

F.No. ASHF-PLG/27/2021-10-ASH&F  
**Government of Jammu & Kashmir**  
**Animal/Sheep Husbandry and Fisheries Department**  
**Civil Secretariat, Jammu/ Srinagar**

Dated: 22-06-2021

**Subject: Revised Operational guidelines of Integrated Dairy Development Scheme (2021-22)**

1. The guidelines will be in force till 31<sup>st</sup> March, 2022 or replaced by a new set of guidelines whichever is later.
2. The support by the department in terms of incentives/ subsidy will be available for the following:-
  - a) Establishment of dairy units;
  - b) Establishment of Milk collection/chilling/processing unit;
  - c) Establishment of market infrastructure including milk ATMs; &
  - d) Establishment of milk/milk product transportation system.
  - e) Environment Management of Dairy Farms.
3. The scheme shall be implemented through Animal Husbandry Department Jammu/Kashmir and monitored by committee constituted by the Administrative Department for the purpose.
4. **Mode of operation:**
  - i. Any individual /group of individuals/milk processing unit holders/milk federation/ retailer/ self help group/ dairy cooperative society/farmers producer organization can avail the benefits of scheme.
  - ii. Efforts will be made to cover 20% SC/ST and 10% women beneficiaries.
  - iii. The component wise details of benefits and subsidy available are provided at "Annexure A".
  - iv. "Dairy units would mean a unit of minimum five cows/buffaloes". Subsidy is fixed for one unit of five cows/ buffaloes. However, if an entrepreneur sets up multiple units of five cows/buffaloes, he will be entitled to subsidy accordingly in multiples available for single unit of cows/buffaloes. To clarify, if a person wants to set up a dairy unit of 50 cows/ buffaloes, he will be entitled for subsidy 10 times of that available for one single unit of 5 cows/ buffaloes.
  - v. The cows/buffaloes shall be preferably in 2<sup>nd</sup> or 3<sup>rd</sup> lactation and in no case beyond 4<sup>th</sup> lactation and can be in advanced pregnancy or in



early lactation with calf at foot. Insurance premium may be included in cost of animal.

- vi. The dairy animals shall be inducted from outside UT of J&K so that more dairy animals will be introduced in the milk pool of J&K UT. Dairy animals shall be preferably purchased through e-pashuhaat ([www.epashuhaat.nic.in](http://www.epashuhaat.nic.in)) e-marketing web portal by using e-Gopala App. Animal Husbandry Department Jammu/ Kashmir shall contact all leading cattle and buffalo breeders of neighboring States and convince them to upload the details of dairy animals for sale on e-pashuhaat so that the intending entrepreneurs will be able to select and buy animal through the portal. All the inducted Animals shall be UID tagged & registered on INAPH web portal. The dairy animals with UID tags already procured by beneficiaries under this scheme during 2020-21 and onwards, shall not be eligible for subsidy for establishment of new dairy units under the scheme for next five years. The concerned VAS shall regularly check and update status of these animals on INAPH web portal and shall not Re-register these animals on INAPH for next five years.
- vii. The dealers of the dairy animals, if domicile of Jammu & Kashmir should have a proper registration certificate as Dairy cattle dealer and they can also upload all requisite details of dairy cows/buffaloes including source of animals on e-pashuhaat web portal. The Dairy cattle/buffalo dealers shall not be entitled for benefit under component 1 of Annexure "A" of the scheme as beneficiaries. Dairy Animal sourced from outside UT of J&K shall only be inducted under the scheme. No incentive under component "Transportation of dairy animals" ( Component 1.1) of Annexure "A" shall be given, if animals are provided by a local dairy animal dealer.
- viii. The beneficiary can purchase dairy equipment from any registered company/ authorized dealer/ distributor/ sole manufacturer within or outside Union Territory of JK in accordance with minimum standard specifications in vogue as issued by the department or any central government institute. However, the rates shall be as per the company rate list or less.
- ix. The machinery/equipment should be certified as per requisite safety / quality standards and subsidy shall be released as fixed per unit by the department regardless of prices as long as specifications prescribed are met.
- x. The refrigerated milk van can be purchased as a unit or separately as chaises + refrigeration tank from authorized dealers, distributors,



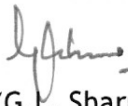
manufacturers etc. The make/model of the vehicle should be mandatorily of current financial year.

