

### **7.3.1 PORTRAY THE PERFORMANCE OF THE INSTITUTION IN ONE AREA DISTINCTIVE TO ITS PRIORITY AND THRUST**

#### **PASHU VIGNANA PRACHARA VAHINI (MOBILE INFORMATION VEHICLE) VEHICLE DESIGN AND CONCEPT:**

An innovative concept of “**Pashu Vignana Prachara Vahini**” (**Mobile Information Vehicle**) has been developed at Sri Venkateswara Veterinary University, Tirupati with an idea of effective dissemination of scientific knowledge and technologies developed in the university or India or abroad to the farmers in various villages of the state.

This vehicle is having all facilities like audio-visual aids i.e public addressing mike system, 55 inches of digital screen, stage and mobile lab facility for sample collection and examination of samples at the village level/doorstep of the farmer during disease outbreaks, and conduct of farmers’ training/orientation/awareness programs. The vehicle was named “**Pashu Vignana Prachara Vahini**” and was introduced first in India to reach the farmers at their doorstep. The vehicle was purchased from Force motors limited on 28.03.2017, costing Rs. 7,31,558/-. Later, it was fabricated with all modern equipment with the cost of Rs. 18,27,450/- from M/S Jesai Health Care (India) Pvt. Ltd, Coimbatore, Tamil Nadu.

The mobile unit was inaugurated by Dr. Purnendu Biswas, Hon’ble Vice-Chancellor, West Bengal University of Animal and Fisheries Sciences, Kolkata; Professor Suresh S.Honnappagol, Hon’ble Commissioner, Animal Husbandry, Govt. of India and Dr.Y.HariBabu, Hon’ble Vice- Chancellor, SVVU.

#### **OBJECTIVES OF THE VEHICLE:**

- To impart trainings and awareness programmes in the villages at the farmer’s doorstep.
- To identify problems related to health and management of livestock in the villages and to provide need-based solutions.
- To provide information on low-cost feed formulations with locally available ingredients.

- To provide health care management, treatment & prophylaxis, and transfer of new scientific technologies to the farming community.
- To educate the farmers regarding the managemental, nutritional, and health care aspects of animals through Audio-Visual aids equipped in the vehicle.

#### **FACILITIES AVAILABLE IN THE VEHICLE:**

- Transport of training material like fodder grass slips, Feed, mineral mixture blocks etc. to the place of training.
- Audio-Visual Aids for the purpose of educating the farmers through short videos prepared on cattle, sheep, goat, swine, and poultry managemental, nutritional, and health care aspects.
- One microscope is also available for on-farm screening of samples during disease investigation at the village level.
- Five subject experts can sit in the vehicle to travel to the villages to train or give advises to the farmers on various emerging diseases and different managemental practices of livestock.
- The collected samples Storage of during field visits/disease outbreaks for screening of samples and diagnosis of the diseases at University's diagnostic centres.

#### **UTILITY OF VEHICLE:**

Pashu Vignana Prachara Vahini (Mobile Information Vehicle) is an innovative initiative designed to promote animal husbandry practices among farmers and livestock owners. This provides audio-visual aids, particularly short videos, as powerful tools to disseminate knowledge and create awareness. The short films / videos in vernacular language disseminate the scientific information effectively Further, through the projection of these videos, farmers can gain valuable insights into various aspects of animal healthcare, breeding, nutrition, and disease prevention.

This highlights the use of audio-visual aids in specific programs such as the Mastitis control programme, awareness on zoonotic diseases, Rythu Sikshana Padham, Farmers meetings and fodder week celebrations and off-campus farmers training programs.

#### **SOME OF THE PROGRAMMES ORGANIZED:**

**1. Mastitis Control Programme:** Mastitis is a bacterial disease which causes infection to the udder and it adversely affects the milk production and health status of the animals and causes severe loss to the farmers. Hence, Mastitis Control Programme” was launched at Sorakayalapalem village, Tirupati on 22.03.2018. In this programme videos/short films were played through the Audio-visual aids of this vehicle related to prevention and management of mastitis in dairy animals.

**2. Zoonotic Diseases Awareness:** School children and farmers are being educated about Zoonotic diseases, which can be transmitted between animals and humans by playing videos that highlight preventive measures, safe handling of animals, and the necessity of vaccination to reduce the danger of Zoonosis. Awareness of Zoonotic diseases was officially launched on World Zoonosis Day i.e. 6th July, 2018. Later, a number of programs were held at Government schools and villages for the benefit of the farming community as well as students of rural areas.

**3.Rythu Sikshana Patham:** The university has organized a number of Rythu Sikshana Patham in different districts of the state with the main objective of educating the farmers on various livestock-related topics. During these meetings, farmers and Veterinarians were trained with the help of Pashu Vignana Prachara Vahini (Mobile Information Vehicle) by displaying different short videos on themes such as the management of animals, nutritional aspects, and health perspectives.

