

# JOB ROLE – ANIMAL HEALTH WORKER

Sector – Agriculture

(Qualification Pack Code: Ref.Id.AGR/Q4804)

Class X



PSS Central Institute of Vocational Education  
Shyamla Hills, Bhopal – 462 013 , Madhya Pradesh, India

---

[www.psscive.ac.in](http://www.psscive.ac.in)

# **UNIT 1: ASSISTING IN VETERINARY EXTENSION SERVICES**

## **Session 3: Information and Communication Technology (ICT) in Animal Husbandry Extension Services**

# Content

Title	Slide No.
Session Objectives	4
Introduction	5
Relevant knowledge	6
Agencies providing livestock extension services in India	7
Use of mobile phones in extension services in animal husbandry	9
Initiatives by the central government	10-12
Summary	13

# Session Objectives

The student will:

- Have important information related to animal husbandry
- Have information about the agencies providing livestock extension services in India
- Study about the use of mobile phones in extension services in animal husbandry
- Learn about the different initiatives by the central government

# Introduction

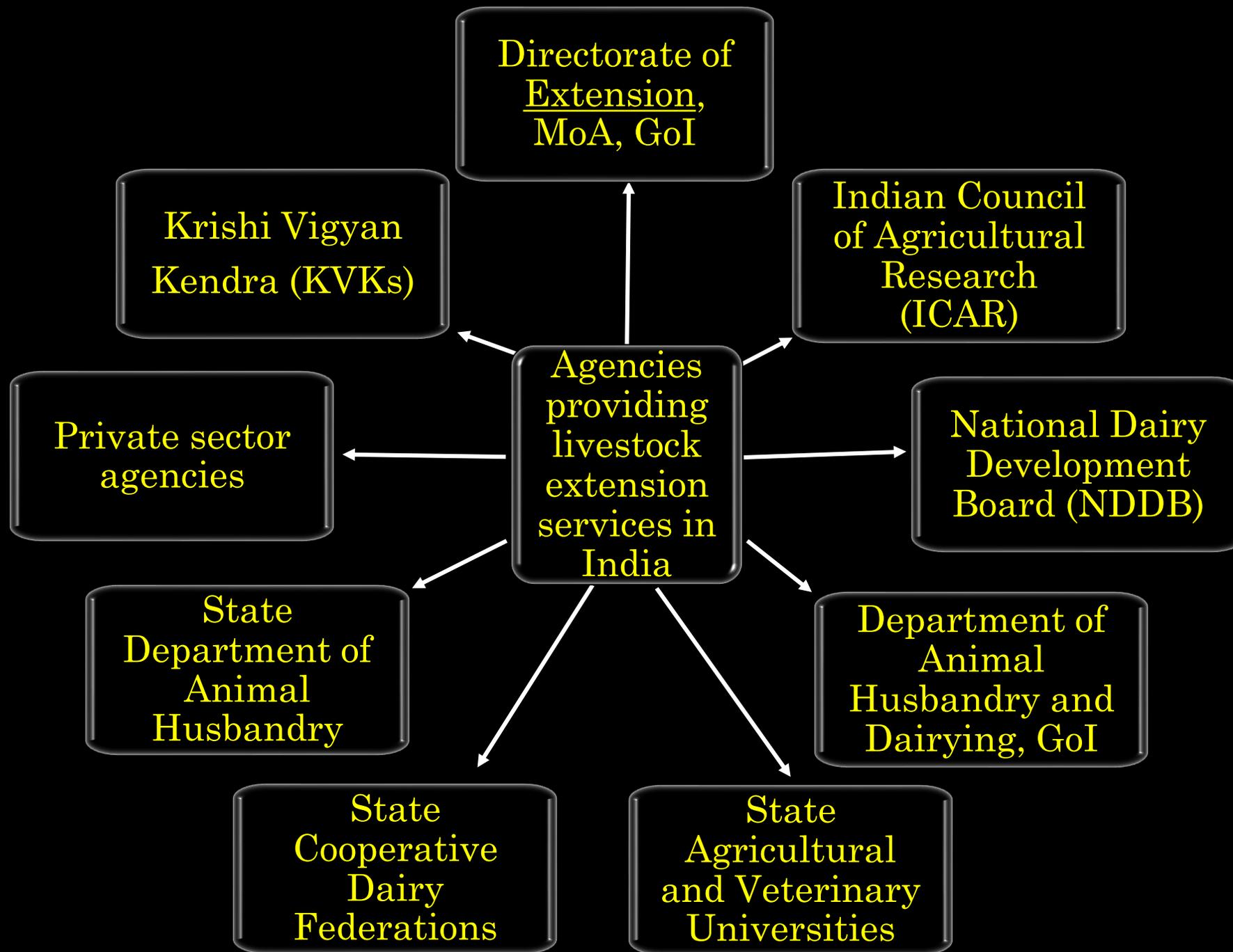
- **Animal husbandry extension activities include :**
  - **Transferring knowledge and skills to the farmers**
  - **Advising and educating them in decision making**
  - **Encouraging animal husbandry activities**
- **Farmers need to be updated on modern technologies and management practices of livestock production on a regular basis for profitable animal husbandry.**