- xi. Interested beneficiaries will submit their applications in the format AHD-1 to their respective Chief Animal Husbandry Officer (CAHO) who in turn after due scrutiny will submit it to the Directorate of Animal Husbandry within 15 days from the receipt of the application.
- xii. A brief business plan, indicating the site of installation/purpose/milk supply chain if any/shall be enclosed with application. Subsidy shall be extended on first come first serve basis subject to availability of funds, however establishment of large dairy units (25 to 50 dairy animals) shall be encouraged.
- xiii. Once beneficiary has procured the equipment or unit of animals, 50% of total eligible subsidy amount or of maximum ceiling, which ever is less, will be released upon submission of duly verified invoice to the Directorate of Animal Husbandry through concerned CAHO. Balance 50% subsidy will be released after physical verification by a team constituted by the CAHO concerned.
- xiv. Such verification will be carried out within 15 days of the submission of invoice and intimation that the unit has been established or equipment has been procured.
- xv. There will not be delay of more than 30 days in release of subsidy once the beneficiary has submitted the required documentation.
- xvi. Release of subsidy will be only through DBT.
- xvii. Registration of Milk van/ refrigerated milk van is mandatory before release of subsidy.
- xviii. The beneficiary can opt for loan facility by depositing 10% margin money and 50% subsidy shall be provided as back ended with defined lock in period as per RBI guidelines and terms and conditions of different commercial banks.
- xix. All such beneficiaries who intend to avail this facility shall apply in Form AHD-1 in the office of Chief Animal Husbandry Officer of concerned district along with supporting documents, if any. The CAHO shall ascertain eligibility of beneficiary before forwarding his case to concerned Directorate of Animal Husbandry for approval.
- xx. In case beneficiary avails bank loan for purchase of the equipment, CAHO shall forward the Proforma bill of the equipment along with copy of application of beneficiary and a letter to Bank. The bank shall follow all RBI guidelines for sanctioning of such loan. After receipt of NOC from Bank, CAHO shall submit the case to respective Directorate for approval and release of subsidy and as per the



conditions mentioned at point No. xvi, xi and verification of supply as per point No. xiii.

- xxi. All clarifications issued by this Department regarding implementation of the scheme are applicable to these guidelines.
- xxii. The Administrative Department will constitute a monitoring committee for monitoring the implementation and impact of the program.
- xxiii. The Director Animal Husbandry Kashmir/Jammu shall draft a uniform manual for beneficiaries which shall include checklist, all procedures involved for applying under different components of scheme as well as well documented success stories of IDDS implemented during 2020-21. They shall also submit list of beneficiaries with address/phone number and photographs along with equipment/facility and month-wise details of utilization of subsidy to the Administrative Department. They shall also upload the same on official website.

  
22.6.21

(G.L. Sharma)

Director Planning  
Animal/Sheep Husbandry  
& Fisheries Department

**Copy to the:**

1. Principal Secretary to Lieutenant Governor of UT of Jammu and Kashmir.
2. Joint Secretary (Jammu& Kashmir), Ministry of Home Affairs, Government of India.
3. Divisional Commissioner, Jammu/ Kashmir.
4. All Deputy Commissioners of UT of J&K.
5. Director, Animal Husbandry Department Jammu/ Kashmir.
6. Private Secretary to Advisor (B) for information of the Hon'ble Advisor.
7. Private Secretary to Chief Secretary of UT of J&K for information of Chief Secretary.
8. Private Secretary to Financial Commissioner, Finance Department for information of Financial Commissioner.
9. Private Secretary to Principal Secretary to Government, Animal/Sheep Husbandry Department for information of Principal Secretary.

