
- Iron, Copper, Zinc, Iodine, Cobalt
 - for healthy calves, good heat cycle, healthy coat
- Very low Fluorine
 - prevents teeth and bone damage
- NO harmful bacteria
 - ensures animal safety

Before buying, ensure the package/label includes or you confirm:

The mixture is labelled under “Mineral Mixtures for Supplementing Cattle Feeds / Livestock Feeds.”

It is certified with BIS/ISI-Mark or shows a licence number.

The product label lists key minerals (Ca, P, Mg, Cu, Zn, Mn, Co, I, Fe, etc.), and indicates correct percentages or safe ranges, not just vague “vitamins + minerals”.

It is free-flowing powder (not lumps), with no visible adulterants, mold, bad smell.

4. Myth: “Urea feeding increases milk fast.”

- **Truth:** Urea is safe only in very small amounts.

Overfeeding urea can cause: Poisoning, Infertility, Animals refusing feed. It must always be mixed properly.

Below are the safe feeding amounts for each stage

Calves (0-6 months)

NO UREA AT ALL

Rumen is not developed enough to handle urea.

Growing Heifers (6-12 months)

ONLY 10-15 grams per day

Mixed in concentrate (or through small amount of urea-treated straw)

Reason: Rumen microbes still developing → low tolerance.

Heifers (12-24 months)

- 20-30 grams per day

Only if mixed properly with:

Energy sources (maize, barley, grains)

Sufficient roughage

Dry Cows (Non-lactating adult cows)

- 30-50 grams per day

Best used when:

Fodder is poor quality

Straw-based ration is high

Lactating Cows (Milking cows)

- 40-80 grams per day (depending on milk yield)

Low yield (up to 5 L/day): 30-40 g/day

Moderate yield (6-10 L/day): 40-60 g/day

High yield (>10 L/day): 60-80 g/day

Condition: must be mixed with good energy feed; NOT raw.

Pregnant Cows (Dry-off to late gestation)

- ✓ 20-40 grams per day

Overfeeding urea during advanced pregnancy → risky.

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5. Myth: “Adding more oil to the feed improves milk fat percentage.”

- **Truth:** Oil in excess harms digestion.

The cow's rumen cannot handle too much raw oil. Only bypass fat is safe for improving milk fat.

Bypass fat is a special type of fat that does not get digested in the rumen.

Instead, it reaches the intestine and gives energy directly → this helps increase milk yield, milk fat, and keeps the animal strong during heat stress and early lactation.

Below is the simple way to add it to the animal's diet.

Buy Bypass Fat from a Good Company

You can buy ready-made bypass fat powder from:

Veterinary medicine shops

Feed stores / feed mills

Cooperatives (Amul, Sudha, Parag, Milma, etc.) Online stores

Price: Usually ₹100-₹140 per kg.

Do NOT use normal ghee/oil.

Only protected/bypass fat works.

How Much to Feed Per Day?

Give according to the milk yield:

Low milk (6-8 L/day): 50 grams/day

Medium milk (8-12 L/day): 75 grams/day

High milk (12+ L/day): 100 grams/day

Peak lactation (first 60 days): 100-150 grams/day

Do NOT give more than 150 grams/day → waste + digestion problem.

How to Mix It?

You can mix it like this:

Method 1: Mix with Concentrate

Take the animal's usual dana (concentrate):

- Add bypass fat powder
- Mix with hand
- Give directly

Method 2: Mix with Gud + Dana

Many farmers prefer this:

- Take 1 handful of dana
- Add bypass fat
- Add a small piece of Jaggery
- Mix
- Feed immediately

The sweetness of Jaggery improves taste, and the animal eats the bypass fat easily.

Method 3: Mix with Dry Fodder

If animal does not eat powder:

- Sprinkle bypass fat on bhusa
- Mix well
- Then give

What NOT to Do (Very Important)

- ✗ Do NOT mix bypass fat in hot water
- ✗ Do NOT feed raw oil or ghee instead (it harms rumen)

- ✗ Do NOT give too much at one time
- ✗ Do NOT feed to animals not eating properly
- ✗ Do NOT feed expired or caked material

6. Myth: “Feeding less in summer keeps animals cool.”

- **Truth:** Animals need more energy during heat stress.

To reduce heat stress:

Give cool water

Provide shade

Feed in evening

Give electrolytes

Use bypass fat, reducing feed worsens the problem.

7. Belief: “Urea-treated bhusa is not safe.”

- **Truth:** When prepared correctly, urea-treated bhusa is safe, softer, and more digestible.

It helps animals utilize poor-quality straw more effectively and reduces feed cost.

8. Myth: “Feeding gur/jaggery increases milk immediately.”

- **Truth:** Gur only gives sugar.

Milk production needs protein + minerals + good-quality fodder.

Gur alone cannot increase milk.

9. Myth: “Calves don't need milk after 1 month.”

- **Truth:** Calves need milk for at least 3 months.

Stopping milk early leads to:

Weak growth

Poor immunity

Delayed maturity

Start fodder slowly, but do not stop milk early.

10. Myth: “If an animal is eating well, it is healthy.”

- **Truth:** Many mineral deficiencies show no early signs. Animals may eat normally but still have:

- Silent heat
- Repeat breeding
- Weak bones
- Low immunity

Daily mineral mixture prevents these problems.

Conclusion

Milk yield and animal health improve when feeding is done scientifically, not traditionally. Small daily changes—like giving mineral mixture, balancing fodder, avoiding excess concentrate—can greatly increase milk, fertility, and farmer income.

¹Shrey Gautam, ²Sachin Gautam, ³Surbhi Singh,

¹Jayant Kumar kakwani, ¹Akash Pawar,

¹Akanksha, ⁴Sonu Jaiswal

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College of Veterinary Science and Animal Husbandry

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<http://www.parifeeds.com>

Email:

support@parifeeds.com

Fine organic Industries Ltd. Receives ANSI Industry Entrepreneurship Award 2025



Recognized for innovative and sustainable solutions

At the 21st Biennial International conference of the Animal Nutrition society of India (ANSICON 2025), held from 19 to 21, 2025, Fine Organic Industries Limited was honoured with the Prestigious "ANSI Industry Entrepreneurship Award 2025."

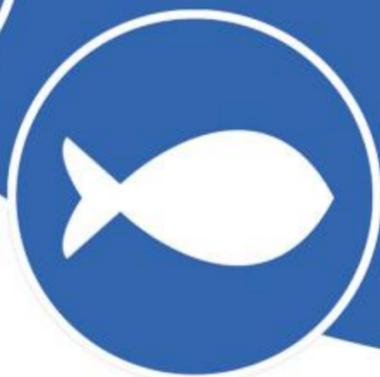
The award was presented to Mr Shriniwas M Sawant, Vice President (Animal Nutrition) at Fine Organics, in recognition of the company's outstanding contributions to innovation and sustainable solutions in animal nutrition.

