



VILLAGE-LEVEL DAIRY TRANSFORMATION: VASAVAD, GUJARAT

Data-driven impact on animal health, milk production, and collection infrastructure (June-December 2025)

Village-Level Dairy Impact ↑

+300litres/day | +₹3,70,280 lakh/month | +₹44,43,360lakh/year

Vasavad Village: Overview

Nitara initiated its phygital dairy advisory and service model in Vasavad in June 2025 to address animal health, breeding inefficiencies, and low milk realization.

VILLAGE PROFILE & PERIOD

- VILLAGE: VASAVAD
- STATE: GUJARAT
- INTERVENTION PERIOD: JUNE 2025 - DECEMBER 2025

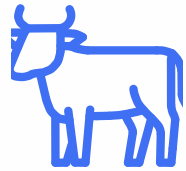
KEY FOCUS AREAS

- Enhanced Animal Health Management
- Improved Breeding Outcomes
- Strengthened Milk Production & Collection Infrastructure



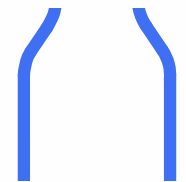
Key Challenges Identified in Vasavad

Before Nitara's structured Intervention, Vasavad village faced several recurring issues impacting dairy farming:



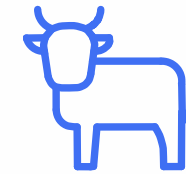
HIGH MASTITIS INCIDENCE

Frequent cases of mastitis significantly affected milk quality and yield.



REDUCED MILK PRODUCTIVITY

Overall lower milk output from cattle due to health and breeding inefficiencies.



REPEAT BREEDING ISSUES

Challenges in cattle fertility led to reduced calving rates and extended unproductive periods.



QUALITY CONCERNS

Inconsistent milk composition parameters affecting market value and trust

Nitara-Led Interventions Implemented

Solutions were deployed at the village level, emphasizing prevention and informed decision-making:



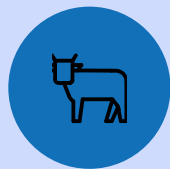
MASTITIS TESTING

CMT-based mastitis screening and targeted treatment by Nitara field teams



ETHNOVETERINARY TREATMENTS

Digitally enabled advisory on veterinary and ayurvedic treatments.



BREEDING ADVISORY

Digitally tracked repeat breeding cases with data-led breeding advisory through Nitara Nasl



CATTLE PURCHASE CONSULTATION

Phygital farmer engagement combining on-ground support with app-based decision guidance via features such as Pashu Mulya

This approach shifted the focus from merely treating ailments to proactive prevention and sustainable herd management.

Farmer & Cattle Coverage: June–December 2025

The intervention engaged a significant number of farmers and their livestock, leading to various health and breeding actions.

