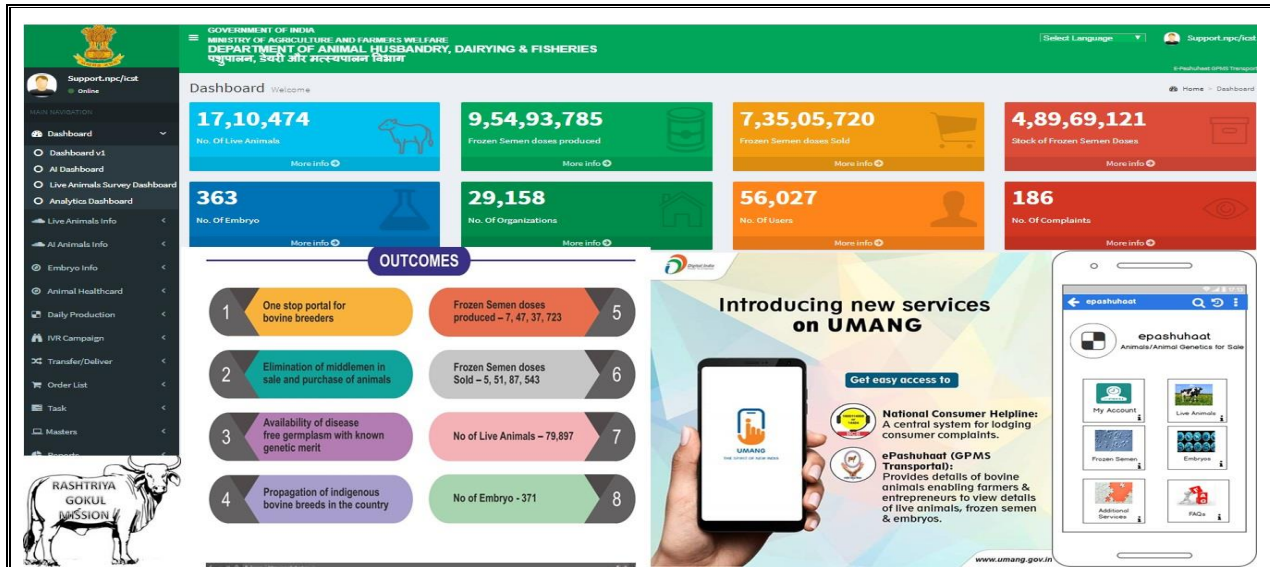




Government of India
Ministry of Agriculture & Farmers Welfare
Department of Animal Husbandry and Dairying

**E-Pashuhaat Transportal
of DAHD, Government of India**



- The Portal was launched by Hon'ble Union Minister of Agriculture, on 26.11.2016 at New Delhi, for online trade in bovine germplasm thereby unlocking the barriers of time, geography, transparency and sustainably in the dairy sector.


- The farmers, breeders & other agencies can directly access the Epashuhaat GPMS Transportal for trade / e-commerce of superior quality, disease free germplasm viz; Live Animals, Frozen Semen & Embryos. The availability of germplasm across the country on real time basis and is integrated with UMANG Mobile apps for availing various government services using any device.

- Login to www.epashuhaat.gov.in
www.indiancst.com/india/e-pashudhan
www.dahd.nic.in

- For Enquiries: Phone: 080-28466107, Mobile: +919449801370

FOR DOUBLING FARMERS INCOME

*Farmer Producer companies may apply to concerned Livestock Development Board in the State for establishment of Multi-purpose Artificial Insemination Technician for Rural India (MAITRI) "State-wise list of Livestock Development




01. One stop portal for bovine breeders, sellers and buyers.


02. Minimizes the involvement of middlemen & Increase farmer's income.

03. Availability of disease free germplasm with known genetic merit.


04. For more information, Contact Toll Free Number - 1800-8437-100 Website - www.epashuhaat.gov.in



Red Sindi



राष्ट्रीय गोकुल मिशन

17,10,474


No. Of Live Animals

9,54,93,785
 Frozen Semen doses produced

7,35,07,635
 Frozen Semen doses Sold

4,89,69,121
 Stock of Frozen Semen Doses

363
 No. Of Embryo

17,10,474
 No. of Farmers

29,158
 No. of Organizations

100,000,000
 AI Target FY 2017-18

55,158
 No. of AI Technicians

<https://epashuhaat.gov.in/index.php?index.php#>

KRISHI KALYAN ABHIYAN



पशुपालन, डेयरी और मत्स्यपालन विभाग
 Department of Animal Husbandry,
 Dairying & Fisheries