The award ceremony featured eminent dignitaries, including:

- Dr Raghavendra Bhatta Deputy Director General (Animal Science), ICAR
- Dr Bijendra Singh, Vice Chancellor, ANDUAT (UP)
- Dr Niteen Patil, Vice Chancellor, Nagpur Veterinary College
- Dr. Prakash Rao Duvvuri, Founder/CMD, Prakash Foods & Feeds, Chennai
- Dr A. P. S. Sethi President. ANSI

Fine Organic Industries Ltd. has developed a range of innovative products derived from edible vegetable oils, designed to replace harmful substances in animal feed. These solutions are not only safe and efficient but also support sustainability across multiple livestock and aquaculture sectors, including ruminants, poultry, swine, and fish. This recognition underscores Fine Organics' ongoing commitment to advancing animal nutrition through science-driven sustainable technologies.





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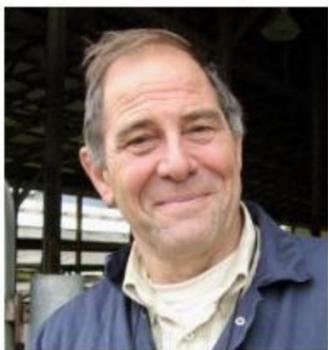
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INTERNATIONAL EXPERTS



Mr. John Bonnier,
Dairy Development Consultant

Has over 40 years of global experience in dairy production, advisory services, and value chain development. A graduate in Tropical Agriculture and Animal Production from the National Agricultural College, Deventer, he has led projects across Africa, Asia, and Europe, including a major EU dairy development initiative in China. His expertise spans farm management, smallholder programs, and training, with tailored solutions for diverse production systems. He has authored practical manuals on modern dairy farming and continues to promote sustainable practices worldwide.



Dr. Joost Snoep,
Veterinarian and Dairy Management Advisor,

Graduated as a DVM in 1972 from the University of Utrecht, Netherlands. He ran a private veterinary practice for 12 years before joining the Royal Animal Health Service in 1984 as a senior cattle specialist. In 2002, he became an official Bovine Health Specialist and, in 2007, a Diplomat of the European College of Bovine Health Management (ECBHM). His work focused on complex cattle health issues and post-academic training for veterinarians. Since 2010, through his consultancy, he has advised dairy farms worldwide, improving herd health and production efficiency to reduce milk costs.

INTERNATIONAL EXPERTS



Mr. Sieger (George) Siderius,
Reproduction and AI Specialist,

Grew up on a dairy farm in the Netherlands, gaining hands-on experience with cattle from an early age. After studying farm and livestock management at the Agricultural College in Leeuwarden, he worked in Zambia for three years advising agricultural cooperatives. Returning to the Netherlands, he joined CRV, where he specialized in Artificial Insemination (AI) and fertility, eventually becoming Head of AI and trainer. He has conducted AI training for technicians and farmers worldwide, including Azerbaijan, Africa, Bangladesh, and Ukraine, promoting animal welfare and improving herd fertility through practical courses and tailored advice.

YOUR WEEKLY CHECK-IN NATIONAL EXPERT



Dr. Channegowda H.K.,
Veterinarian and Animal Nutritionist,

Began his career in 1992 specializing in animal nutrition, feeding, and management. With extensive experience in dairy and poultry health, feed formulation, and quality control, he has consulted across India, South Asia, the Middle East, and East Africa for leading companies like CPF India, Supreme Feeds, and Zeus Biotech. His work includes research on mycotoxins and feed enzymes at Alltech's Bioscience Centre, Kentucky, and contributions to NDDDB's INAPH program and FAO's avian influenza control. Dr. Gowda has conducted 1,000+ training programs, organized 100+ health camps, and is a recognized speaker and author in animal nutrition.



नवजात मेमनों का वैज्ञानिक प्रबंधन

शिवप्रसाद मीणा*, पीयूष यादव*, अजय प्रकाश यादव*,
अभिषेक कुमार** और एम.एस. महेश**

पशुपालन भारतीय कृषक का एक महत्वपूर्ण आय स्रोत है। कम लागत व कम संसाधनों में ज्यादा आय प्राप्त होने के कारण बकरी पालन के प्रति पशुपालकों का रुझान बढ़ रहा है, इसीलिए इसे "गरीब की गाय" भी कहा जाता है। बकरी पालन में बेहतर पोषण, प्रजनन, आवास, सामान्य प्रबंधन और स्वास्थ्य सेवाओं इत्यादि की वैज्ञानिक पद्धतियों को अपना कर अच्छा उत्पादन किया जा सकता है। भारत में बकरी पालन प्रमुखतरु मांस उत्पादन के लिए किया जाता है जिसका मुख्य उद्देश्य प्रत्येक बकरी से प्रतिवर्ष अधिकतम स्वस्थ बच्चे उत्पन्न करना है। नवजात मेमने की अधिकतम उत्पादकता उनके जीवित रहने की दर एवं उनके शारीरिक भार की वृद्धि दर पर निर्भर करती है। परंपरागत बकरी पालन व्यवसाय में नवजात बच्चों की अत्यधिक मृत्युदर (25%) एवं शारीरिक भार वृद्धि दर का कम होना (20-40%) एक मुख्य समस्या है। बकरी पालन तभी लाभप्रद हो सकता है, जब प्रत्येक बकरी से प्रतिवर्ष न केवल अत्यधिक बच्चे पैदा हो बल्कि वे जीवित भी रहें तथा उनकी प्रतिदिन शारीरिक भार वृद्धि दर भी उत्तम (100 ग्राम तक) रहे। नवजात मेमने के उत्तम स्वास्थ्य प्रबंधन द्वारा मृत्युदर में कमी तथा इष्टतम शारीरिक भार वृद्धि एक विशेष प्रबंधन तकनीकी हैं जो बकरियों को गर्भित कराने से आरंभ हो जाती हैं। इसी दिशा में प्रस्तुत लेख में इन्हीं आयामों जैसे सामान्य प्रबंधन, आवास, पोषण और स्वास्थ्य के बारे में संक्षिप्त रूप में चर्चा की गई है जिन्हें ध्यान में रखकर एवं अपनाकर पशुपालक अपने फार्म की आर्थिक स्थिति में सुधार कर सकते हैं।