# Relevant knowledge

- Animal husbandry extension activities include transferring knowledge and skills to farmers, advising and educating them in decision making and encouraging animal husbandry development.
- Livestock extension activities are not well-developed in India to effectively meet the requirements of livestock farmers.
- This happens mainly due to poor infrastructure and high costs of delivering information and skills.

# Agencies providing livestock extension services in India

- The following agencies are instrumental in providing information and skills related to livestock production and management.
- Information and Communication Technology (ICT) is an important tool for providing animal husbandry related information and services.
- The information required for the farmers includes farm inputs supply, disease control, marketing of products, availability of latest technology, etc.



# Use of mobile phones in extension services in animal husbandry

- A very large number of small and marginal livestock farmers are, increasingly, being empowered through the convenience and affordability of mobile technology.
- For many farmers, mobile phones have become essential tools that have strengthened business ties and opened up new opportunities.

# Initiatives by the central government

The central government has taken the following initiatives towards animal husbandry extension services.

1. The farmers can contact the nearest Kisan Call Centre (KCC) on toll free number 1800-180-1551 for answers to their specific queries through the KCC agents or through senior experts from 6 am to 10 pm on all days of the year.

Cont...

2. Enable participation in exposure visits and trainings for progressive farmers.

3. Provide selected information and services from the web through interactive SMS on farmers' mobiles.

4. Enable access to a farmer's portal to get location specific information (including a package of practices (having a detailed list of the steps followed), list of dealers, crop advisories, etc.), directly or through an Internet kiosk. **Cont...**

5. Provide advisories and services from SMS portals for farmers after getting registered through KCC or Common Service Centre or Pull SMS by registration at 51969 or 9212357123.

6. Help farmers get price information for their produce available on the Agmarknet website ([www.agmarknet.nic.in](http://www.agmarknet.nic.in)) or through KCCs or SMS.

7. Buyer-seller portal is available at [www.farmer.gov.in/buysell.htm](http://www.farmer.gov.in/buysell.htm).

# Summary

In this session you have learnt about the following information related to animal husbandry :

- About the agencies providing livestock extension services in India
- About the use of mobile phones in extension services in animal husbandry
- About the different initiatives by the central government to promote animal husbandry

**Project Coordinator : Dr. Kuldeep Singh**

**Assistance**

**Dr. Mukur Ganguly**



**Joint Director**

**PSS Central Institute of Vocational Education  
Shyamla Hills, Bhopal – 462013 , Madhya Pradesh, India**

---

**E-mail: [jdpsscive@gmail.com](mailto:jdpsscive@gmail.com)**

**Tel. +91 755 2660691, 2704100, 2660391, 2660564**

**Fax +91 755 2660481**

**Website: [www.psscive.ac.in](http://www.psscive.ac.in)**