OVERALL ENGAGEMENT

- FARMERS ONBOARDED: 113
- TOTAL CATTLE ONBOARDED: 474

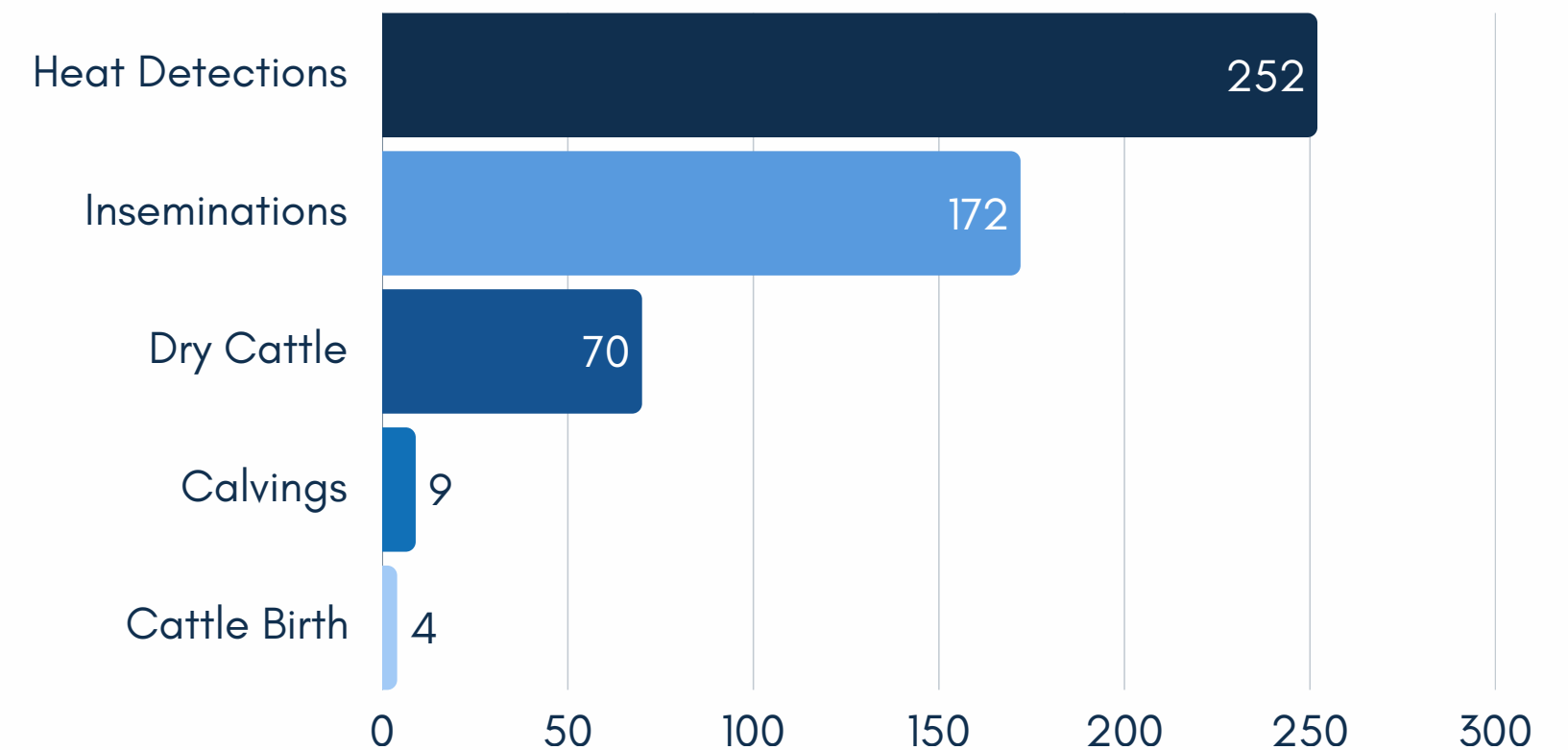
BREEDING:

- Heat Detections: 252
- Inseminations: 172
- Dry Period: 70
- Calvings: 9
- Cattle Births: 4