नवजात मेमने का सामान्य प्रबंधन

- यह नवजात मेमने के जन्म अथवा प्रसव के साथ ही प्रारंभ हो जाता है। जब प्रसव के बाद बकरी मेमने को चाटने लगती है, तो उसे चाटने दे एवं यदि बच्चों के नथुनों और मुंह पर श्लेष्मा लगा हो तो उसे सूखे मुलायम कपड़े से साफ कर दें।
- सूखे कपड़े से पूरे शरीर विशेष कर छाती को पोछने से मेमने के रक्त संचालन में बढ़ोतरी होती है और इससे उसे ठंड का अनुभव कम होगा।
- जन्म के तुरंत बाद अगर नवजात श्वसन क्रिया में परेशानी महसूस कर रहा है तो इसका कारण श्वसन नली में श्लेष्मा का जमा होना है, इस स्थिति में नवजात को कृत्रिम विधि से श्वास दिलाना चाहिए जैसे नवजात की जीभ को बाहर खींचना चाहिए और सीने को थप-थपाना चाहिए या दो मिनट के लिए दोनों पैरों को पकड़ कर उल्टा लटका देना चाहिए जिससे नवजात की श्वास प्रक्रिया को सामान्य किया जा सके।
- यह अवश्य जांच करें कि दोनों थनों से खीस या प्रथम दुग्ध (कोलोस्ट्रम) आ रहा है या नहीं, यदि खीस नहीं आ रहा है तो उसे हाथों से दबाकर निकालना चाहिए।
- जन्म के आधे घंटे के भीतर मेमने को शीघ्रातिशीघ्र प्रथम दुग्ध (खीस) अवश्य पिलाना चाहिए, जिससे उनमें रोग प्रतिरोधक

क्षमता बढ़ेगी क्योंकि इस दौरान यह आंत के द्वारा सीधे अवशोषित कर लिया जाता है तथा यह खीस नवजात की आंतों में जमा प्रथम मल (मेकोनियम) को भी बाहर निकालने में सहायता करता है।

- जन्म के बाद यह अवश्य जांच करें कि मेकोनियम(जो कि पीले रंग का होता है) पास किया गया है या नहीं, अगर वह मलद्वार के आसपास लगा हुआ है, तो उसे अच्छे कपड़े या कॉटन से साफ करें।
- सामान्यतरु बकरी पालक एकल पैदा हुए बच्चों एवं जुड़वा के रूप में (दो या दो से अधिक) पैदा हुए बच्चों की एक समान रूप से देखभाल करते हैं जबकि दो या दो से अधिक जन्मे बच्चों की साफ सफाई, दुग्धपान, आवास, हवा व धूप से बचाव की विशेष व्यवस्था एवं अधिक सावधानी रखनी चाहिए।
- लगभग 15 से 20: बकरियां अपने प्रथम बयात में कम दूध देती हैं या बयाने के 10 से 20 दिन बाद दूध देना आरंभ करती हैं ऐसी परिस्थितियों में जिन बकरियों में अतिरिक्त दूध उत्पन्न हो या जो बकरियां उन बच्चों की मां के साथ लगभग दो-चार दिन आगे-पीछे बयाई हो उन बकरियों का दूध, कम दूध देनेवाली मां के बच्चों को पिलाना चाहिए।
- जो मेमने दूध पीने में असमर्थ हैं (चाहे तो स्वास्थ्य संबंधित कारण हो) उनको निप्पल वाली बोतल से दूध पिलाना चाहिए।
- दूध छुड़ाने की उम्र पर जिन नर मेमनों की बढ़वार दर (शारीरिक भार) सामान्य मेमनों से 25-40% अधिक हो, उन्हें भविष्य के लिए प्रजनक बकरे (प्रजनक) के रूप में चिन्हित करना चाहिए।



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नवजात मेमनों का उचित आवास प्रबंधन

- प्रसव के तुरंत बाद बच्चों को उनकी मां के साथ अलग बाड़े में रखे जिसमें पहले से ही लाल दवा (पोटैशियम परमैंगनेट) या चूने का छिड़काव किया हुआ हो।
- अगर हो सके तो, नवजात को जन्म के बाद उसकी माँ के साथ 2-3 दिन तक इसी बाड़े में रखे, जिससे नवजात को कई बीमारियों से बचाया जा सकता है।
- नवजात बच्चे या मेमने मिट्टी ना खाए इसके लिए नवजात के नीचे सूखे पयालधराली को बिछाना चाहिए तथा पयाल गंदी होने पर इसे हटाकर नयी पयाल को बिछाना चाहिए।
- अगर पयालधराली गीली (आर्द्रता) होगी तो यह नवजात मेमने में परजीवियों को बढ़ावा देती हैं इसलिए इसका भी विशेष ध्यान रखना चाहिए।
- प्रति चार माह पर नवजात के बाड़ों की जमीन की मिट्टी कम से कम 6 इंच तक खोदकर निकाल दें तथा नई साफ मिट्टी चूने के साथ मिश्रित करके भर दें, इससे संक्रमण की सम्भावना कम हो जाती है।
- अल्प आयु के मेमनों (एक सप्ताह के भीतर) को ज्यादा निगरानी में रखे और सीधे मिट्टी के सम्पर्क में आने से बचाए।



बेहतर स्वास्थ्य हेतु स्वस्थ वातावरण

नवजात मेमने का वैज्ञानिक विधि से आहार प्रबंधन (जन्म से तीन माह तक)

- प्रसव के बाद बकरी का खीस नवजात को आधे घंटे के अंदर पिलाना जरूरी है, इससे उन्हें अच्छी रोग प्रतिरोधक क्षमता प्राप्त होती है।

- नवजात मेमने को खीस (उसके शारीरिक भार के 15-20%) दिन में तीन से चार बार बराबर अन्तराल पर पिलाना चाहिए। जैसे अगर मेमना 2 किलो का हो तो उसे कम से कम 300 ग्राम खीस जन्म के 24 घंटे के अंदर पिलाना चाहिए।
- प्रारम्भ के 2 सप्ताह के बाद बच्चों को बेहतर गुणवत्ता वाला उच्च ऊर्जा एवं प्रोटीन युक्त मिश्रित दाना (क्रीप आहार या स्टार्टर फीड) थोड़ा-थोड़ा करके देना शुरू करना चाहिए।
- जन्म के लगभग 15 दिनों के बाद बच्चों को पोषण युक्त कोमल हरा चारा (जैसे रिजका, बरसीम, लोबिया आदि) तथा उसके बाद पेड़ के पत्ते (जैसे सहजन, नीम, पीपल, बेर, खेजड़ी आदि) देना प्रारंभ कर देना चाहिए। इस प्रकार के आहार प्रबंधन से नवजात का प्रथम आमाशय (रुमेन) अधिक विकसित होगा जिससे मेमने की पाचन क्षमता में बढ़ोतरी होगी।
- नवजात मेमने के आहार में तुरंत बदलाव नहीं करना चाहिए, बल्कि धीरे धीरे कम मात्रा में बदलाव करें।
- मेमनों को हमेशा मुक्त चयन पर साफ एवं ताजा पानी देना चाहिए।
- मेमनों को 30 दिन की उम्र में दूध छुड़ाया जा सकता है लेकिन ध्यान रहे कि दूध छुड़ाने का बेहतर उपाय तब है जब मेमने का वजन उसके जन्म के वजन से कम से कम 2-2.5 गुना हो और वह पर्याप्त मात्रा में क्रीप आहार खा रहा हो। इसलिए, आमतौर पर भारतीय परिस्थितियों में कम से कम 2 महीने तक दूध पिलाने की सलाह दी जाती है।

