

Herd Happiness: The Fodder Formula Fueling Healthier Cattle

Cattle development was one of the important activities followed in the project area. So, there is a rapid increase in the cattle population and increased fodder requirement. A corresponding increase in fodder is required to meet the needs of growing livestock numbers and evolving animal husbandry practices. The current fodder availability in the village was below its demand. The families who had low purchasing power were dependent on pasture lands for open grazing which brought certain environmental issues like soil erosion. Keeping all these in mind, Fodder units were implemented in the project area through Integrated water resources development project which was funded by Asian Paints Ltd.

Mr. Madhu is living in the village of Ootla in Sangareddy District in Telengana state. His major source of income is from the cattle rearing. He was selected for the implementation of fodder unit through the project. Realising the importance of fresh fodder, he started cultivating the fodder in his 0.3 acres of land. We belong to a poor family and livestock, so revitalizing degraded common fodder and pasture resources and improving their green fodder production is important.”



Upon usage of fodder for few weeks, he started observing the quantity and quality of the milk has improved gradually. The fat content in the milk has also improved gradually fetching him additional rate for the milk produced. He used to purchase fodder at the cost of Rs. 350 from local market and that has started to reduce due to the availability of fresh fodder. Overall health of the cattle was also good and the frequency of falling sick had reduced. As a whole, this intervention had helped his family to earn more and spend less with respect to cattle development.