112 Aspirational Districts of 27 States From 1st June 2018 to 15th August 2018

Toll Free Number (Farmer's Guidance) **1800-180-1551**

 @DOAHDF
  @DOAHDF
  www.dadf.gov.in



E-Pashuhaat Portal-
www.epashuhaat.gov.in

Epashuhaat GPMS Transportal a cloud computing integrated platform has the capability to register various stakeholders online,

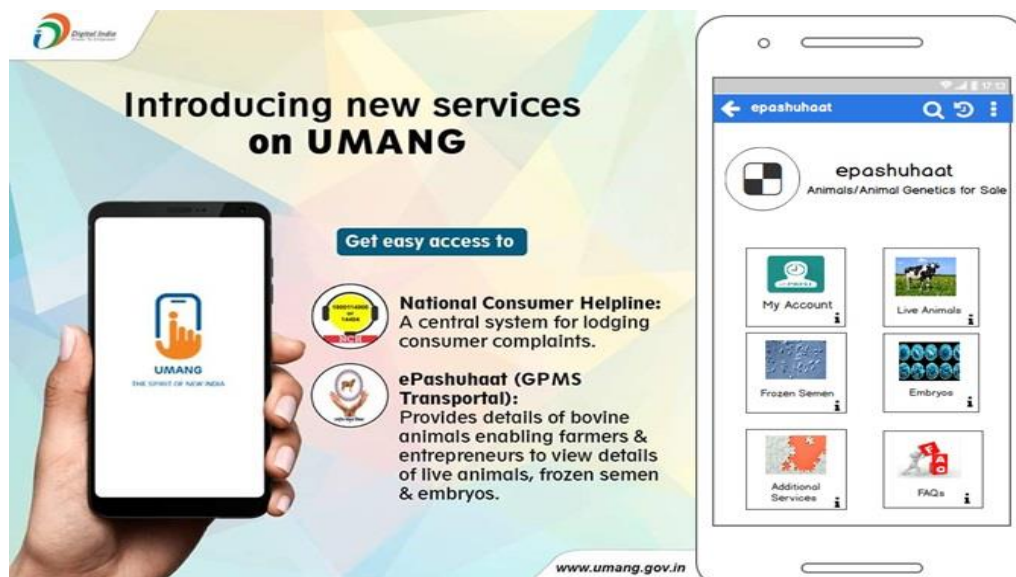
- **Farmers, Farms, CFSPTI, CCBFs, ICAR, Agricultural Universities, Colleges, Breeder’s Societies, Service Providers, Animals / Dairy Products, Insurance Companies, Export, Inspection Agencies, Genetic Disease Testing Labs, Diaries, Animal Suppliers, Animal Breeders,etc.**
- **State Department of Animal Husbandry training institutes, Milk Unions, Cattle feed plants Livestock Census, Enumerators, Supervisors, Veterinary Colleges, Dairy Cooperative Institutions, NGO’s, Public Private Partnership organizations, MAITRIs, ec.**
- **Veterinary Hospitals, Dispensary, Veterinarian’s, Practitioners, (EIAs), Para-veterinarian, Drugs, Surgical Supplier, Biological Laboratory, Drug Suppliers, Federations,**
- **Milk Cooperative societies, Co-operative Milk Unions, State Implementing Agency, Livestock, Development Boards, State Gauseva, Ayogs, etc.**
- **Artificial Insemination (AI) service providers, AI technicians and professionals, Gaushalas, Franchisee’s, Consultant’s,**
- **Transporters / Facilitators, Organizations, Research / Institutes, Address Directory, Feeds, Fodder units,**
- **International Funding Agencies, Project Management Consultants, etc.**
- **Banks, Haat’s, Advertising Agencies, Media** on registration an OTP is sent to the mobile no. and after verification the Umang mobile app is ready to use. User can seek a lot of future services at farmers doorstep, regular extensions to current services are forth coming.



As a result of the continuous and strenuous efforts made by MoAFW, DAHDF, NeGD, NPC, CSIR 4Pi and Indian CST's teams along with other chosen partners and associates on many fronts, the make in India cloud computing platform is now integrated with UMANG the one India mobile apps platform together this is the first authentic India market place for disease free germplasm in form of 1. semen, 2. Embroys, 3. Calves, 4. Heifers, and 5. Adult Bovines of different agencies / stake holders. With UID enabled login mandatory for sale has been successfully facilitated across India. This is one of the biggest Team India's joint achievements aimed at doubling farmers income & rural prosperity.