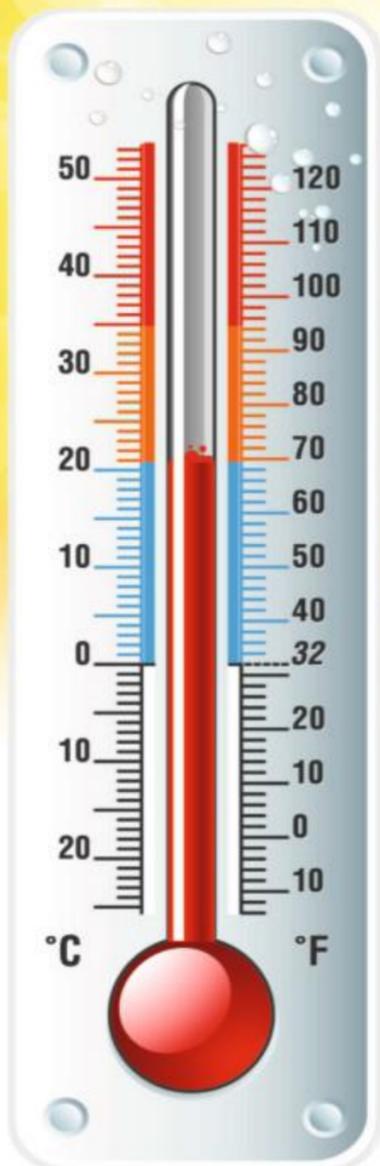
सारणी 1. मेमने का आहार (जन्म से 3 माह तक)

आयु (दिनों में)	वजन (कि.ग्रा.में)	प्रतिदिन खुराक की संख्या	दुग्धपान	शुरुवाती खुराक (क्रीप आहार)	प्रतिदिन का हरा चारा
जन्म से	1-3	3-4	खीस	-	-
5 दिन तक			(भार का 15%)		
6-30 दिन	3-5	2-3	300-500 मिली (भार का 15%)	50 ग्राम	मुक्त चयन
31-60 दिन	5-7	2	400-500 मिली (भार का 12.5%)	100-150 ग्राम	मुक्त चयन
61-90 दिन	7-10	2	300-500 मिली (भार का 5-10%)	150-200 ग्राम	मुक्त चयन

सारणी 2. प्रोटीन एवं ऊर्जा युक्त क्रीप आहार का निर्माण

सामग्री	मात्रा
मक्का	50%
सोयाबीन खल	35%
चना-चुनी	7%
मोलासेज (गुड़)	5%
खनिज-विटामिन मिश्रण	2%
लवण (नमक)	1%
पोषण मूल्यरूप प्रोटीन 22%; टीडीएन 82%	

Temperature is rising...



...LEVUCCELL® SC maximizes milk production during heat stress



Levucell® SC
Rumen Specific Yeast*

Heat stress adversely impacts dairy cow performance

Did you know that heat stress can cost over 400€/cow/year¹? The consequences of heat stress include significant losses in milk production, (which can be up to 35%), coupled with rumen dysfunction and reduced reproduction rates.

The level and impact of heat stress on cows is influenced by a combination of ambient temperature and relative humidity. New research has shown that temperatures in excess of 20°C and 50% relative humidity² will lead to cow discomfort and reduced milk production.

1 Saint Pierre et al., 2003 - 2 Burgos & Collier, 2011.

Even under conditions of heat stress, LEVUCCELL® SC will maximize diet potential and your Income Over Feed Costs

- Milk yield: +1.2 to 2.5 litres/cow/day.
- Increased Feed efficiency : up to 7%*, +120g of milk/kg/Dry Matter Intake.
- Optimizes rumen pH (less risk of acidosis).

LEVUCCELL® SC is a rumen specific live yeast *Saccharomyces cerevisiae* I-1077, selected through collaboration with INRA (France).

*Marfola, et al, ADSA 2010.

© EU approved for use in bovine destined for milk and meat production, dairy goats, dairy ewes and lambs (E1711/4s1711/4b1711). Not all products are available in all markets nor associated claims allowed in all regions.

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2 सप्ताह के बाद मेमनों को पोषण युक्त स्टार्टर फीड खिलाएँ वैज्ञानिक तरीके से स्वास्थ्य संबंधित देखभाल

- ज्यादातर (80% से अधिक) मेमनों की मृत्यु जन्म से शुरुआत के पहले 2 सप्ताह में ही हो जाती है।
- मेमने में दस्त, निमोनिया, परजीवी रोग, टिटनेस इत्यादि रोगों का प्रमुख कारण मेमने के बाड़े में समुचित साफ सफाई न होना, सर्दीदृग्मी से बचाव की व्यवस्था न होना, समय पर खीस न पिलाना, अत्यधिक दूध पिलाना एवं अन्य सामान्य प्रबंधन का समय पर समुचित निदान नही होना है।
- जन्म के बाद मेमने की नाल पर रोगाणु रोधी दवाई टिंचर आयोडीन या बीटाडीन दो दिन तक अवश्य लगानी चाहिए।
- अगर नवजात अत्यधिक सर्दी का शिकार हो गया हो तो सर्दी से बचाने के लिए उसे तेज धूप में निकाल ले एवं जूट की बोरी के टुकड़े से ढक दे एवं हीटर का इस्तेमाल करें।
- नवजात कम रक्त शर्करा (हाइपोग्लाइसीमिया) से भी पीड़ित हो सकता है। जैसे ही ग्लूकोस का स्तर गिरता है, मेमना कांपने लगता है और अपनी पीठ को मोड़ लेता है, उसके बाल खड़े हो जाते हैं और वह अकड़कर चलने लगता है। आखिरकार वह जमीन पर लेट जाता है और बेहोश हो जाता है। इससे बचाने के लिए उचित मात्रा में डी-5% (शारीरिक तापमान) उसे शिराओं के माध्यम से प्रदान करें।
- अगर नवजात अत्यधिक गर्मी का शिकार हो गया हो तो उसे गर्मी से बचाने के लिए उसके शरीर पर गीला कपड़ा बांध कर रखे या बर्फ के टुकड़ों से सिकाई करें।
- टीकाकरण के समुचित लाभ हेतु टीकाकरण से 7-14 दिन पूर्व परजीवीनाशक दवा पिलाना उपयुक्त रहता है।
- भेड़ चेचक का टीका केवल भेड़ों और बकरी चेचक का टीका केवल बकरियों में लगाना चाहिए।

सारणी 3. कृमिरोधन कार्यक्रम

कृमि रोग	उम्र	सेवन कराने की अवधि	ध्यान देने योग्य विशेष बातें
कॉक्सीडियोसिस (कुकडिया रोग)	2-3 माह पर	3-5 दिन तक	6 माह की उम्र तक काक्सीमारक दवा निर्धारित मात्रा में देनी चाहिए।
अन्तः परजीवी (डिवार्मिंग)	3 माह की उम्र	बरसात के प्रारंभ में तथा अंत में	सभी पशुओं को एक साथ दवा देनी चाहिए।
बाह्य परजीवी (डिपिंग)	सभी उम्र में	सर्दियों के प्रारंभ में तथा अंत में	सभी पशुओं को एक साथ से नहलाना चाहिए।



