

अलका उपाध्याय, भा.प्र.से.  
ALKA UPADHYAYA, IAS  
सचिव  
SECRETARY



भारत सरकार  
मत्स्यपालन, पशुपालन एवं डेयरी मंत्रालय  
पशुपालन एवं डेयरी विभाग  
Government of India  
Ministry of Fisheries, Animal Husbandry & Dairying  
Department of Animal Husbandry & Dairying  
218, A-Wing, Krishi Bhawan  
New Delhi-110001

D.O. No. R-99014/1/2025-NLM-DADF Part(1)

February 10, 2025

*Dear ACS/PS/Secretary*

As you are aware, the Department of Animal Husbandry & Dairying (DAHD), Government of India, has dedicated the period from 14th January to 13th March as "Animal Husbandry and Animal Welfare Awareness Month" / "पशुपालन एवं पशुकल्याण जागरूकता माह" to raise awareness about the importance of good animal husbandry practices and improve the welfare of livestock across the country. This announcement was made on 13th January 2025 during the Entrepreneurship Conclave at Pune by the Hon'ble Minister, Fisheries Animal Husbandry and Dairying, Government of India.

2. To effectively monitor the activities undertaken during this awareness campaign, the Department has developed a dedicated Dashboard, and the respective User IDs and passwords have been issued to all states for uploading details of their initiatives. Given that this is the first year of the campaign and considering that its declaration was made just before the launch date, it is imperative to allow additional time for states to effectively conduct and promote awareness activities among farmers and other stakeholders.

3. In view of the above, it has been decided to extend the "Animal Husbandry and Animal Welfare Awareness Month" / "पशुपालन एवं पशुकल्याण जागरूकता माह" as a one-time measure this year, from 14th February to 13th March 2025. This extension will ensure wider participation and deeper engagement in the campaign, thereby enhancing its overall impact.

4. In this regard, I request you to kindly take necessary steps to ensure that relevant activities continue throughout the extended period and are effectively reported on the Dashboard. Your cooperation and commitment to this important initiative are highly appreciated.

*With warm regards,*

Yours sincerely,

*Alka*

(Alka Upadhyaya)

ACS/Principal Secretary/Secretary,  
Department of Animal Husbandry  
All States/UTs



## ANIMAL WELFARE BOARD OF INDIA

Ministry of Fisheries, Animal Husbandry and Dairying, Govt. of India  
(Department of Animal Husbandry and Dairying)  
NH-2,42 Mile Stone, Delhi-Agra Highway  
Ballabgarh, Haryana-121004  
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File No.: AC-01003/1/2024-AWBI

To,

1. The Member Secretary of all the State Animal Welfare Boards
2. The Director, Department of Animal Husbandry of all the State Governments and UTs.
3. All the recognized Animal Welfare Organisations / Gaushalas
4. All the Honorary Animal Welfare Representatives
5. The Members of the Board
6. The Members of the various committees of the Board.

**Subject: Observance of "Animal Husbandry and Animal Welfare Awareness Month" – regarding.**

**Reference: D. O Letter No. R-99014/1/2025-NLM-DADF dated 18th January, 2025 of Dr. Abhijit Mitra, Animal Husbandry Commissioner, DAHD, MoFAHD (Copy attached)**

Sir/Madam,

With reference to the above cited subject, it is stated the Department of Animal Husbandry and Dairying, Government of India has designated the period from 14<sup>th</sup> January to 13<sup>th</sup> February each year as "Animal Husbandry and Animal Welfare Awareness Month". This initiative aims to enhance awareness of modern animal husbandry practices and promote improved welfare of livestock across the Country. A copy of the D. O Letter No. R-99014/1/2025-NLM-DADF dated 18th January, 2025 of Dr. Abhijit Mitra, Animal Husbandry Commissioner, DAHD, MoFAHD is enclosed your information.

2. In this regard, it is requested to follow the guidelines issued by the Ministry in letter and spirit. The necessary directions may be issued to all the authorities concerned to take proactive measures to make this initiative successful to become voice for the voiceless animals.
3. A copy of the action taken report may kindly be forwarded to the Board for information and further necessary action.
4. This issues with the approval of the competent authority.

Yours sincerely,

Signed by  
(Dr. S. K. Dutta)  
Secretary

Encl.: as above.

Date: 22-01-2025 04:57:03

डॉ. अभिजित मित्र  
Dr. Abhijit Mitra  
पशुपालन आयुक्त  
Animal Husbandry Commissioner



सत्यमेव जयते



भारत सरकार  
मत्स्यपालन, पशुपालन एवं डेयरी मंत्रालय  
पशुपालन एवं डेयरी विभाग  
नई दिल्ली-110001  
Government of India  
Ministry of Fisheries, Animal Husbandry & Dairying  
Department of Animal Husbandry and Dairying  
Krishi Bhawan, New Delhi-110001

D.O. No. R-99014/1/2025-NLM-DADF

Dated: 18<sup>th</sup> January 2025

Subject: Observance of “Animal Husbandry and Animal Welfare Awareness Month”/ “पशुपालन एवं पशु कल्याण जागरूकता माह” from 14<sup>th</sup> January to 13<sup>th</sup> February every year annually.