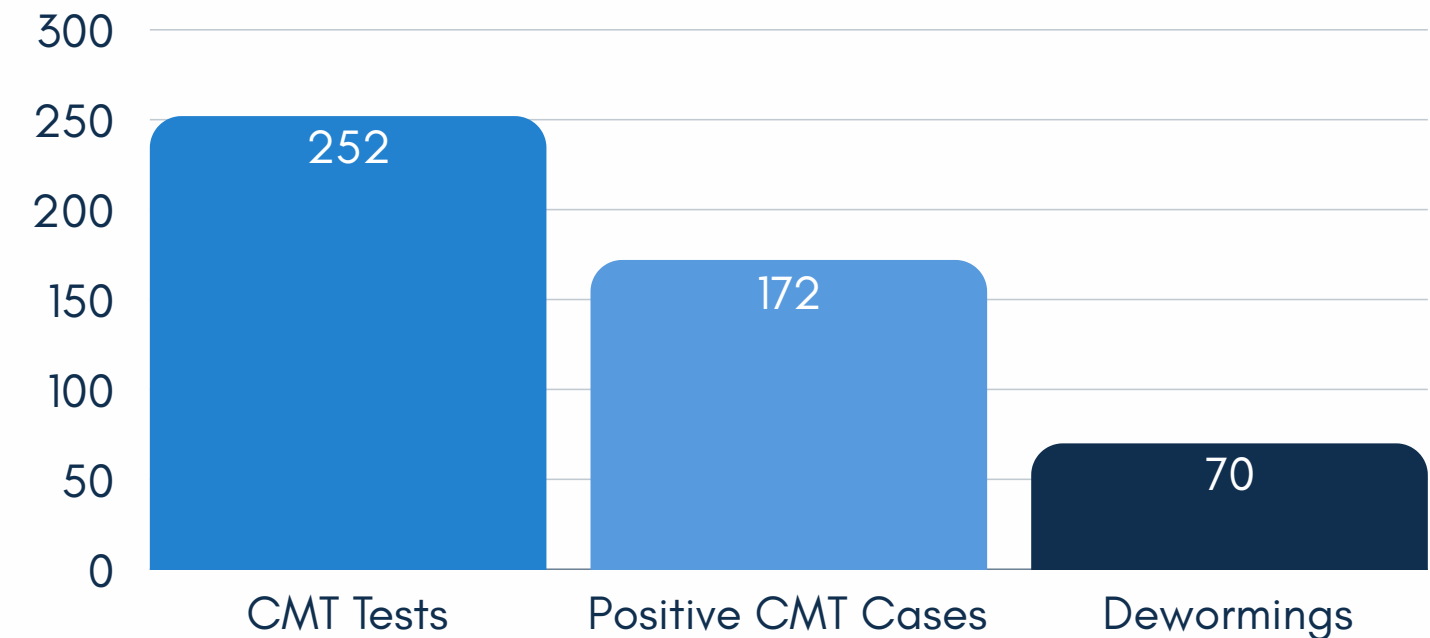
HEALTH INTERVENTIONS:

- CMTs: 23
- Positive: 14
- Deworming Done: 109

Breeding Interventions



Health Interventions



Increasing Farmer Trust → Herd Expansion

Over six months, farmers showed greater confidence in dairy farming, prioritizing productivity and animal health screening.



FARMER CONFIDENCE

Increased farmer reliance on Nitara's phygital advisory model for health, breeding, and cattle purchase decisions

ACCELERATED HERD EXPANSION

Farmers invested their own capital to expand herd sizes, adding over 400 new cattle during the intervention period, with purchase activity reaching up to 10 cattle on peak days.