मेमने में कृमिरोधन का सेवन

सारणी 4. टीकाकरण कार्यक्रम

बीमारी	प्रारंभिक टीकाकरण	बूस्टर टीका	पुनः टीकाकरण
बकरी प्लेग PPR	3 महीने की उम्र	आवश्यक नहीं	3 वर्ष बाद
आंत विषाक्तता (इंट्रोटोक्सीमिया)	3-4 महीने की उम्र	प्रथम टीका के 3-4 सप्ताह बाद	वार्षिक (एक माह के अन्तराल पर)
खुरपका मुंहपका रोग	3-4 महीने की उम्र	प्रथम टीका के 3-4 सप्ताह बाद	6 माह
बकरी चेचक	3-5 महीने की उम्र में	प्रथम टीका के 1 माह बाद	प्रतिवर्ष
गलघोंटू रोग	3 महीने की उम्र	प्रथम टीका के 3-4 सप्ताह बाद	6 माह प्रतिवर्ष

सारांश

भारत में बकरी पालन का एक महत्वपूर्ण स्थान है। उच्च आर्थिक सम्भावनाओं के कारण बकरी पालन ने विगत वर्षों में तेजी पकड़ी है। प्रभावी नीतियों को अपना कर नवजात मेमनों से उत्पादकता और कुल आय बढ़ाई जा सकती है। यदि उपरोक्त सिफारिशों पर ध्यान देकर वैज्ञानिक विधि से नवजात मेमने का पालन-पोषण करें तो बकरी पालन निश्चित रूप से एक लाभदायक व्यवसाय साबित होगा।

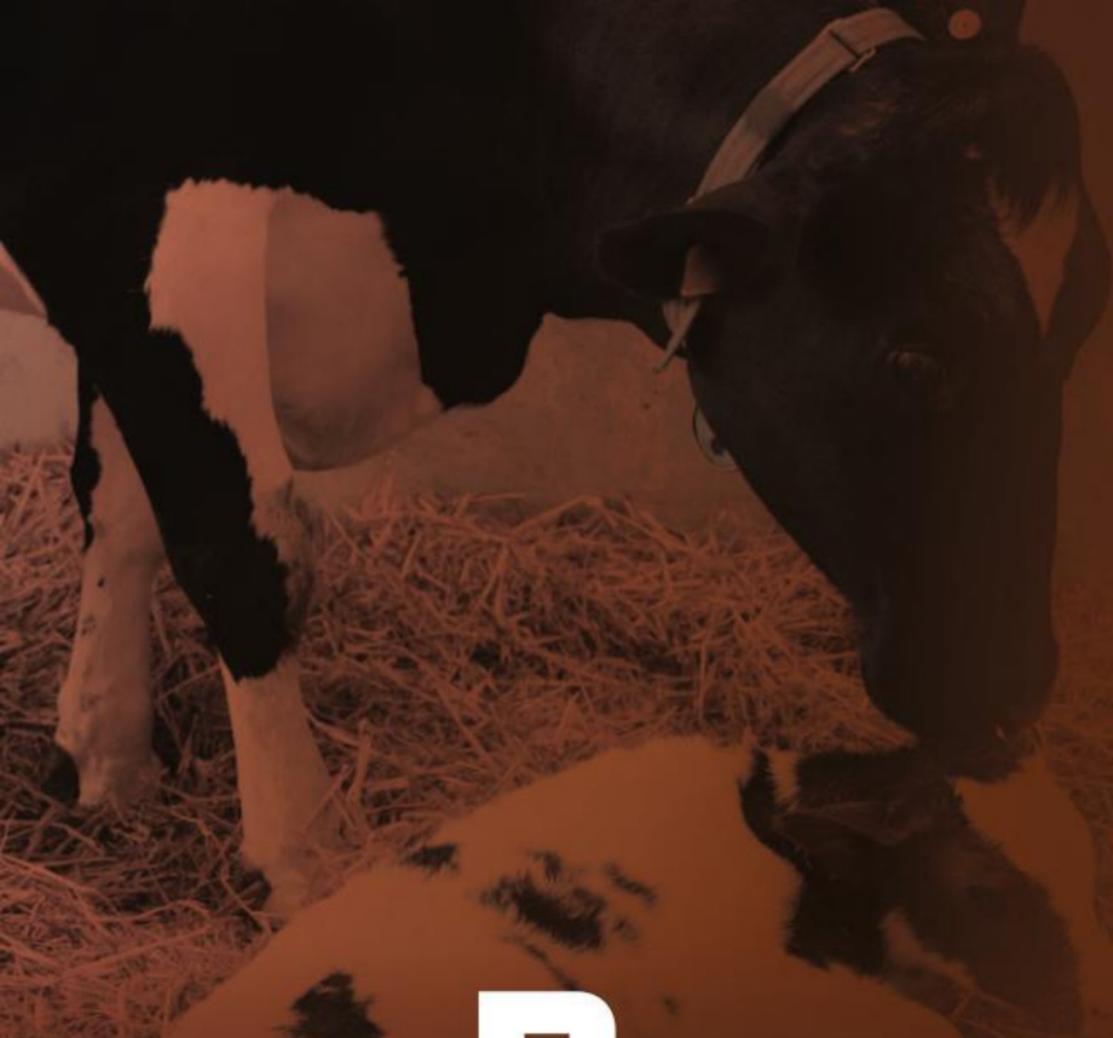
शिवप्रसाद मीणा¹, पीयूष यादव²,

अजय प्रकाश यादव³, अभिषेक कुमार⁴ और एम.एस. महेश⁵

¹इंटरनशिप छात्र, ²चतुर्थ प्रोफेशनल छात्र, ³सहायक प्राध्यापक

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Animal Welfare

The Rise of the "Social License to Operate."

Chandan Kumar, Md Danish and Charu Singh

In India, where livestock is the backbone of the rural economy and cultural sentiments towards animals run deep, a quiet revolution is brewing. The traditional image of the farmer and his cattle is colliding with the pressures of industrial-scale production to meet the protein demands of a billion people. This tension has ignited a critical debate around animal welfare, framed by a powerful new concept: the "Social License to Operate." For India's vast dairy and poultry sectors, this means that beyond legal permits, they must now earn the moral approval of a new generation of consumers—urban, connected, and concerned. From the ethics of dairy farming to the conditions in poultry sheds, the industry is discovering that its future depends not just on what the law allows, but on what the public conscience will accept.

What is the "Social License to Operate"?

In simple terms, a Social License to Operate (SLO) is the ongoing acceptance and approval of a company's or industry's business practices by its employees, stakeholders, and the general public. It is not a physical permit or legal document issued by a government. Instead, it is a perceptual, intangible, and revocable form of trust.

- **Legal License:** What you can do according to the law.
- **Social License:** What you may do according to society's evolving values.

When public trust is eroded, the legal license often follows, in the form of new regulations, bans, or market restrictions.

Why is the SLO for Livestock Production Under Threat?

