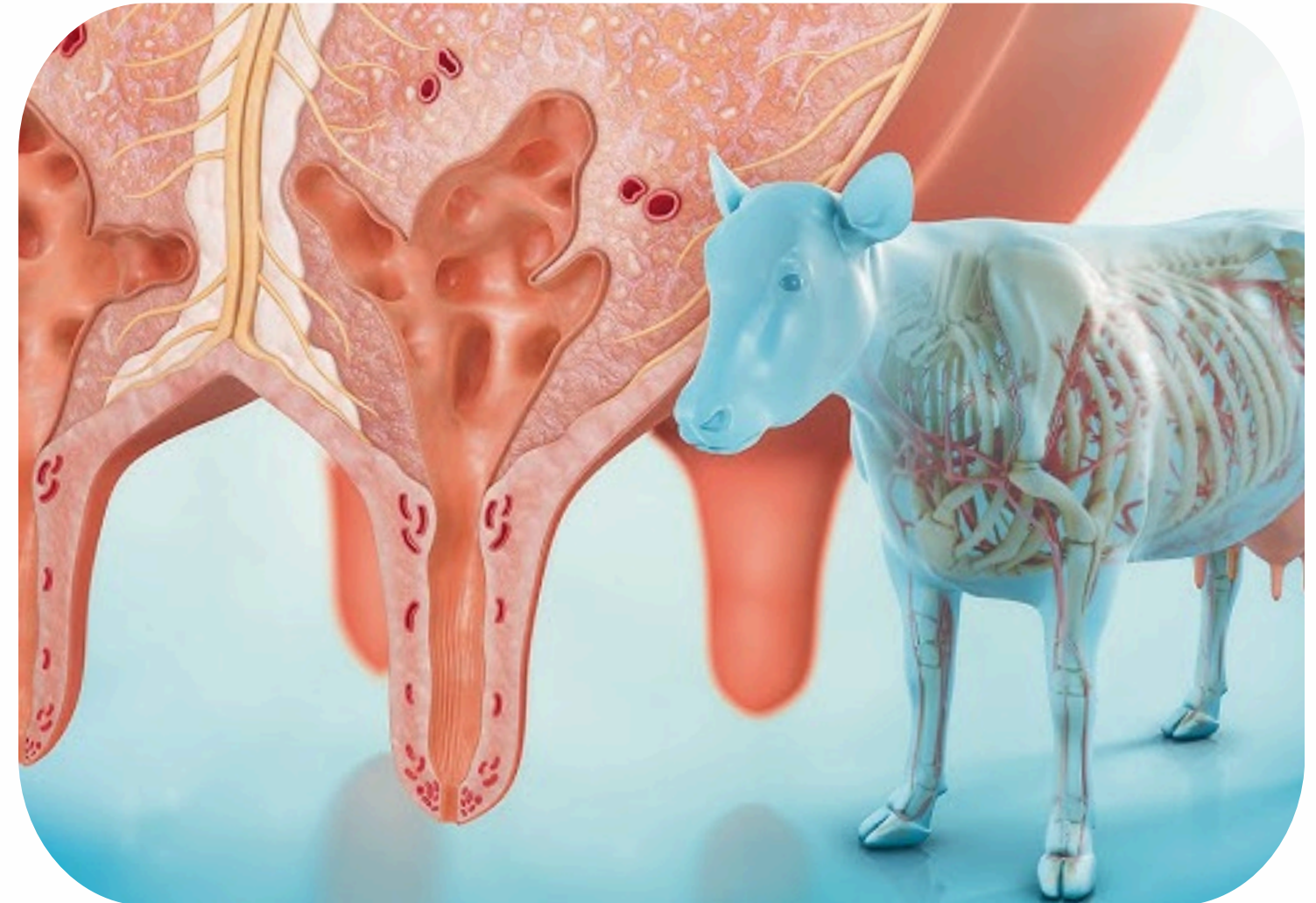


नि NITARA®

Tracking Our Progress

A Breakdown of our Mastitis Intervention

1st Dec 2022 to 30th Nov 2024



WHY MASTITIS?



Importance

Farmers often remain unaware of its presence until it reaches the last stage, leading to permanent udder damage impacting overall cattle productivity.



Economic Impact

If mastitis is not detected early, the costs can add up quickly around **Rs. 5000 per cattle** mainly due to:

- **Milk loss** due to reduced milk production
- **Veterinary treatment costs** for advanced stages of mastitis

Why is NITARA's Mastitis Intervention Unique?



Expert-Driven Approach

NITARA's dairy domain experts identified mastitis as a critical challenge, initiating targeted interventions like the California Mastitis Test (CMT).



