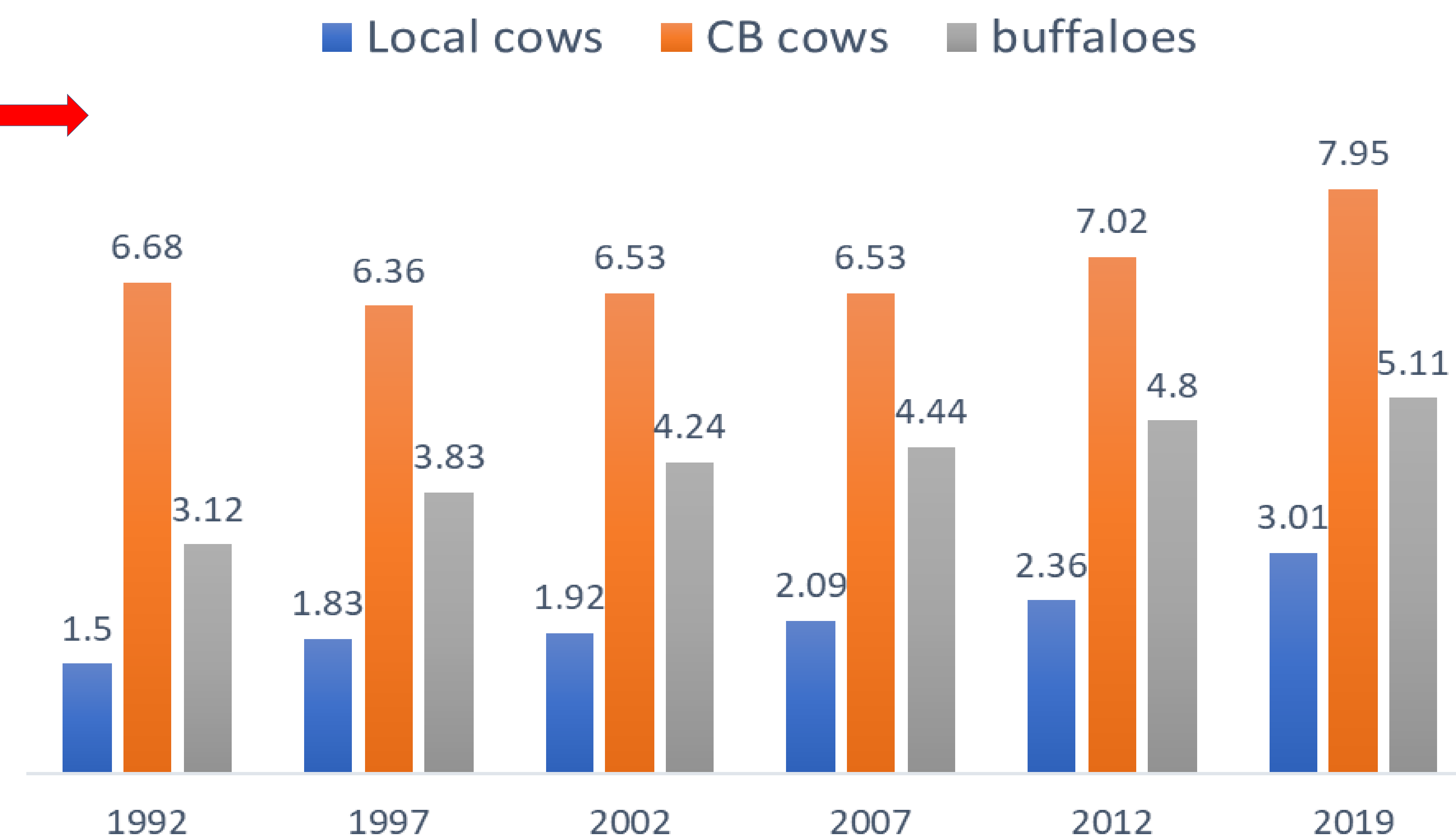




Introduction:

- ❖ India is leading in milk production with 209 MT/year but with 300 million bovine population
- ❖ Not much efforts to enhance dairy productivity →
- ❖ Digital innovations in procurement of milk and marketing is evident but not in production level

Milk yield/day in Indian dairy animals (27 years)



Objective of this study

- ❖ To identify the key issues for low productivity in dairy animals through digital innovations

Materials and methods

- ❖ Data were collected using HERDMAN app in 60 villages, 5504 dairy animals
- ❖ Simple analysis to see production/reproduction status of animals

Results

- ❖ Fewer animals (39%) in milking status (70% is ideal) and Pregnant 24% (ideal 50%) indicates long inter-calving period and infertility issues →

Discussion and conclusion

- ❖ Digital innovations to support efficient breeding and evidence-based extension system is a key for future
- ❖ Incentive mechanism for digital app usage is unexplored

References

- Daum, T, Ravichandran, T, Karuiki, J., Chagunda, M., Birner, R. 2021. Connected cows and cyber chickens? Stocktaking and case studies of digital livestock tools in Kenya and India. *Agricultural Systems* 196 Available online on <http://dx.doi.org/10.1016/j.agsy.2021.103353>

Production/reproduction status of dairy animals