*Dear Sir/Madam,*

*Happy New Year and Greetings*

The Department of Animal Husbandry & Dairying, Government of India, has designated the period from 14<sup>th</sup> January to 13<sup>th</sup> February each year as “Animal Husbandry and Animal Welfare Awareness Month”/ “पशुपालन एवं पशु कल्याण जागरूकता माह.” This initiative aims to enhance awareness of modern animal husbandry practices and promote improved welfare of livestock across the country.

Animal husbandry is a cornerstone of India’s rural economy and a crucial livelihood source for millions of farmers and their families. Through dedicated awareness campaigns, this initiative seeks to boost livestock productivity, health, and welfare while educating farmers on sustainable farming and best animal husbandry practices.

To ensure the initiative’s success, the State Animal Husbandry Department and Livestock Development Board, in collaboration with the State Animal Welfare Board, will spearhead various activities and events. Special focus will be placed on pastoralists and remote villages. States are encouraged to partner with Self-Help Groups (SHGs), Non-Governmental Organizations (NGOs), Dairy Federations, District Cooperative Societies, and Milk Unions to celebrate the Awareness Month. Krishi Vigyan Kendras will also play a key role in farmer orientation and organizing farm visits.

Attached are the guidelines for observing the Awareness Month for your reference. I request your whole hearted cooperation and support to ensure the success of this initiative.

*With Regards*

Yours sincerely,

(Abhijit Mitra)

To,

Additional Chief Secretary/ Principal Secretary/Secretary, Department of Animal Husbandry,  
All States/UTs

**Guidelines for Animal Husbandry and Animal Welfare Awareness Month/ पशुपालन एवं पशु कल्याण जागरूकता माह**

## **1. Introduction**

Animal husbandry and animal welfare are crucial components in ensuring the healthy, ethical, and sustainable management of animals in farming, agriculture, and society. 14<sup>th</sup> January to 13<sup>th</sup> February every year has been designated as *Animal Husbandry and Animal Welfare Awareness Month/ पशुपालन एवं पशु कल्याण जागरूकता माह* to raise awareness about the importance of modern animal husbandry practices, animal health, ethical treatment of animals and advocate for policies that support animal welfare. This month shall raise awareness among farmers and relevant stakeholders about the schemes offered by the Department of Animal Husbandry and Dairying, Government of India, and the respective State Animal Husbandry Departments to promote sustainable development and generate employment. The month-long observance serves as a platform to educate the public, farmers, policymakers, and industry stakeholders about responsible animal care and health of animals. The Awareness month shall pay special attention to pastoralists.

## **2. Objectives**

The primary objectives of the Animal Husbandry and Animal Welfare Awareness Month are:

- To promote the adoption of modern animal husbandry practices that ensure the health and productivity of animals while minimizing environmental impact.
- To highlight the importance of animal welfare laws and policies that safeguard animals from cruelty, exploitation, and abuse.
- To provide a platform for stakeholders (farmers, veterinarians, animal rights activists, policymakers etc.) to collaborate and share best practices for humane animal management.
- Raise awareness among farmers and relevant stakeholders about the schemes offered by the Department of Animal Husbandry and Dairying, Government of India, and the respective State Animal Husbandry Departments.
- To raise awareness about the ethical treatment and welfare of animals in all sectors, including agriculture, entertainment and companionship.

## **3. Activities and Events**

The State/UTs will organize Animal Husbandry and Animal Welfare Awareness Month at Block, District and State level from 14<sup>th</sup> January to 13<sup>th</sup> February every year as special campaign. During the awareness month, emphasis shall be to cover pastoralists and remote areas/villages/dhani. The State shall collaborate with Self Help Groups (SHGs), Non Governmental Organizations (NGOs), Dairy Federations, District Cooperative Societies, Milk Unions for celebrating the Animal Husbandry and Animal Welfare Awareness Month. Pashu Sakhis, A-HELP and Maitries will also be engaged in awareness activities. The Krishi Vigyan Kendras shall participate in the orientation of the farmers and their farm visit. A Dashboard will be developed by the DAHD to monitor the Animal Husbandry and Animal Welfare Month. The program details and the pictures of the event will be uploaded on the dashboard The State

shall prepare a detailed report at the end of the month summarizing the activities, key learning, and the impact of the initiative. The Department of Animal Husbandry & Dairying, GoI will flag off the programme from any one of the State every year on rotational basis.

The campaign will be organized in each State/UT as per the following schedule:

- (a) State Level: From 14<sup>th</sup> January to 21<sup>st</sup> January
- (b) District Level : From 22<sup>nd</sup> February to 31<sup>st</sup> January
- (c) Block level- From 1<sup>st</sup> February to 13<sup>th</sup> February

State Animal Husbandry Department/Livestock Development Board and State Animal Welfare Board jointly will implement the following activities and events during Animal Husbandry and Animal Welfare Awareness Month.