PRIMARY SOURCE OF INCOME

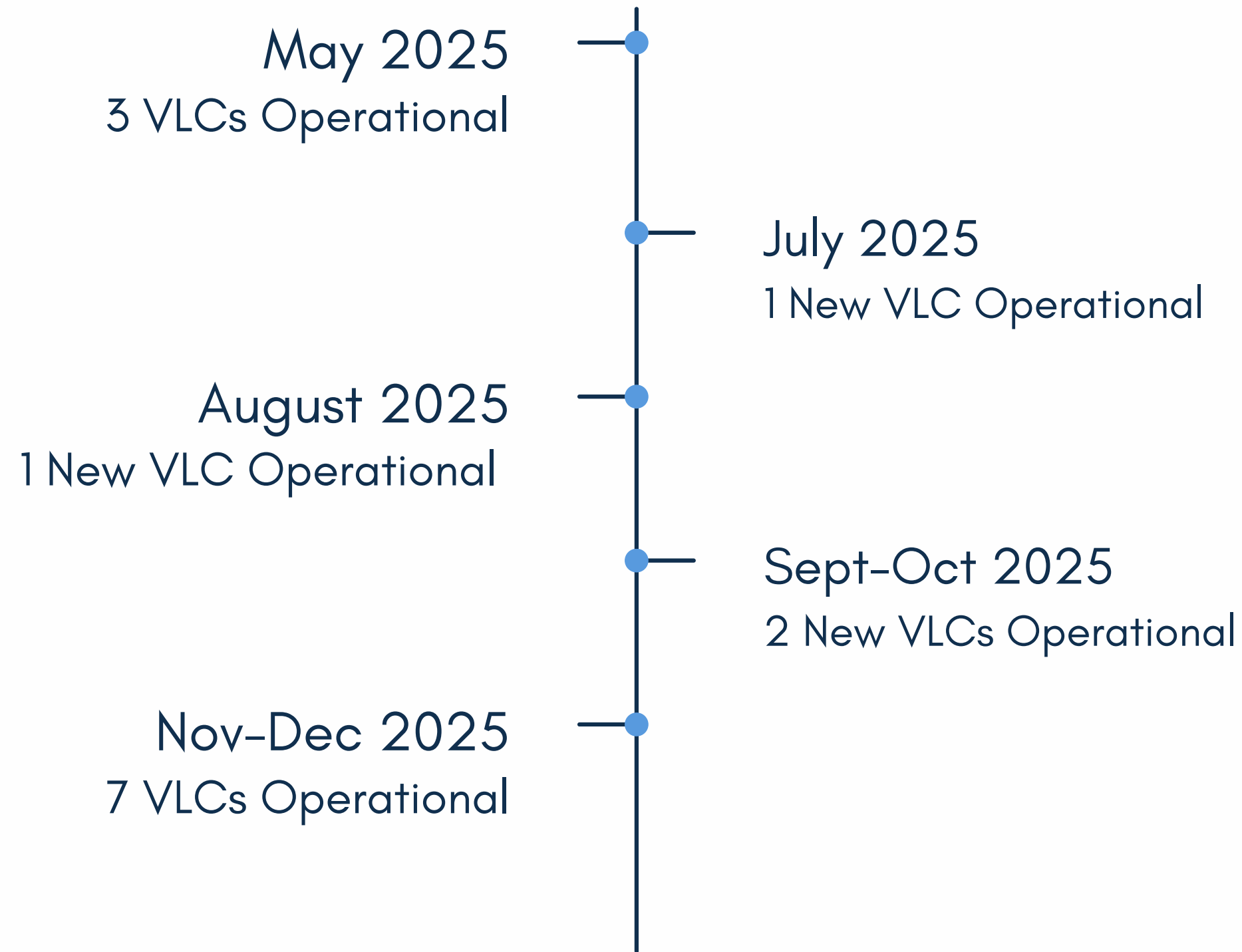
Dairy activity increasingly prioritised as a primary livelihood focus due to improved animal health and milk consistency

INSTITUTIONAL CREDIT SHIFT

HDFC Bank had placed the village under red-alert for cattle lending earlier; today, multiple banks are proactively offering cattle loans to dairy farmers.