Several converging forces are challenging the industry's SLO:

- **Increased Transparency & Activism:** Undercover investigations by animal welfare organizations, shared virally on social media, have pulled back the curtain on standard practices within confined animal feeding operations (CAFOs). The graphic nature of this content creates a powerful emotional response.
- **The "Anthropomorphism" Effect:** The rise of pet culture, particularly in Western societies, has led to a shift in how people view animals. Pigs, chickens, and cows are increasingly seen as sentient beings capable of feeling pain, fear, and distress, rather than merely units of production.
- **The Consumer-Citizen:** Modern consumers, especially younger generations (Millennials, Gen Z), increasingly make purchasing decisions based on ethics and values (e.g., "vote with your dollar"). They demand to know the story behind their food.

- **Scientific Reinforcement:** A growing body of ethological science confirms what many have suspected: farm animals are intelligent and emotional. Studies on pig cognition, chicken communication, and cow social structures provide empirical evidence that challenges the acceptability of confinement systems that prevent the expression of natural behaviors.

Key Battlegrounds in the Fight for the SLO

The SLO is being contested on several specific fronts:

1. **Confinement Systems:** This is the most visceral and public-facing issue.
 - **Gestation Crates for Sows:** The practice of housing pregnant sows in individual metal crates so narrow they cannot turn around is a primary target. Major food corporations (McDonald's, Walmart, Cargill) have pledged to phase them out from their supply chains due to public pressure.
 - **Battery Cages for Hens:** Keeping egg-laying hens in small, wire cages has become a symbol of industrial animal agriculture's perceived cruelty. The rapid shift to "cage-free" eggs is a direct result of this pressure.
 - **Veal Crates:** Already banned in many jurisdictions, this was an early victory for the animal welfare movement.
2. **Genetic Selection and Growth Rates**
 - **Broiler Chickens:** The modern broiler chicken has been genetically selected for such rapid growth and breast meat yield that its skeleton and organs often cannot keep up, leading to lameness, heart issues, and chronic pain. This is a less visible but critically important welfare issue.
 - **Turkeys and Pigs:** Similar issues exist with turkeys and certain pig breeds, where physical health is compromised for production efficiency.

3. Painful Procedures without Anesthesia

Routine procedures like castration, dehorning, debeaking (beak trimming), and tail docking are often performed without pain relief. The public is increasingly questioning the necessity and humanity of these practices.

4. Long-Distance Transport and Slaughter

Undercover footage from transport trucks and slaughterhouses has exposed instances of extreme stress, injury, and inhumane handling. This has led to calls for stricter oversight, improved stunning methods, and support for local, small-scale processing.

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C-25 प्लस के फायदे

- ▶ प्रति दिन 20-25 लीटर तक दूध देने वाली गायों के लिए उत्कृष्ट तैयार पोषण।
- ▶ खनिज और विटामिन से युक्त, बेहतर उत्पादकता और रोग प्रतिरोधक क्षमता के लिए।
- ▶ बेहतर दूध उत्पादन, वसा (फैट) और एस.एन.एफ के लिए।
- ▶ रुमन माइक्रोब द्वारा आर.डी.पी. (R.D.P) में सुधार।
- ▶ बेहतर स्वास्थ्य और बीसीएस में सुधार के लिए।
- ▶ बेहतर एवं सम्पूर्ण उत्पादक काल (लैक्टेसन पीरियड) हेतु पशुओं के लिए सर्वोत्तम आहार।
- ▶ मक्की के साइलेज के साथ खिलाने से अधिकतम लाभ।
- ▶ दूधारू पशुओं के शीघ्र गर्भधारण में सहायक।
- ▶ 1 किलो फीड प्रति 2.5 लीटर दूध उत्पादन के लिए।



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How the Industry is Responding (The Fight to Retain the SLO)

The livestock industry is not passive; it is actively engaged in strategies to manage its SLO:

- **Corporate Policy Shifts:** As mentioned, major fast-food chains and retailers are using their purchasing power to demand higher welfare standards from their suppliers, creating a "trickle-down" effect.
- **Certification and Labeling Programs:** Proliferation of labels like "Animal Welfare Approved," "Certified Humane," and "Global Animal Partnership (GAP)" provide a market-based mechanism for consumers to choose products that align with their values. However, this can lead to "label confusion" and accusations of greenwashing.
- **Techno-Fixes:** Investing in technology to mitigate welfare issues, such as using automated systems to monitor animal health, providing environmental enrichment, and developing pain mitigation methods.
- **Defensive Legislation ("Ag-Gag" Laws):** In some regions, the industry has supported laws that criminalize undercover investigations on farms, aiming to control the narrative. These laws are highly controversial and are often challenged in court as violations of free speech.

The Future of the SLO

The pressure will only intensify. The future will likely involve:

- **Radical Transparency:** Technologies like blockchain and live-streaming from farms may be demanded to provide verifiable proof of welfare claims.
- **Stricter Legislation:** The European Union's ongoing "End the Cage Age" initiative is a bellwether for potential global regulatory changes.
- **The Financial Dimension:** Investors are increasingly applying ESG (Environmental, Social, and Governance) criteria, and poor animal welfare performance is seen as a significant financial and reputational risk.
- **The Link to Broader Issues:** The SLO is becoming intertwined with other concerns like antimicrobial resistance (AMR) and climate change, creating a "perfect storm" of public scrutiny.

Conclusion

The concept of the Social License to Operate has fundamentally changed the landscape of livestock production. It is no longer sufficient for a practice to be legal or economically efficient. It must now be perceived as ethically acceptable by a public that is more informed, more empathetic, and more powerful than ever before. The industry's long-term viability depends on its ability to listen, adapt, and genuinely evolve its practices to meet this new societal standard.



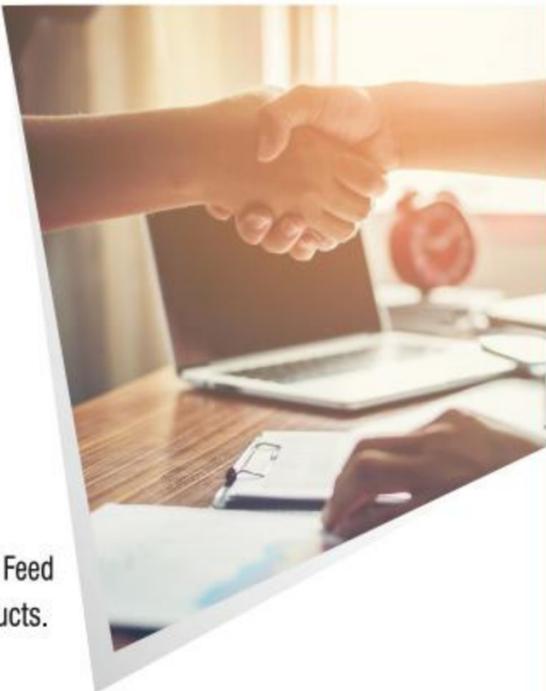
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in vitro effect of a blend of essentials oils on indicator of protein degradation in comparison to a source of protected protein

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Essential oils contain active ingredients that can modify the microbial activity of the rumen including the possibility of limiting the degradation of proteins and so increase the amount of protein available in the intestine (Macheboeuf and al, 2008). The objective of this trial is to compare *in vitro* the effect of a mixture of essential oils (active ingredients of NOVA-TAN®) and a source of protected protein on ruminal protein degradation indicators.