Today the Epashuhaat GPMS Transportal has become the one stop Transportal for bovine breeders, sellers and buyers and is continually growing in size daily with data inputs from sources across India. The tremendous success of the on-going unified efforts is certain to boost Indigenous breed development. Since its the launch on 26th Nov 2016, the enthusiastic participation of all stakeholders at Global, National, State and local levels, both in the public sector and the private sector is very much in evidence. A common farmer in a remote village has been enabled across 29 States, 7 Union Territories, 650 Districts, 2,75,000 Panchayats and 6,46,000 Villages etc., to contact any of the Animal Husbandry, Departments, Institutions / Organizations / Centers and multiple stake holders by accessing this single platform.

Epashuhaat Services enabled for Farmers on UMANG Mobile Apps



Introducing new services on UMANG

Get easy access to

- National Consumer Helpline:** A central system for lodging consumer complaints.
- ePashuhaat (GPMS Transportal):** Provides details of bovine animals enabling farmers & entrepreneurs to view details of live animals, frozen semen & embryos.

www.umang.gov.in

The image shows a hand holding a smartphone with the UMANG logo. To the right, a larger smartphone displays the epashuhaat app interface with various service icons: My Account, Live Animals, Frozen Semen, Embryos, Additional Services, and FAQs.

Download the UMANG App

https://play.google.com/store/apps/details?id=in.gov.umang.negd.g2c&hl=en_IN

BENEFITS TO THE FARMERS

1. GERM PLASM India Market Place:

- A farmer can check and buy online Authenticated Disease Free Live Animal /s, Frozen Semen or Embryo, of choice

2. Artificial Cattle Insemination (AI Services):

- A farmer can place an order online for AI or for various other services provided by an AI Technician in the particular location (available cash on delivery)

3. Information on Veterinary Dispensary/Veterinary Hospital/Artificial Insemination Center/Mobile Veterinary Center etc.,:

- A farmer can view detailed information online by down loading the Umang mobile app. They can view or search under for organizations delivering various cattle services i.e. Training Institutes, AI Technicians, State Wise Contact List of Director Animal Husbandry, List of Establishment of MAITRI, Veterinary Dispensary / Veterinary Hospital / Artificial Insemination Center/ Mobile Veterinary Centers etc., based on his/her choice of location to avail specific services or information online. Successful Cattle Stories etc.

4. Comparing Animals:

- A farmer can compare different animals / breeds including milk yield lactation information

5. Registering Live Animals:

- A farmer can register his/her indigenous breeds if he/she wants to sell animals under epashuhhat.gov.in under Rashitriya Gokul Mission, the farmer can participate in programs for development of the Bovine breeds.

6. Vaccination Services:

- A farmer can monitor their animal's vaccination schedules and can avail these on time and get a animal healthcare card having unique identification of their cattle.

7. Round the year Household Survey Online:

- A surveyor can do household survey of farmers or other related cattle or livestock

8. Know Your Animal Services (KYA):

- A farmer who wants to buy a live animal online can know the complete history through scheme. This is a paid service. Before a farmer or a dairy, or an institution decides to purchase live animal, Frozen Semen Straw, Embryo, Sexed Semen Straw, through KYA the pedigree can be analyzed. Banks or any other financial institution can provide a loan or clear applications for subsidy on loans easily as KYA provides , authentic information on the cattle.

9. Transport Services

- A farmer can request or book online for specific cattle transport services available in his or her location

10. Insurance

- A farmer can insure his/her animals or avail Government / Private insurance

11. Online Helpdesk

- A farmer can send complaints to local/state/central govt, organizations or institutes officers or call +919739047849 or +919742979111

12. IVRS, SMS services and Video Conferencing Services

- A farmer can avail IVRS, SMS services and Video Conferencing Services as additional as a paid service to interact with department or farmer online

13. Multiple Bank Payment Gateway to buy or sell

- A farmer can avail the facility of Multiple Bank Payment Gateway integrated intelligent router for getting lowest bank charges on the online transactions.

14. AI Services by the AI worker

A farmer can avail AI Services such as

- Registering his / her animal
- Ear Tag, maintain
- Monitor vaccination schedule
- Monitoring animal pregnancy tests,
- Calving Help
- Nutrition Advise
- Vaccination certificates
- Disease Prevention
- Medical Treatment
- Information, offering animal products for sale etc.
- Brining awareness to farmers and govt. or private organizations about various cattle services available in their specific location/s which can be delivered at farmers door step.

COMING SOON

15. VOIP-WINGS

- Epashuhaat GPMS Transportal is being integrated with BSNL Internet Telephony (VOIP) offered as a paid service with brand name "WINGS".
- To use the service, farmer or customer needs to install a SIP client (soft app) on any of their smart devices (laptop/smart mobile handset/tablet etc.) having internet connectivity this enables to make and receive calls from anywhere in India and later one can make and receive call anywhere abroad on additional tariff basis.