Growth in Milk Collection Infrastructure

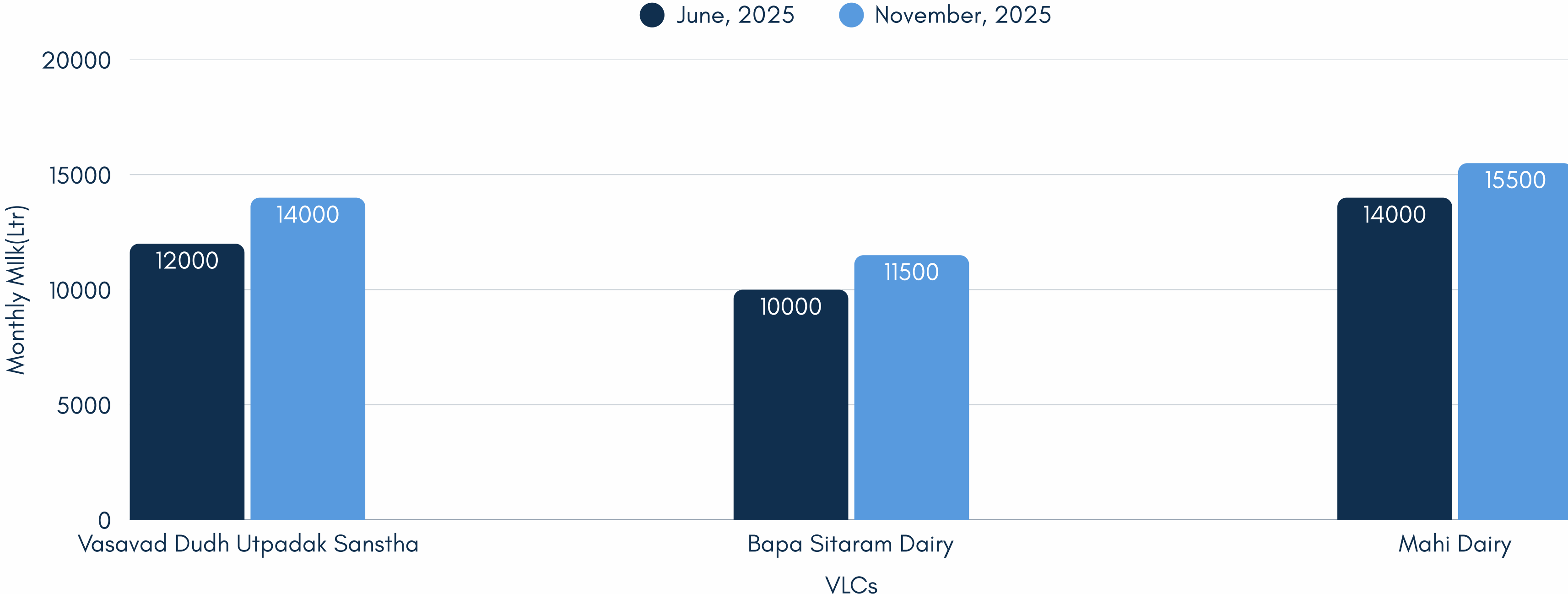
The intervention significantly expanded the local milk collection network, improving accessibility for farmers.



Improved animal health, consistent milk volumes, and increased farmer confidence enabled the establishment of new VLCs in Vasavad.