**4.RBK lo Pashu Vignana Sadassulu:** Pashu Vignana Sadassulu was organized in RBK (Rythu Bharosa Kendra) centres with the support of Pashu Vignana Prachara Vahini's (Mobile Information Vehicle) audio-visual aids by playing short videos covering topics such as animal healthcare, breeding practices, nutrition management, and disease prevention. So far, we have covered selected RBKs in the districts of Chittoor, Tirupati, Annamaiah, Nellore, and YSR Kadapa. Along with the aforementioned programs, organized Fodder Week celebrations, Open House Exhibition, Mana Vooru Mana Jeevalu and many off-campus farmers training

programs at villages with the help of Pashu Vignana Prachara Vahini (Mobile Information Vehicle) to train the farmers, self-help groups and unemployed youth.

<b>S.No</b>	<b>DATE</b>	<b>VILLAGE</b>	<b>DETAILS OF THE PROGRAMME</b>
1.	20.03.2018	Sorakayapalem	Awareness on Mastitis Control
2.	29.05.2018 to 31.05.2018	Ongole	RythuSikshanaPadham - MeeKosam - MeeSevalo
3.	29.06.2018 to 30.06.2018	Nellore	Rythu Sikshana Padham - MeeKosam - MeeSevalo
4.	06.07.2018	Narsingapuram	Awareness on Zoonotic Diseases
5.	20.07.2018	Rangampeta	Awareness on Zoonotic Diseases
6.	20.07.2018	Rangampeta	Awareness on Mastitis Control
7.	27.07.2018	Perumallapalli	Awareness on Zoonotic Diseases
8.	31.07.2018	Bandakindapalli	Participated in Calf rally
9.	03.08.2018	Renigunta	Awareness on Zoonotic Diseases
10.	08.08.2018 to 09.08.2018	Visakhapatnam District	Rythu Sikshana Padham - MeeKosam - MeeSevalo
11.	31.08.2018	MuthyalaReddiPalli	Awareness on Zoonotic Diseases
12.	20.09.2018	Karakambadi	Awareness on Zoonotic Diseases
13.	09.10.2018 to 11.10.2018	Kadapa	Rythu Sikshana Padham - MeeKosam - MeeSevalo
14.	26.10.2018 to 27.10.2018	Guntur	Rythu Sikshana Padham - MeeKosam - MeeSevalo
15.	03.11.2018	Gajulamandyam	Awareness on Zoonotic Diseases
16.	01.12.2018	Ananthapur	Scientific Breeding, Feeding Management and Health Aspects of Livestock
17.	22.12.2018	Kavali	Participated in Animal Health Camp (NSS Programme for Final Year BVSc Students)
18.	27.12.2018	Udamalapadu, Yerpedu	Awareness on Mastitis Control
19.	05.01.2019	Mangalam	Awareness on Zoonotic Diseases
20.	25.01.2019	Mallam Gunta,	Awareness on Zoonotic Diseases

		Tirupati	
21.	02.02.2019	Thiruchanur, Tirupati	Awareness on Zoonotic Diseases
22.	16.02.2019	Oteru, Tirupati	Awareness on Zoonotic Diseases
23.	27.02.2019	LRS, Palamaner	Participated in Kisan Mela
24.	11.06.2019	CVSc, Tirupati	Participated in Vanaraja Birds Distribution Programme
25.	14.06.2019	Venkatayapalem	Awareness on Mastitis Control
26.	28.06.2019	SoS Office, Yerpedu	Participated in Vanaraja Birds Distribution Programme
27.	08.07.2019	Chandragiri	Rythu Dinosthavam
28.	11.07.2019	Chinnagottigallu	Fodder Week Celebration
29.	31.07.2019	Saanambatla	Awareness on Mastitis Control
30.	28.08.2019	Naagampalli	Participated in Breeding Rams Distribution Programme
31.	20.09.2019 to 22.09.2019	CVSc, Tirupati	Open House Exhibition
32.	05.11.2019	Nadavaluru	Awareness on Mastitis Control
33.	13.12.2019	Thondavada	Awareness on Zoonotic Diseases
34.	23.12.2019	Yedemvaripalli	Rythu Dinosthavam
35.	03.01.2020	Sullurpeta	Participated in Penguin Day
36.	12.03.2021	LRS, Palamaner	Participated in Kisan Mela
37.	07.07.2021	Mannasamudram	Fodder Week Celebration
38.	08.10.2021	Merlapaka	To collect samples from a sheep flock
39.	22.02.2022	Settigunta, Annamayya district	Fodder Production & Management
40.	11.03.2022	Musalayyagaripalli	Livestock Mela
41.	17.03.2022	SoS Office, Yerpedu	Scientific Rearing of Cattle, Sheep & Poultry
42.	22.03.2022	Kammapalli, Annamayya district	Method Demonstration of Mastitis
43.	23.03.2022	Pantapalli, Annamayya district	Dairy Animals Management
44.	25.03.2022	Siddavaram, Annamayya district	Sheep and Goat Rearing
45.	26.03.2022	Kamalla, Annamayya district	Silage & Hay Making
46.	29.03.2022	Timmareddipalli, Annamayya district	Backyard Poultry Farming
47.	31.03.2022	Nagavaram, Annamayya district	Common Diseases in Dairy Animals & Preventive Measures

