



सत्यमेव जयते  
**MINISTRY OF AGRICULTURE  
& FARMERS WELFARE**  
**GOVERNMENT OF INDIA**

*“Our farmers should  
feed the world and  
our agriculture  
should fill the pocket  
of farmers.”*

**SHRI NARENDRA MODI**

Hon'ble Prime Minister  
of India



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Ministry of Agriculture  
& Farmers Welfare,  
Government of India

# e-pashuhaat portal



**01.**

One stop portal for bovine breeders,  
sellers and buyers.

**02.**

Minimizes the involvement of  
middlemen & Increase farmer's income.

**03.**

Availability of disease free germplasm  
with known genetic merit.

**04.**

For more  
information,  
Contact

Toll Free Number - **1800-8437-100**  
Website - **[www.epashuhaat.gov.in](http://www.epashuhaat.gov.in)**

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[agricoop.gov.in](http://agricoop.gov.in)





Ministry of Agriculture  
and Farmers Welfare

## NEW SCHEMES

Following schemes have been proposed with an allocation of **₹550.80 crores** over a period of next three years from 2016-17.



### PASHUDHAN SANJIVANI

Animal wellness programme encompassing Animal Health Cards (Nakul Swasthya Patra), Unique Identification Number, National Database.

### e-PASHUDHAN HAAT

E-market portal for bovine germplasm for connecting breeders & farmers of indigenous bovine breeds.

### ADVANCED BREEDING TECHNOLOGY

Assisted reproductive technique improving availability of disease free female bovines.

### NATIONAL GENOMIC CENTRE

National Genomic Centre would be established to enhance milk production & productivity of indigenous breeds through rapid genetic upgradation.



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AI-Achnicians across India can register on

**[epashuhaat.gov.in](http://epashuhaat.gov.in)**

Using Aadhaar number  
Login to update their cattle AI done details online  
Using their Mobile Phone





Government of India  
Ministry of Agriculture & Farmers Welfare  
Department of Animal Husbandry, Dairying and Fisheries

**E-Pashu Haat Transportal  
of DADF, Government of India**

Category	Value
Live Animals	2,94,66,830
Frozen Semen	2,21,52,332
Embryos	3,50,23,805
Other	13,775

- The Portal was launched by Hon'ble Union Minister of Agriculture, Shri Radha Mohan Singh on 26.11.2016 at New Delhi.
- The farmers, breeders & other agencies can directly access the portal using Aadhaar number for trade / e-commerce of superior quality, disease free germplasm viz: Live Animals, Frozen Semen & Embryos. The availability of germplasm across the country on real time basis is available on the portal along with multiple payment gateway's integrated that connects farmers with breeders - Central, State, Co-operative and private agencies online etc..
- Login to [www.epashuhaat.gov.in/](http://www.epashuhaat.gov.in/)  
[www.indiancst.com/india/e-pashudhan](http://www.indiancst.com/india/e-pashudhan)  
[www.dahd.nic.in](http://www.dahd.nic.in)
- For Enquiries: Phone: 080-28466107, Mobile: 09449801370, +919739047849

## **Benefits to the Multiple Stakeholders in ePashuhaat.gov.in**

**The Make in India innovative GPMS Trasportal is an single integrated cloud computing platform**

The various users for ePashuhaat GPMS Trasportal includes Central Institutions, State Farms, Doctors of Veterinary Hospital, Veterinary Dispensaries, Training Institutions, AI Technicians/Workers, Farmers, Service Providers and other stakeholders etc., The multiple stakeholders are provided with the features of customized real time Data Analytics Dashboard, Multiple Languages IVR support, Multiple Bank Payment Gateway with innovative integrated router for doing easy transactions online etc. in <https://epashuhaat.gov.in>