Affordable and Scalable Solutions

NITARA reduced the cost of mastitis intervention to just Rs. 4 per test, making it accessible to all farmers.



Farmer Education and Awareness

Through field operations and partnerships, NITARA educates farmers on health management practices, the importance of early detection, and preventive care.



Data-Driven Insights

Leveraging its platform, NITARA tracks outcomes of mastitis interventions, measuring impacts on health, milk productivity, and breeding efficiency.



Technology Integration

NITARA integrates advanced tools like **GauGuru** and **Disease Predictor** to enhance decision-making for treatments and preventive strategies.

02 **Test**
Conduct the **California Mastitis Test (CMT)** on suspected animals to confirm the presence of mastitis.

01 **Detect**
Identify **early signs** of mastitis through regular monitoring and observation of the herd

NITARA'S 5-STEP PLAN

03 **Advice**
Leverage NITARA **GauGuru & Disease Predictor** for advices on antibiotic-free treatments, Ethnoveterinary medicine, and prevention strategies.

05 **Follow Up & Track Outcomes**
Monitor recovery, track milk yield **impact**, and ensure adherence to health management via NITARA's platform.

04 **Record**
Record test results and treatments in NITARA, notifying farmers of follow-ups and upcoming activities.

An aerial, isometric illustration of a vibrant green farm. In the center, a large blue pond has a brown cow standing in it. To the left, a long blue canal flows through the landscape. The farm is filled with various elements: several large red-roofed barns, numerous grey cylindrical water tanks, rows of yellow corn plants, and several cows of different colors (brown, black, white) grazing or standing in the fields. The overall scene is bright and detailed, representing a healthy and productive agricultural environment.

INR 55 Lakh

Saved by NITARA through early mastitis
detection and intervention

MASTITIS IMPACT

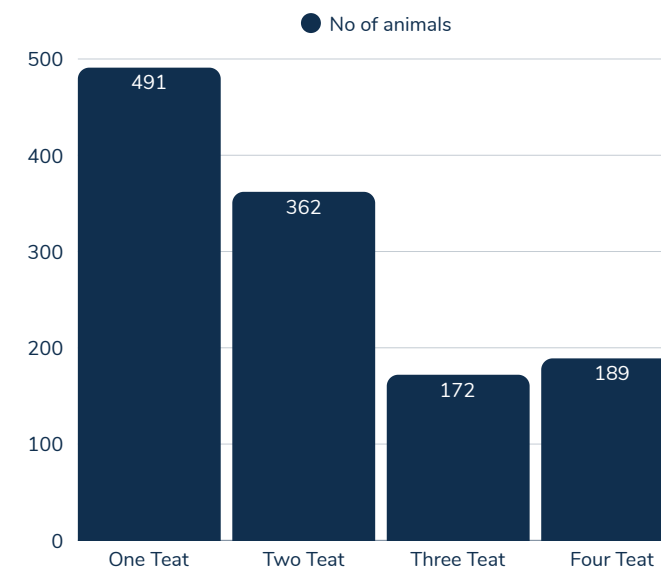
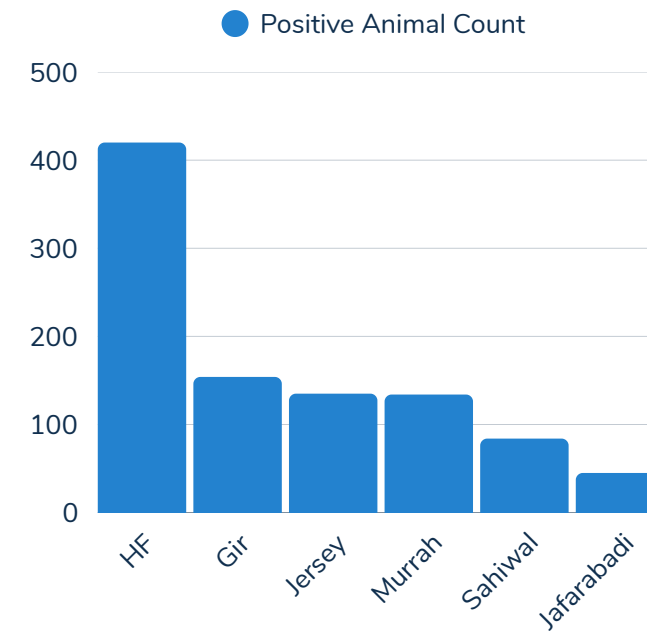
1700+

Animals tested
(Total 2500+ tests conducted)



3 out of 5 (+ve)

1100+ (60%+) animals tested
positive for mastitis



EARLY DETECTION

Most of the mastitis cases were detected in animals with one or two affected teats (around 70% of the total positive cases).