Material and methods

1 Experimental design

+ 4 treatments :

- Soya Meal as negative control (T-)
- Two treatments as Soya Meal and a mix of essential oils at two different dosage (E1) and (E2). (E2) dosage is five time higher than (E1) dosage
- Formaldehyde treated Soya meal (Vérité and al, 1977) as positive control (T+)

The two soybean meal (T-) and (T+) have similar chemical characteristics but a marked difference in terms of degradability of the protein (DE1, Table 1).

Table 1 : Raw materials characteristics

	Soya Meal (T-)	Treated Soya Meal (T+)
DM (%)	87	88
CP (% FM)	46,1	45,9
Ash(% FM)	6,6	6,1
DE1 (%)	25,7	5,1

- + A 200 mg sample of each preheated treatment for 4 hours at 39 ° C. 30 ml of a standardized solution containing 1/3 of ruminal fluid taken from fistulated cows (dried and fed a diet of alfalfa, grass hay and concentrate) and 2/3 of a nutrient solution were then added. Samples are taken at 0 and 8 h.
- + The samples were stored at -20 ° C until analysis after addition of 25% of a 25% solution of H3PO4. Three syringes per treatment and incubation time were analyzed.

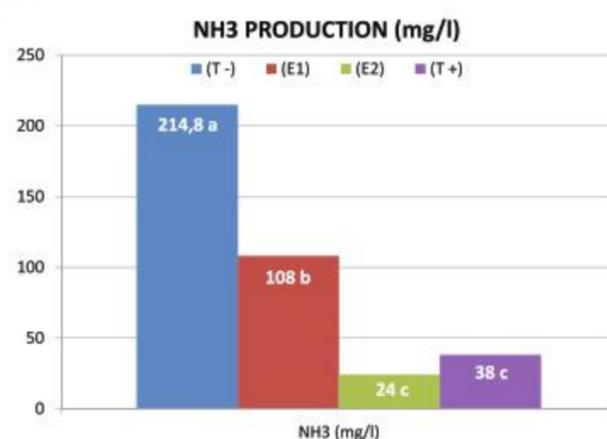
2 Measures and analysis

- + Measures realised by l'UMR 791 (INRA AgroParisTech, Paris).
- + The short-chain fatty acid concentrations were measured by gas chromatography (Kristensen and al, 2000) and the concentration of ammoniacal nitrogen by specific probe (Broudiscou and al, 1994).

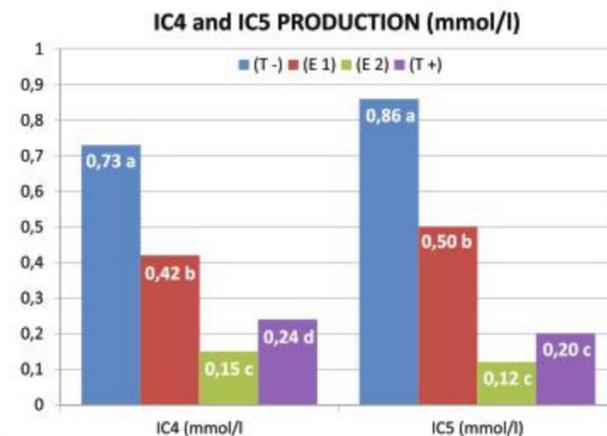
3 Statistical analysis

- + Changes in NH3, IC4 and IC5 concentrations between 0h and 8h were subjected to an ANOVA variance analysis (GLM) in the MINITAB 16 software. Different letters indicate significantly different threshold values. $\alpha = 5\%$ (Table 2).

Results



The highest concentration of NH3 (214.8 mmol / l) was observed with treatment (T-). The NH3 concentrations of the other 3 treatments (E1), (E2) and (T+) are significantly lower with respective values of 108, 24 and 38 mmol / L. Both treatments (E2) and (T+) have not significantly different NH3 concentrations.



The same trends are observed for IC4 and IC5 but with a significantly lower content for treatment (E2) compared to treatment (T+).

Discussion

The protocol used makes it possible to discriminate the degradability of soybean meal protein and protected soybean meal. In combination with soybean meal, the essential oil blend significantly reduces the degradation of the protein. This effect is thought to be due to a selective action on certain proteolytic bacteria (Macheboeuf and al, 2008). It is interesting to note the dose effect between treatment (E1) and (E2).

Bibliographical References :
 Broudiscou L., Papon Y., 1994. *Reprod. Nutr. Dev.*, 34, 193-200
 Kristensen, N.B. 2000. *Acta Agric. Scand. A*, 50, 231-236
 Macheboeuf D., Morgavi D.P., Papon Y., Mousset J.-L., Arturo-Schaan M., 2008. *Anim. Feed Sci. Technol.*, 145, 335-350
 Vérité R., Poncet C., Chabi S., Pion R., 1977. *Ann. Zoot.*, 26, 167-181

The use of a blend of specifically selected essential oils helps to manage the degradation of proteins in the rumen. This property can be used to decrease the proportion of degraded protein in the rumen and so participate to balance protein in the diet and improve protein efficiency.

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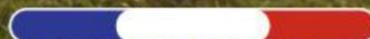
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Why Dry Matter Intake (DMI) After Calving is a deciding factor for the whole Lactation?



Dry matter intake (DMI) in the first 60 days in milk is the single strongest driver of health, milk yield, fertility, and profitability. Cows can only make milk from nutrients they actually eat; after calving, appetite lags behind the sudden jump in nutrient demand. Managing DMI is therefore a race against negative energy balance



What happens to DMI after calving

Day 0-7:

appetite is suppressed by calving stress, uterine inflammation, pain, and hormonal shifts. Typical Holsteins consume only ~12-16 kg DMI/day.

Week 2-4:

intake rises quickly if management is correct.

Week 5-10:

DMI typically peaks (many high cows reach ~22-26 kg/day). Milk often peaks earlier than DMI, widening the energy gap if intake is restricted.

Body condition score (BCS) and DMI

- ▶ **Over-conditioned (BCS > 3.5 at calving):** lower DMI, higher fat mobilization, more ketosis and fatty liver; they eat less just when they need more.
- ▶ **Thin cows (BCS < 2.75):** may also eat less due to poor rumen fill and lower muscle tone; they cannot "eat their way" to peak.
- ▶ **Target BCS at calving:** 3.0-3.25 for mature cows, ~3.0 for heifers.