16. India SIRE Directory

- A farmer or Institute can view Indigenous Cow Bull Directory for availing Disease Free Best Quality Frozen Semen with genomic selection online

17. Milk and Milk Products

- A Farmer can sell their Desi milk and milk products stock online

18. FAQ

- The Site has frequently asked questions with answers online

19. Knowledge Management

- Epashuhaat GPMS Tranportal is a knowledge and content management repository for Farmers

20. Hosting Infrastructure

Hosted on India's own super computing Infrastructure at CSIR 4 PI of Govt. of India

21. Farmer Registration:

- A farmer has to register online in epashuhaat GPMS Tranportal or Umang Mobile app for buying or selling their live animals
- With UMANG, users will need to download and install just one mobile application without the necessity to manage several apps.



- In epashuhaat, Farmers can sell Live Animals, Frozen Semen and Embryos.
- It will appear in UMANG under app name “**epashuhaat**”.
- If user is not registered then user will click on “New User” link and user will be navigated to the registration screen.
- Personal Details and Address Details tabs will be displayed.
- By Default user will be navigated Personal Details tab.
- When user will enter the User Name, then availability of User Name will be checked.
- As User Name should be unique, if entered User Name does not exist then validation message will be displayed that “User Name Available”.
- Search Keywords:
 - Available in 13 Indian languages
 - Any user will be able to search epashuhaat services using the above mentioned keywords in the search section of UMANG platform.
 - epashuhaat is a National service and will be placed in National services only.

22. Register through Aadhar

- A farmer also can register using Aadhar no or any other government ID's can be provided online for verification online

Benefits to the Multiple Stakeholders in ePashuhaat.gov.in
GPMS Transportal single integrated cloud computing platform

The various users on ePashuhaat GPMS Transportal integrates Central Institutions, State Farms, Doctors of Veterinary Hospital, Veterinary Dispensaries, Training Institutions, AI Technicians/Workers, Farmers, Service Providers and other stakeholders etc., The stakeholders are provided with the features of Customized Real Time Data Analytics with Dashboard, Multiple Language, Multiple Bank Payment Gateway with innovative integrated router for easy transactions online etc.,

<p><u>Central Government of India Institutions:</u></p> <p>The central institutions such as CFSP&TI, CHRS and CCBS Institutions:</p> <ul style="list-style-type: none"> • Programme oversight in real-time with greater transparency • Zero cost for states for Transportal creation • Demand and Supply position of various items • Monitoring and Evaluation Report Generation • Sire Directory/Annual Report Generation • Repository and aggregator of both public and private sector services • Evidence based policy support information for decisions <ul style="list-style-type: none"> - Forecasting and Targeting Production Plan for Nation - Targeted Genetic Development - Assessing need for Infrastructure and Education • Global recognition for using data mining and analytics • Capacity building at all levels <p><u>State Govt. Farms/Institutions:</u></p> <ul style="list-style-type: none"> • Demand and Supply of various items • Latest stock positions • Monitoring and Evaluation Reports • Sire Directory/Annual Report 	<p><u>Veterinary Hospital, Veterinary Dispensaries & Training Institutions:</u></p> <ul style="list-style-type: none"> • Monitoring the Animal's Vaccination, Disease Testing details and uploads real time information. • Instructing the AI Technicians/Workers to provide the service of Artificial Insemination to the animals. • Maintaining the Calves information on real time basis • Provide services at the farmer's doorstep. <p><u>AI Technicians/Workers and Service Providers:</u></p> <ul style="list-style-type: none"> • Registering the animals with Tag Number • Maintain and monitoring the real time vaccination services/schedules and reporting disease testing information of the animals in that specific location. • Providing the service of Ear Tag as per the requirement of Farmer/Institutions/Organization and also to maintain the change in the Ear Tag of an animal and update information. • Providing the AI service to the animals • Monitor the Pregnancy stages and upload real time information of the specific animal. • Maintaining the Calving information
<p>Farmer:</p> <ul style="list-style-type: none"> • One stop portal integrated with UMANG mobile apps for bovine breeders, sellers and buyers crosses one crore mobile phone downloads • Creating and Comparative Farm Network • Making Farmers exchange local knowledge and resources • Availability of disease free germplasm with known genetic merit • Minimizes the involvement of middlemen • Sale only of tagged animal with Nakul Swasthya Patra • Preservation of diverse indigenous bovine breeds in the country • Increase in milk production and productivity • Increase in farmers' incomes. 	

For Providing Cattle Services at the Farmer's Door Step