**At the State level:**

1. Organize Workshops and Online Webinars, through CSC, for farmers to update them on all aspects of best and modern animal husbandry practices, animal health, animal welfare and biosecurity measures. Raise awareness among farmers and relevant stakeholders about the schemes offered by the Department of Animal Husbandry and Dairying, Government of India, and the respective State Animal Husbandry Departments.
2. Organize programme in all the districts on a single date in a campaign mode for all the Gaushalas and NGOs to educate them on animal welfare aspects.
3. Collaboration with stakeholders, government agencies, veterinary associations, non-governmental organizations (NGOs) and animal welfare organizations to promote policies and schemes supporting animal husbandry and animal welfare.
4. The Krishi Vigyan Kendras shall participate in the orientation of the farmers and their farm visit.
5. Arrange competitions such as photography contests, essay writing or art competitions based on animal welfare and husbandry themes.
6. Call centres of the Mobile veterinary Units (MVUs) may be utilized as farmer advisory service, which will share the forthcoming vaccination programmes and other animal husbandry activities to the farmers of the state.
7. Organize Livestock Fair, Dog show, milk competitions, pure breed competitions at the State level.
8. Share real-life success stories about farmers who have successfully adopted innovative and ethical animal husbandry practices.

9. Utilize social media platforms to share engaging facts about the benefits of animal husbandry and its positive impact on food production and animal welfare.
10. Building awareness through broad publicity of programme through Telecasting T.V and Radio programmes. Create Radio/TV jingles.
11. Propagate the use of ethno-veterinary medicines in the Animal Husbandry and highlight the importance of mitigating the use of antimicrobials and concerns about Anti-microbial resistance.

**At the District level:**

1. Organize workshops and online webinars for farmers to update them on all aspects of all aspects of modern husbandry practices, animal health, animal welfare and biosecurity measures. Raise awareness among farmers and relevant stakeholders about the schemes offered by the Department of Animal Husbandry and Dairying, Government of India, and the respective State Animal Husbandry Departments.
2. Arrange competitions in the school/colleges such as photography contests, essay writing or art competitions based on animal welfare and husbandry themes.
3. For students, organize interactive classroom visits with animal husbandry experts to share practical insights related to animal welfare and farming.
4. Organize competitions such as milk competitions, pure breed competitions, best animal breeding practices at the State level.
5. Set up an exhibit or small fair that showcases the importance of animal husbandry, including displays on livestock care, breeding and animal welfare.
6. Design and distribute brochures or infographics that explain the significance of animal husbandry and its positive impact on society, health and the environment.
7. Organize donation drives for pet food, bedding or supplies that can be given to local shelters or farms.
8. Utilize social media platforms to share engaging facts about the benefits of animal husbandry and its positive impact on food production and animal welfare.

**At the Block level:**

1. Organize Awareness camps/Goshthi in villages/dhani and with pastoralist groups on all aspects of modern husbandry practices, animal health, animal welfare and biosecurity measures. Raise awareness among farmers and relevant stakeholders about the schemes offered by the Department of Animal Husbandry and Dairying, Government of India, and the respective State Animal Husbandry Departments to promote sustainable development and generate employment.

2. Organize free animal health check-up camps in the Gram Panchayat/ villages/dhanis/ at pastoralists places, where experts can provide advice on proper care, nutrition and disease prevention. Mobile veterinary Units may be utilised to organize these camps.
3. Arrange competitions such as photography contests, essay writing or art competitions based on animal welfare and husbandry themes in the school/colleges.
4. For students, organize interactive classroom visits with animal husbandry experts to share practical insights related to animal welfare and farming.
5. Distribute brochures or infographics that explain the significance of animal husbandry and its positive impact on society, health and the environment.
6. Share real-life success stories about farmers who have successfully adopted innovative and ethical animal husbandry practices.
7. Organize donation drives for pet food, bedding or supplies that can be given to local shelters or farms.

#### **4. Monitoring of the Animal Husbandry and Animal Welfare Month:**

- a. A Dashboard will be developed by the DAHD to monitor the Animal Husbandry and Animal Welfare Month. The program details and the pictures of the event will be uploaded on the dashboard.
  - b. Submit the detailed report at the end of the month summarizing the activities, key learning, and the impact of the initiative on the dashboard.
- 5. Funding:** The State can avail the funding under the extension components of the National Livestock Mission, Livestock Health & Disease Control Programme, Rashtriya Gokul Mission Schemes of the Department of Animal Husbandry & Dairying, GoI

#### **6. Outcomes**

- **Increased Public Awareness:** A deeper understanding of animal welfare and husbandry issues among the general public, which will drive more informed choices and policy support.
- **Improved Animal Welfare Practices:** A shift toward more humane and sustainable farming practices, benefiting both animals and the environment.
- **Stronger Advocacy for Animal Protection Laws:** Heightened pressure on policymakers to enact and enforce animal welfare laws that reduce cruelty and improve living conditions for animals.
- **Community Empowerment:** Empowering communities to engage in the protection and welfare of animals, fostering a culture of care and respect for animals.