

Socio-economic status of A.H promoter has improved after getting trained and practicing AH services.

Background of the Entrepreneur:

Name of the Entrepreneur	:	Mr.Subappa
Community	:	OBC
Age	:	39 years
Education	:	VIII STD
Address	:	Chimittahalli, Talavadi Block Erode Dt. 638 461
Land	:	2.5 acres of Rain fed condition Crop grown: Finger millet, Sorghum

Enterprises practiced before contact with KVK:

He was practicing agriculture and also doing tailoring as an additional income. His wife is Anganwadi worker. He has 2 sons.

Enterprises taken by the entrepreneur after KVK guidance:

Kendra identified Subappa and rightly moulded him out focusing on the Kendra location specific thrust area. Since the animal health, water management was the major thrust area in the Talavadi region. Kendra addressed this area in both macro and micro level

Myrada-KVK works towards empowerment of rural communities in Erode District. Kendra aims to secure

- Build and strengthen community based institutions
- Support the growth in the hands of the people
- Support for the development of a more secure resource base.

The above said initiatives have enabled people to tap their creativity and strengthen their enterprising skills resulting in improved sustainable livelihood standards.

One such initiative is the **6-months vocational training program for Animal Health Promoters**, which was conceived and designed by MKVK in participation with appropriate people institutions, which includes farmers, Farmwomen and rural youths, aimed at meeting the emerging needs of animal husbandry services.

Training Objectives of the program:

- To make the trainees aware of livestock up gradation and management.
- To forecast various seasonal diseases in livestock and prevent them.
- To provide better need based extension services to the farmers.
- To develop entrepreneurship among the trainees in the aspects of AH promotion.

Subappa is one such beneficiary of the above program who is benefited through this program

Kendra Intervention in the Enterprise:

April – Oct 2002

- Kendra associated Subappa with Livestock inspector

Nov – Dec 2002

- Participated in AH camps

Jan - Dec 2003

- Closely associated with Department VAS

Jan 2004 on wards

- Regularly participates in Department organized AH camps
- Privately opened a clinic
- Maintains a clear stocks register

Socio economic impact on the entrepreneur:

SOCIO-ECONOMIC STATUS OF Mr. Subappa HAVE IMPROVED AFTER GETTING TRAINED AND PRACTICING AH SERVICES

Sl.No	Indicator	Means of Verification
Economic		
1	Improvement in annual income after practicing AH services	Individual interaction
2	Investment increased in asset creation.	Verification of movable and immovable properties
3	Investment in working and initial capital	Physical verification of investment in infrastructures Records - Medicine purchase Case Register SHG documents
4	Change in lifestyle observed	Food Pattern (change in food & calorific value) Clothing Dwelling condition Investment on education
Socio		
5	Recognition by their family members villagers and Department officials	Love and affection from family members Appreciation from family members Appreciation from friends and relatives Recognition from officials of respective agencies Recognition from other entrepreneurs Recognition in the form of awards / certificates Self satisfaction
6	Availability of AH services to the community .	Availability of the Basic services Customer Satisfaction

Improvement in income level observed after practicing AH services.

Nature of Cases attended yearly:

Type of Animal	Nos.
Cow , Buffalo and Bullock	
Castration	1000
Deworming	2000
Vaccination	2000-3000
First Aid	1000-2000
De horning	300
Enteritis	1500
Artificial Insemination	800
Pregnancy Diagnosis	800
Sheep & Goat	
Castration	3000
Deworming	4000
Vaccination	4000-5000
First Aid	1500
Enteritis	2000-3000
Poultry	
Vaccination	800
First Aid	300

Income level (average per month)

RESPONDENT	TOTAL INCOME	AH PROFESSION	OTHERS	% in AH services
Subbappa	7500	5000	2500	66.66

1. In total farming income 66.66% of the income comes from the AH profession which indicates improvement in the income standard
2. Above Cases attended by the Subbappa also portrays list of standard of income obtained from the profession.

Investment in Asset creation and Change in Life style

Asset Creation by profession

	Movable In Rs.	Immovable In Rs.
Vehicle	8000	
Construction of house		50000
Deposits	45000	

Investment in Consumable items	In Rs
FOOD - Before	7000
FOOD - 2003 - 04	12000
CLOTHING - Before	5000
CLOTHING – 2003 - 04	9000

1. Subappa answers clearly, he was able to invest more on Asset creation particularly he invested in vehicle which was useful for his profession.
2. Before and after in his profession there is a notable changes in the expenditure on food and Clothing. This reveals the gradual change in his family food pattern and life style.
3. The promoter said that he have deposited Rs 45000 for his son engineering education

Investment in Initial and working capital

INVESTMENT IN AH PROFESSION PER YEAR Amount in Rs.

Description	Rs.
Veterinary – Dispensary & Medicine	20000
Vehicle	4000

1. Subappa is keen to invest on their profession. This clearly shows the ATTITUDE and the success achieved in his profession
2. This Investment also reveals the power of income, which he derives from the profession.

Linkage with various Stake holders

Cases the Subappa recommends to VAS	DISEASES
Cattles	Dystocia Retained placenta Chronic Luxation of Pattella Hernia Foreign Body Prolapse
Sheep and Goat	Prolapse
Cases the VAS recommend to Respondent Cattles & Sheep	Deworming

Subappa working with following Institutions
DEPT of AH MPCS CBO KENDRA

1. Above information's clearly reveals Subappa have good rapport with the VAS , MPCS ,CBO's and Kendra. Helps him all the way to execute in his profession successfully.
2. Clear Orientation to him while training had a good impact that he does not involve directly in complicated cases mentioned above. Also VAS have courtesy towards Subappa by recognizing and directing him to attend simple cases.

Social Status:

Sl.No	Particulars	Increased
1	Love and affection from family members	
2	Appreciation from family members	
3	Appreciation from friends and relatives	
4	Recognition from officials of respective agencies	
5	Recognition from other entrepreneurs	
7	Self satisfaction	
8	Participation in other village development meetings	
9	Participation in village development works	
10	Recognition by other people institutions	

From overall observations on average it is observed that nearly 66.66 % of family income obtained from AH profession.

This profession made Subappa easy access to invest on initial and working capital and also asset creation like vehicle purchase to perform better services.

Notable changes in expenditure on food and clothing shows the changes in their lifestyle, Initially they invest only on finger millet but now they tend to focus on Balanced diet, which not only enhances their nutritional status but also contributes to their social attributes. Happily Subappa exclaimed that “ now I have Rs.45000 as savings for my son engineering education “

The linkages with various stakeholders helped him in all the ways to execute successfully. Now department of AH have identified Subappa as their authorized messengers to remote hamlets to disseminate AH services.

Moreover Subappa proudly says that they call me “ **DOCTOR** “ by his fellow villagers **whereas previously he was minded for least ...**

This clearly Socio-economic status of A.H promoter has improved after getting trained and practicing AH services through Myrada Krishi Vigyan Kendra.



Deworming



Pregnancy diagnosis



Artificial Insemination