Early detection allowed:

- Timely intervention,
- Prevented further complications
- Reduced the risk of total milk loss.

RS. 6 MN

**INCREASED MILK
OUTPUT VALUE**

RS. 5.5 MN

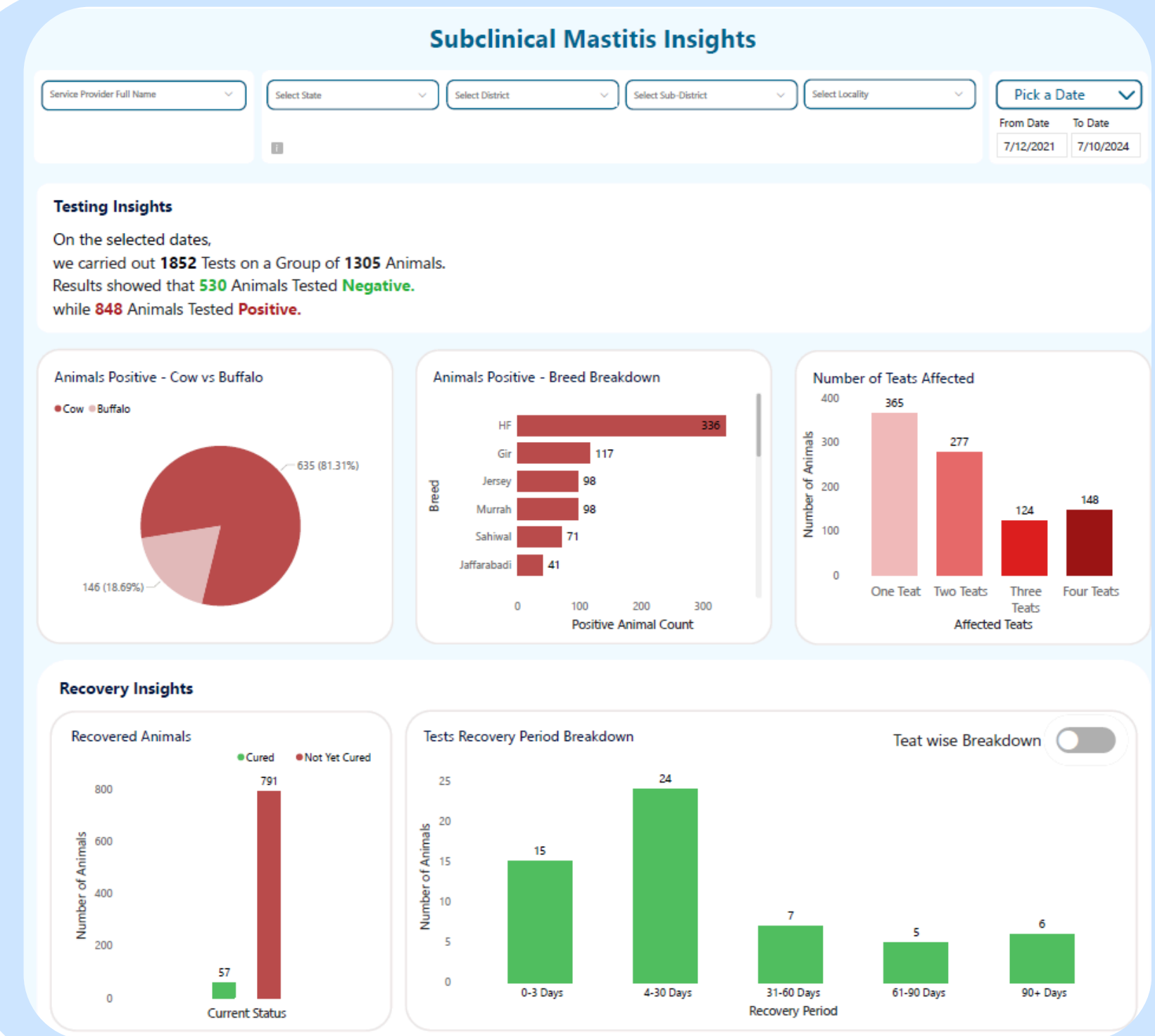
**SAVINGS ON
TREATMENT COSTS**

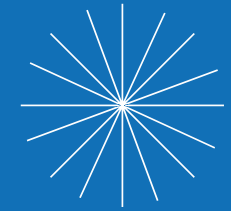
**PREVENTS PERMANENT
UDDER DAMAGE**

Empowering Organizations- Visibility & Impact

NITARA's digital tools support organizations by

- Tracking project outcomes and impact,
- Improving cattle health and productivity,
- Educating and digitizing farmers for better herd management & more productive cattle.





Thanks for your time!

Partner with NITARA for precision
dairy management.