

# Livestock advocacy and communications – India scene

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(with inputs from Ramana Reddy and Ram Deka)

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Internati

# Livestock development drivers

## Trends and importance

- Steady growth in demand (milk, meat)
  - Increasing disposable income (middle class)
  - Change in diet preference
  - Population growth, urbanization
  - Increased market opportunities both inside and outside the country through retail outlets
  - Better connectivity for transport of livestock/ livestock products
- Realization that “rural poverty is less in states where livestock contributes more to farm income” –Planning Commission
- Livestock sector is now seen as a major support for the crop sector for overall agricultural growth

# Policy opportunities and challenges

## Important policy developments

- **National livestock policy 2013** (NL Mission: 2014-15; NDP 2014-15)
  - Increase productivity, sustainably
  - Preserve animal biodiversity
  - Ensures farmers' livelihood
- **DD Kisan – 24 hr TV Channel for farmers (2015)**
- **“Make in India” – skill development in all sectors**
- **Opportunities /challenges:**
  - Low per capita availability (milk, meat)
  - Low animal productivity
  - No. of people below poverty
  - Poor hygiene throughout the value chain
  - Increased movement of livestock/ livestock products resulting in more challenges of transboundary diseases
  - Haphazard crossbreeding programme- resulting rapid dilution of local germplasm

# Ongoing discussion at the level of policy makers

What issues are discussed by policy makers

- Greater emphasis on indigenous breeds
- Focus on livestock and adaptation to climate change (mitigation at a low key)
- Control of zoonotic and food borne diseases
- Over use of antibiotics and antibiotic resistance
- Efficient control of economically important transboundary diseases like FMD, Brucellosis, PPR, Swine Fever etc. to stimulate export market
- Long acting heat resistant vaccine development

# Ongoing public discussions on livestock development

What issues are discussed by individuals and civil society

- Disproportionate investment
- Livestock policies are 'milk centric'
- Informal sector – not recognized
- Cross breeding Vs indigenous breeds
- Use of livestock for 'nutritional security'
- 'Beef ban'
- Poor access to veterinary services
- Poor hygiene and quality of livestock products especially in informal sector
- Concerned about the adverse effect of livestock products on human health (eg. hypertension, cholesterol etc.)
- Lack of CL integration and heavy use of fertilizers / pesticides in the green revolution area – environ. and health issues

**Train No. 339  
Bathinda (Punjab) to  
Bikaner (Rajasthan)**

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“Every night at 9:30, Train No. 339 pulls into the farm town of Bathinda, in Punjab state. The local people call it the “cancer train”.

It routinely carries at least 60 cancer patients who make the overnight journey with their families to Bikaner for treatment at the government cancer center.



# Livestock advocacy and communications opportunities and challenges

- **Current practices:**
  - Advocacy networks (civil society)
  - Articles (press), Seminar presentations (civil society, Research org)
  - Dissemination: case studies, policy briefs (civil society, int. org)
  - Multi-stakeholder Innovation Platforms (int. org)
  - Raising issues through electronic media, influential opinion leaders and questions in parliament
- **Opportunities:**
  - Co-creation of agenda
  - Creation of evidence/ proof of concept (inclusive)
  - Continuous engagement
  - Work with major players
- **Challenges:**
  - Inadequate pro-active bureaucracy, change of bureaucrats
  - Resistance from group of people with vested interest
  - Poor political will to change



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*Thank you for your Attention!*