48.	23.04.2022	Chelluru, SPS Nellore	Prevention and control as well as detection of Sub-Clinical Mastitis
49.	29.04.2022	M. Kothuru, Tirupati district	Common Diseases in Sheep & Goat, Preventive Measures
50.	31.05.2022	Jammalamadugu, Kadapa district	Value-Added Milk Products Preparation
51.	18.06.2022	GunthaGadhanki, Tirupati District	Importance of Fodder Cultivation and Usage of Mineral Mixture
52.	19.07.2022	RAAS, Karakambadi, Tirupati District	Scientific Rearing of Livestock, Sheep and Backyard Poultry Management
53.	30.07.2022	Muddulapalli, Tirupati District	Economic Rearing of Dairy Animals, Sheep, and Backyard Poultry
54.	17.08.2022	Nelaballi, Tirupati District	Best Practices in Cattle, Sheep and Poultry Production
55.	24.08.2022	Narayana Nellore, Tirupati District	Importance of Improved Fodder Varieties like Super Napier
56.	26.08.2022	Nethivaripalli, Tirupati District	Measures of Detecting Sub-Clinical Mastitis
57.	23.09.2022	Agarala, Tirupati District	Economic Rearing of Dairy Animals
58.	21.09.2022	SoS Office, Yerpedu	Awareness on Lumpy Skin Disease
59.	20.10.2022	Akruthi, Srikalahasti mandal, Tirupati District	Management of Dairy animals, Sheep & Goat, Backyard Poultry
60.	21.10.2022	Abbatlapalli, Tirup ati District	Management of Dairy animals, Sheep & Goat, Backyard Poultry
61.	11.11.2022	Pulithavaripalli, Tirupati District	Common Diseases in Dairy Animals and their Etiology, Pathogenesis, Symptoms, Control, and Treatment
62.	18.11.2022	CVSc, Proddatur	Participated in Kisan Mela
63.	01.12.2022	CVSc, Tirupati	Participated in Kisan Mela
64.	03.12.2022	CDT, Tirupati	Participated in Dairy Mela
65.	11.01.2023	LRS, Palamaner, Chittoor district	Training cum Exposure Visit on Sheep Farming
66.	25.02.2023	Adusupalli, Pakala Mandal, Tirupati District	Management of Dairy Animals and Prevention of Diseases
67.	03.03.2023	KVK, Venkatagiri, Tirupati District	Scientific Rearing of Sheep & Goat

## **SHORT VIDEOS PREPARED AT DIGITAL STUDIO, SVVU, TIRUPATI**

The following short videos on various livestock practices were created at SVVU Digital Studio and are being played in Pashu Vignana Prachara Vahini (Mobile Information Vehicle) through audio and video aids during farmer outreach programmes organized in rural areas for the effective dissemination of scientific knowledge and quick learning farmers.

<b>S.No</b>	<b>Year</b>	<b>Name of the Video</b>
1	2021	Labasati Gorrela Pempakam
2	2021	Azola Pempakam
3	2021	Labasati Gorrela Pempakam
4	2021	Azola Pempakam
5	2021	GorrelaloAarogya Samrakshana
6	2021	Gorrelalo Pradamika Chikista
7	2021	Gorrelalo Parannajeevula Nirmulana
8	2021	GorrepillalaMaranaalu
9	2021	Neelinaluka
10	2021	Galikuntu Vyaadhi
11	2021	Chituka Rogam
12	2021	Kaalipundu
13	2021	Domma Rogam
14	2021	Gorrela Empika
15	2022	LabhasatiGorrelaPempakam
16	2022	GrameeenaPranthalloPeratikollaPempakam
17	2022	VyaparasaraliloPeratikollaPempakam
18	2022	PachimethagaAzolla
19	2022	SeemapandhulaPempakam
20	2022	Palallo Vennashathanni Prabhavitham Chese Amsalu

**CONCLUSION:** The Pashu Vignana Prachara Vahini (*Mobile Information Vehicle*) was designed and fabricated by SVVU, Tirupati and it is a pride and Unique facility available in the Sri Venkateswara Veterinary University, Tirupati to cater the needs of farmers. The vehicle is using efficiently by the university extension officials in various livestock outreach programs to disseminate the scientific knowledge, creating awareness, providing essential information, and promoting best practices to the farmers, unemployed youth and self-help groups in the rural villages of the state.

**PHOTOGRAPHS OF PASHU VIGNANA PRACHARA VAHINI (Mobile Information Vehicle)**



**MOBILE INFORMATION VAN ( EXTERIOR)**



## Inauguration of Vehicle



## Vehicle Interior



## Awareness on Zoonotic Diseases



## On Campus Programmes



## Off Campus Programmes



## Rythu Sikshana Padham



## RBK Visits



**Service at RBKs (Rythu Bharosa Kendras)**