

Saving cattle saves them from falling into poverty trap- A case study from Sirohi

Kanhaiya Lal a middle-aged farmer, hails from Village of Sirohi Distt. Have family of 6 members and was earning just not enough for sustenance of her family. He thought of having small dairy business and for that he purchased dairy cattle of good breed by borrowing money. He got artificial insemination of cattle done for good quality of calf to increase his income. He always consulted our Company's Livestock Assistant (LSA) appointed under Lakshmi Livestock Program of Company's flagship JK Lakshmi Aajivika Project, for tips to take care of the cattle, prevention of any disease etc. One day, **Kanhaiya Lal** called our LSA to examine his cattle who appeared to have some problem with her pregnancy, he reached promptly and on examination found that the condition of the fetus was critical. He immediately called the government LSA for assistance and they safely delivered the newborn. Thankfully, the newborn calf was healthy.

Kanhaiya Lal had no words to thank them both! Had it not been for their help, he would have lost both the cattle and her calf, the only source of his income.

Prompt Action and Support Saved Life



This demonstrated better knowledge and skills amongst our LSA. With the timely action and coordination with Government Department saved life of Cattle & her Calf. This helped in sustaining the only available income source of the Farmer Beneficiary.