Milk Collection Performance: VLCs Existing Pre Intervention

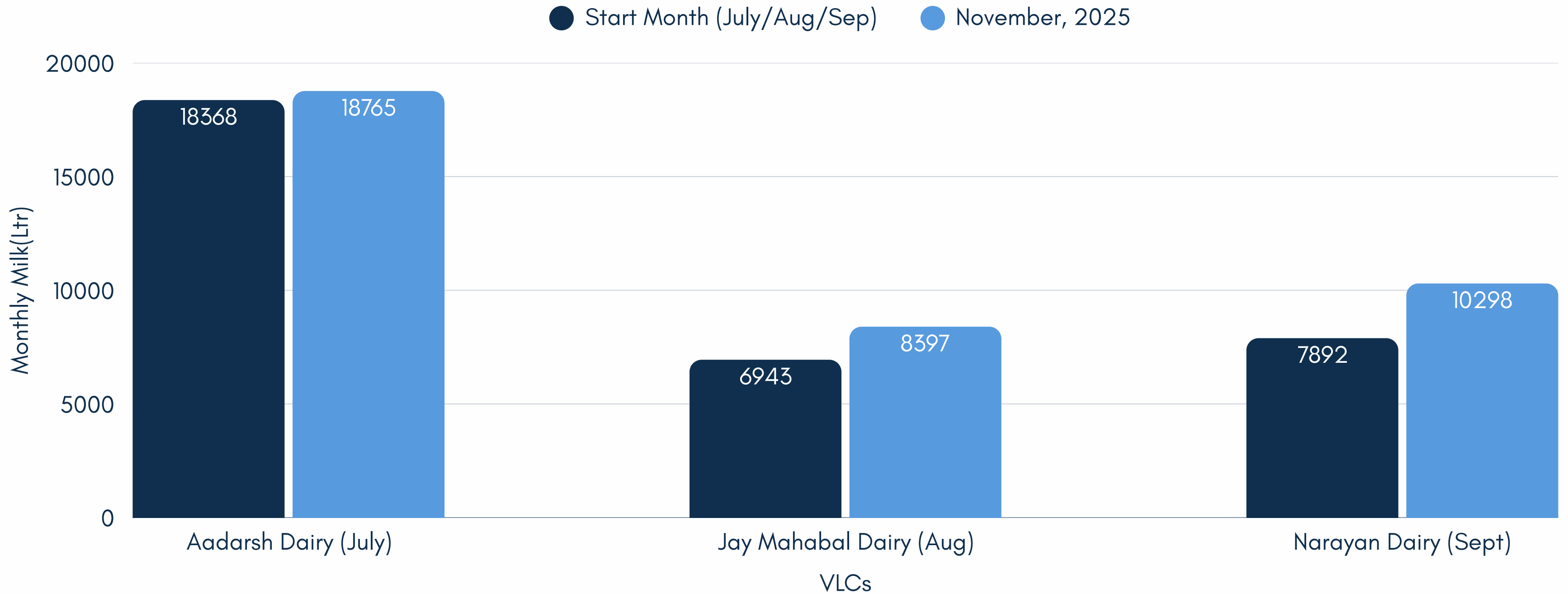
June - November 2025



Milk volume growth in existing VLCs was driven by productivity and stability gains at the animal level rather than expansion, indicating healthier cattle, more reliable daily output, and improved efficiency within the existing milk collection system.

Milk Collection Performance: Newly Operational VLCs

Start Month (July/Aug/Sep) - November 2025



Newly added VLCs reached meaningful milk volumes within a short period, revealing latent milk supply in the village and demonstrating that improved collection access and infrastructure enabled rapid farmer participation and scale-up.

*Data for the 7th VLC has not been received

VLC Milk Procurement Data (Litres)

Monthly milk collection volumes by Village Level Collection centers – June to November 2025

VLC Name	Start Date (Litres)	November 2025 (Litres)	Growth (Litres)
Vasavad Dudh Utpadak Sanstha (June)	12,000	14,000	2,000
Bapa Sitaram Dairy (June)	10,000	11,500	1,500
Mahi Dairy (June)	14,000	15,500	1,500
Aadarsh Dairy Vasavad (July)	18,368	18,765	397
Jay Mahabal Dairy (Aug)	6,943	8,397	1,454
Narayan Dairy (Sept)	7,892	10,298	2,406
Total	69,203	78,460	9,257

This growth represents around ₹44,43,360 lakh in added annual dairy income for the village.

Key Observations from Milk Collection Data

Analysis of milk collection data reveals promising trends and increased confidence within the community.

→ **CONSISTENT UPWARD TREND**

All Village Level Collection Centers (VLCs) consistently demonstrated increasing milk volumes over the intervention period.

→ **INCREASED MILK AVAILABILITY**

The establishment of new VLCs after June indicates a rise in milk production and availability from local farms.

Key Observations from Milk Collection Data

Analysis of milk collection data reveals promising trends and increased confidence within the community.

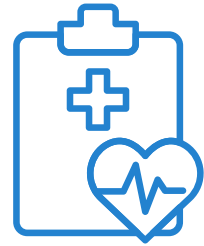
→ **IMPROVED COLLECTION VIABILITY**

New VLCs were opened due to improved confidence in the viability and sustainability of the milk collection network.

→ **IMPROVED CATTLE HEALTH & MILK CONSISTENCY**

Early mastitis detection and repeat breeding management helped reduce health-related disruptions, contributing to more stable and consistent milk procurement volumes across VLCs during the intervention period.

Comprehensive Impact Summary



CATTLE HEALTH IMPACT

Improved management of mastitis and repeat breeding through CMTs, heat detection, and pregnancy outcomes.



PRODUCTION IMPACT

Monthly milk procurement increased across all operational VLCs, reflecting improved productivity, farmer confidence, and better herd management practices.



INFRASTRUCTURE IMPACT

Milk collection capacity strengthened with VLCs increasing from **3 to 7**, improving accessibility and enabling higher daily milk aggregation within the village.



FINANCIAL IMPACT

The observed increase in milk volumes translates to approximately **₹44,43,360 lakh** in additional annual dairy income at the village level.

The Vasavad case demonstrates how structured health, breeding, and collection interventions can unlock latent dairy potential at the village level within a short timeframe.

On Ground Interventions/Interactions



WINNER at



Dairy
Innovation
Awards
2025



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