**Annexure A**

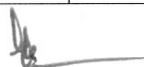
S. No.	COMPONENT with minimum capacity	PATTERN OF ASSISTANCE	Eligibility of Beneficiary
1	Establishment of Dairy unit (5 cows/ buffaloes as one dairy Unit)	50% subsidy with a ceiling of ₹ 1.75 lac per dairy unit (5 dairy animals) upto <b>four dairy units</b> (20 cows). Beneficiaries who intend to induct 5 to 10 dairy units (25 to 50 animals) or women entrepreneurs or SC /ST beneficiaries shall have a maximum subsidy ceiling of ₹ 2.00 lakh per dairy unit.	Milk Federations/ cooperatives/SHG's /FPO's,/individual beneficiary or a group of individuals who intend to start a new dairy farm.
1.1	Transportation Subsidy for transporting the dairy animals from Lakhanpur to any destination in UT of J&K.	50% subsidy with a maximum ceiling of ₹ 1000 per dairy animal.	Beneficiaries who opt for component 1. However, the incentive shall be provided on production of freight bills.
2	Establishment of Milk collection/chilling/ processing unit		
2.1	Bulk Milk cooling Unit (250 L to 2000 Litre)	50% subsidy with a maximum ceiling of ₹ 5.00 lakh	Individual beneficiary or a group of individuals who shall own a milk processing facility or should be linked to such facility or shall own at least 10 cow/buffalo dairy farm. Milk Federations/ Milk Companies/ Farmers producer organization/ Milk SHG's can avail benefit for 1 to 3 BMCs with a maximum subsidy ceiling of Rs 15.00 lakh (Rs 5 lakh for each BMC), however the BMC's should be installed at 3 different locations/ milk shed areas
2.2	Automatic Milk Collection unit along with facility for tracing all milk adulterants. ( to be installed along with BMC of atleast 1000 litre	50% subsidy with a maximum ceiling of ₹ 1.50 Lakh	Individual beneficiary or a group of individuals who are owning or have opted for a requisite capacity BMC under this scheme.



	capacity)		Milk Federations/ Milk Companies/ Farmers producer organization/ Milk SHG's can avail benefit of 1 to 3 AMCU's with a maximum subsidy ceiling of Rs 4.5 lakh (Rs 1.5 lakh for each AMCU), however the AMCU's should be installed along with the BMC's at 3 different locations/ milk shed areas
2.3	Paneer making machine 120 liters per hour/ Khoya making Machine 100 litre boiling and 20 Kg khoya per hour/ Cream separator 300 liters per hour/ Dahi making machine 500 liters per hour/ Ice cream making machine (20 Liter capacity)/ Butter & Ghee making 200 litre capacity	50% subsidy with maximum ceiling of ₹ 3.5 lakh	Milk Federations/ cooperatives/SHG's/FPO's, Any individual or a group of individuals can avail this benefit.
2.4	Cheese Production units of different capacities for production of mozzarella cheese, vats for milk treatment, milk coagulation. Curd slicing, cooking-stretching and moulding of any type of pasta filata cheese (mozzarella, fior di latte, pizza cheese, etc). Kaladi Cheese making/ packaging and Branding	50% subsidy with maximum ceiling of ₹ 3.50 lakh	Milk Federations/Milk cooperatives/SHG's/FPO's, Any individual or a group of individuals can avail this benefit.
2.5	Milking Machine, fully automatic/semiautomatic, single bucket/ double bucket/three buckets/ movable/ fixed pipeline.	50% subsidy with maximum permissible capital subsidy of ₹ 0.80 lakh	Any individual or a group of individuals shall own at least 5 dairy cows/buffaloes
2.6	Milking Parlor- minimum 4 point swing over dairy parlor	50% subsidy with maximum ceiling of ₹ 5.00 lakh	Any individual or a group of individuals/ dairy farms with at least 10 dairy cows/buffaloes
3.	Establishment of market infrastructure		