<p><b><u>Central Government of India Institutions:</u></b></p> <p>The central institutions such as CFSP&amp;TI, CHRS and CCBS Institutions:</p> <ul style="list-style-type: none"> <li>• Programme oversight in real-time with greater transparency</li> <li>• Zero cost for states for Trasportal creation</li> <li>• Demand and Supply position of various items</li> <li>• Monitoring and Evaluation Report Generation</li> <li>• Sire Directory/Annual Report Generation</li> <li>• Repository and aggregator of both public and private sector services</li> <li>• Evidence based policy support information for decisions <ul style="list-style-type: none"> <li>- Forecasting and Targeting Production Plan for Nation</li> <li>- Targeted Genetic Development</li> <li>- Assessing need for Infrastructure and Education</li> </ul> </li> <li>• Global recognition for using data mining and analytics</li> <li>• Capacity building at all levels</li> </ul> <p><b><u>State Govt. Farms/Institutions:</u></b></p> <ul style="list-style-type: none"> <li>• Demand and Supply of various items</li> <li>• Latest stock positions</li> <li>• Monitoring and Evaluation Reports</li> <li>• Sire Directory/Annual Report</li> </ul>	<p><b><u>Veterinary Hospital, Veterinary Dispensaries &amp; Training Institutions:</u></b></p> <ul style="list-style-type: none"> <li>• Monitoring the Animal's Vaccination, Disease Testing details and uploads real time information.</li> <li>• Instructing the AI Technicians/Workers to provide the Artificial Insemination services to the animals.</li> <li>• Maintaining the Calves information on real time basis</li> <li>• Provide services at the farmers doorstep.</li> </ul> <p><b><u>AI Technicians/Workers and Service Providers:</u></b></p> <ul style="list-style-type: none"> <li>• Registering the animals with Tag Number</li> <li>• Maintain and monitoring the real time vaccination services/schedules and reporting disease testing information of the animals in that specific location.</li> <li>• Providing the service of Ear Tag as per the requirement of Farmer/Institutions/Organization and also to maintain the change in the Ear Tag of an animal and update information.</li> <li>• Providing the AI service to the animals</li> <li>• Monitor the Pregnancy stages and upload real time information of the specific animal.</li> <li>• Maintaining the Calving information</li> </ul>
<p><b><u>Farmers:</u></b></p> <ul style="list-style-type: none"> <li>• One stop portal for bovine breeders, sellers and buyers</li> <li>• Creating and Comparative Farm Network</li> <li>• Making Farmers exchange local knowledge and resources</li> <li>• Availability of disease free germplasm with known genetic merit</li> <li>• Minimizes the involvement of middlemen</li> <li>• Sale only of tagged animal with Nakul Swasthya Patra</li> <li>• Preservation of diverse indigenous bovine breeds in the country</li> <li>• Increase in milk production and productivity</li> <li>• Increase in farmers' incomes.</li> </ul>	

**For Providing Services at the Farmers Door Step**

Initiative by Ministry of Agriculture and Farmers Welfare, DADF Govt. of India Powered by NPC & Indian CST





## Online Services Ecosystem of

# E-pashuhaat GPMS Transportal

Integrated with  
Adhaar API, Multiple- Payments  
gateway's services for all 16  
Livestock Species  
and 291 Breeds

The  
World's  
First  
from  
India

### Doubling Agriculture Income

- Better input (seed, fertilizer etc.) and technology can help farmers to improve their farming practices
- Data and analytics (sensors, drones, remote diagnosis etc.) will help them to manage and increase yield
- E-transaction, m-banking, digital marketplace etc. will help farmers to realize higher income and better profit



Integrated Online Transportal To Buy And Sell  
Livestock Species / Germplasm

<http://www.prdhmantrivijana.co.in/e-pashu-haat-online-portal-for-the-livestock>

The Government of India has set the target of making the earning of the farmers double by the year 2022. This epashuhaat.gov.in Transportal is something that the Indian government has never done before. In fact there was no such websites for the live stock in the country. This will bring the dairy production in large volume, expects the central government of India





**Architecting Project Management...For A New World Order**









## Recognition of Project Excellence



## Sale of cattle, semen gets a digital boost

TNN | Updated: Nov 28, 2016, 02:17 AM IST



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NEW DELHI: Sale of cattle, buffaloes and their frozen semen has gone digital in India. The agriculture ministry on the occasion of the National Milk Day launched a web portal on Saturday which on its very first day saw sales of nearly 9 lakh doses of frozen semen.

The first of its kind of portal in India - [www.epashuhaat.gov.in](http://www.epashuhaat.gov.in) - provides a digital market to breeders, sellers and buyers. It facilitates trade of cows/buffaloes, frozen semen and embryos under a certified system without intervention of middlemen.

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पशु पालकों एवं प्रजनकों  
को जोड़ने के लिए  
ई-पशु हॉट  
(<http://www.epashuhaat.gov.in>)  
पोर्टल विश्व में पहली बार  
स्थापित किया गया है।