Key factors that affect DMI post-calving

Cow factors

- ▶ Fresh-cow diseases (metritis, mastitis, ketosis, displaced abomasum) depress appetite.
- ▶ Lameness lowers DMI and time at the bunk.
- ▶ Heat stress (THI > 68) cuts DMI; cooling is essential.
- ▶ **Social stress:** first-lactation cows housed with dominant mature cows eat less.

Diet factors

- ▶ **Forage quality and NDF:** aim ~28-32% total diet NDF with adequate physically effective fiber (peNDF ~19-21%) to stimulate chewing without overfilling.
- ▶ **Particle size:** avoid both very fine (SARA risk) and very long (sorting, gut fill) rations.
- ▶ **Moisture:** TMR ~48-52% moisture improves bite size and reduces sorting.
- ▶ **Palatability and consistency:** same taste, same time, every day.
- ▶ **DCAD / buffers:** adequate effective fiber + buffers reduce SARA and support intake.
- ▶ **Mycotoxins:** even subclinical loads trim DMI-use clean grain/forage + binders when indicated.

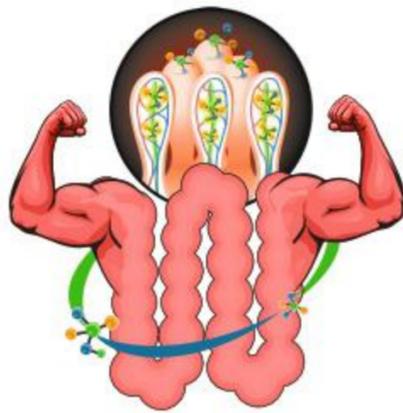


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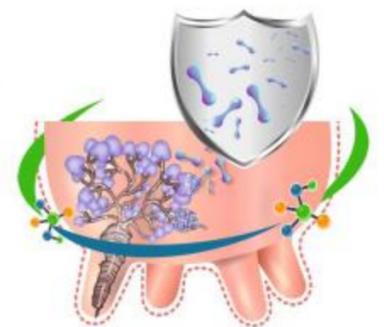
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Daily checklist for maximizing DMI (copy for your fresh-cow board)

- ▶ **Bunk space:** fresh cows need ≥ 60 cm/cow (24 in); avoid overstocking (≤ 80 – 100% in fresh pens).
- ▶ **Feed availability:** feed within 30–45 min after milking; push up feed 6–10 \times /day.
- ▶ **Water:** cool, clean, accessible; ≥ 10 cm linear space/cow near exits from the parlor; cows need ~ 3.5 – 4 L water per liter of milk.
- ▶ **Comfort:** deep beds, good ventilation, long lying times \rightarrow higher DMI.

How to estimate “ideal” DMI (practical rules you can use today)

Use these field targets

(Holstein; adjust -1 to -2 kg for heifers).

- ▶ **Week 1:** 2.0–2.5% of body weight (BW). Example 600-kg cow \rightarrow 12–15 kg DMI.
- ▶ **Weeks 2–4:** 2.6–3.2% BW. Example 600-kg cow \rightarrow 16–19 kg.
- ▶ **Weeks 5–10:** 3.3–4.0% BW (peak intake). Example 600-kg cow \rightarrow 20–24 kg.
- ▶ **Quick cross-check:** DMI (kg/d) $\approx 0.025 \times \text{BW}(\text{kg}) + 0.1 \times \text{milk}(\text{kg})$ for fresh cows (rule-of-thumb only; but you can refine with your nutritionist).



NASEM / NRC 2021 DMI Prediction Equation:

For lactating dairy cows, the updated NASEM (formerly NRC) 2021 equation is:

$$\text{DMI (kg/day)} = 0.372 \times \text{FCM} + 0.0968 \times \text{BW}^{0.75} \times (1 - e^{(-0.192 \times (\text{WOL} + 3))})$$

Where:

FCM = fat-corrected milk = $(0.4 \times \text{milk kg}) + (15 \times \text{fat kg})$

BW = bodyweight in kg

WOL = week of lactation

$e = 2.71828$



Rumen fill: fresh vs mid/late lactation

- ▶ **Fresh cows:** rumen fill often looks “flat” even with a correct ration because intake is throttled by calving stress and limited chewing time. The uterus still occupies space; cows rest less; bite size is smaller. Expect lower rumen fill scores in week 1–2.
- ▶ **Mid/late lactation:** higher, more stable rumen fill as chewing time and saliva buffering improve; cows sort less when particle size and moisture are right.
- ▶ **Practical tip:** if fresh-cow rumen fill doesn't improve by day 7–10, look for disease, heat stress, overcrowding, or a ration that's either too fluffy (gut fill limit) or too fine (SARA).

Grouping strategy to optimize DMI

- ▶ **Close-up (-21 to -3 days):** limit energy, manage minerals (DCAD), train cows on the same forage base they'll see after calving.
- ▶ **Fresh group (0–21 days):** low density, high access (space, water, feed), highest-quality forage, most frequent push-ups. Keep heifers separate if possible.
- ▶ **High group (21–120 DIM):** energy-dense, consistent TMR; monitor refusals and sorting.
- ▶ **First-lactation pens:** separate from mature cows to prevent feed bunk bullying and to raise DMI.
- ▶ **Hospital/transition pen:** bring them back to the fresh group as soon as possible; long hospital stays depress DMI.

How DMI drives milk, fertility, quality, and feet

- ▶ **Milk production:** every additional 1 kg of DMI in early lactation commonly supports ~ 1.7 – 2.2 kg more milk (range varies by diet and cow).
- ▶ **Reproduction:** higher DMI reduces the depth and length of negative energy balance, improving cyclicity, heats, and conception; lowers days open.
- ▶ **Milk quality:** adequate DMI with correct fiber raises fat test, stabilizes protein, and reduces SARA-related fat depression.
- ▶ **Hoof health:** low or erratic DMI \rightarrow SARA \rightarrow laminitis and sole ulcers. Good DMI and rumen stability protect feet.



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Daily checklist for maximizing DMI (copy for your fresh-cow board)

- 1** Fresh-pen stocking $\leq 100\%$;
bunk space ≥ 60 cm/cow;
minimum 14–16 hours lying time.
- 2** Deliver fresh TMR after each milking;
push up feed every 1–2 hours
in first 10 days.
- 3** TMR moisture ~48–52%,
sorted refusals $\leq 3\%$; adjust particle
length if refusals are fibrous.
- 4** Water troughs scrubbed daily;
check flow rate.
- 5** Heat abatement on at THI ≥ 68
(fans, soakers).
- 6** Screen fresh cows daily for metritis,
mastitis, ketosis, and lameness—treat fast
to protect appetite.
- 7** Track DMI (pen level or smart bunks)
and refusals; investigate any 10–15%
drop immediately.

Conclusion

- ▶ Early-lactation DMI is the throttle for the whole lactation.
- ▶ Manage BCS at calving (3.0–3.25), comfort, forage quality, and fresh-cow grouping to let intake rise fast.
- ▶ Watch rumen fill trends and use simple rules to estimate whether cows are eating enough in each week post-calving.
- ▶ Protect DMI and you protect milk, fertility, components, and feet.



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