3.1	Milk ATM Machine (Vending Machine)(Dispensing capacity of 250 ml, 500 ml, 1000 ml and 2000 ml. Milk bucket size upto 500 litre) temperature regulation 3 to 4°C fixed or mountable on vehicle	50% subsidy with maximum ceiling of ₹ 5.00 lakh.	Milk Federation/ cooperative/ self help group/FPO/ or any individual/ group of individuals owning a milk processing facility/ chilling facility or linked to such facilities.
3.2	DG set minimum power output 3.5 KVA	50% subsidy with maximum ceiling of ₹ 1.50 lakh.	Milk Federation/ cooperative/ self help group/FPO/ or any individual/ group of individuals owning a milk/ milk product processing facility/ chilling facility/Dairy farm/ Milk ATM.
4.	Establishment of Milk/ Milk product transportation system		
4.1	Purchase of Refrigerated Vans	50% subsidy ; with maximum ceiling of ₹ 4.00 lakh	Milk Federations/ cooperatives/SHG's/ FPO's, individual beneficiary or a group of beneficiaries shall own at least a milk processing facility or BMC or Milk outlet or 10 cow/ buffalo dairy farm or should be linked to milk processing facility.
4.2	Purchase of milk van	50% subsidy ; with maximum ceiling of ₹ 2.00 lakh	Milk Federations/ cooperatives /SHG's /FPO's, individual beneficiary or a group of beneficiaries shall own at least a milk processing facility or BMC or Milk outlet or 5 cow/ buffalo dairy farm
4.3	Support for transportation of processed milk products through Air transportation from Srinagar/ Jammu Airport to any destination in the Country	50% subsidy on Airway Bill with a maximum ceiling of ₹ 10.00 per kg of milk product.	Any individual or group of individuals/ Milk Cooperatives/FPO's/SHG's /Milk companies who intend to export their milk products outside UT





			of J&K through Air transport.
5	<b>Environment Management of Dairy Farms</b>		
5.1	Dairy Effluent/ Dairy Sewage Treatment Plant	i. 50% subsidy with a maximum ceiling of ₹ 1.50 lakh for 3-5 KLD capacity. ii. 50% subsidy with a maximum ceiling of ₹ 2.00 lakh for 5-10 KLD capacity. iii. 50% subsidy with a maximum ceiling of ₹ 3.00 lakh for >10 KLD capacity.	New or existing dairy farmer owning more than 5 cows or Cluster of dairy farms/ Gaushalas.
5.2	Biogas plant of different capacities along with accessories	50% subsidy with a maximum ceiling of ₹ 2.00 lakh	New/ existing dairy farmers/ Gaushalas
5.3	Cow dung dewatering system & Cow Dung drying / log making machine	50% subsidy with a maximum ceiling of ₹ 0.80 lakh	New/ existing dairy farmers/ Gaushalas



(G.L. Sharma)

22.6.21

Director Planning  
 Animal/Sheep Husbandry  
 & Fisheries Department



## FORM AHD 1

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photograph  
here, Attested  
by LDO/BVO

1. Name of Beneficiary/ Cooperative/FPO/ SHG/ Other (Please Specify)  
\_\_\_\_\_
  2. Father's/ Husbands Name \_\_\_\_\_
  3. Address: \_\_\_\_\_, Tehsil \_\_\_\_\_,  
District \_\_\_\_\_ Mobile No \_\_\_\_\_, Aadhaar No \_\_\_\_\_
  4. Registration No. of Milk cooperative/FPO/SHG: \_\_\_\_\_ No. of members \_\_\_\_\_
  5. Milk Processing facility if available or linked to any such facility (please specify with name & address): \_\_\_\_\_  
(Copy of M.O.U with such facility shall be enclosed).
  6. Dairy farm/ Dairy milk outlet available (if any please specify with name & address):  
\_\_\_\_\_
  7. 

<u>Facility/ Intervention/Equipment required</u>	<u>Cost</u>	<u>Name of authorized Supplier with Address</u>
i) .....	.....	.....
ii) .....	.....	.....
iii) .....	.....	.....
  8. Total cost as per proforma bill/ bills enclosed: Rs. \_\_\_\_\_
  9. No. of dairy units (5 dairy animals per unit) applied for :  
\_\_\_\_\_
  10. Please specify specie (Cow/Buffalo)/ breed of dairy animals \_\_\_\_\_
  11. Name & Address of dairy animal breeder/ with source of dairy animals:  
\_\_\_\_\_
  12. Total cost of dairy animals as per proforma bill enclosed \_\_\_\_\_
  13. Transportation Subsidy: Required/ Not required
  14. 16 digit Account No. \_\_\_\_\_, Bank \_\_\_\_\_,  
Bank Branch \_\_\_\_\_
  15. If beneficiary wants to avail Bank Loan (Please tick): YES/ NO
  16. If yes, name of Bank: \_\_\_\_\_ Branch: \_\_\_\_\_  
Address \_\_\_\_\_
- (NOC from concerned Bank Branch shall be enclosed)
17. A brief business plan, indicating the site of establishment/installation/ interventions etc shall be enclosed.

Signature:

Name:

Address:

Attested By CAHO