

Grand success of TANUVAS GRAND SUPPLEMENT to improve milk production in low yielding cows

Mr.K.Sekar, a progressive farmer from Katukanallur village in Arni Taluk of Thiruvannamalai district, mainly engaged in agriculture and animal husbandry sector for his livelihood. Due to gambling of monsoon in last few years, he struggled and suffered lot in agricultural activities. Hence, in recent past he started to put more concentration on animal husbandry activities. He was having 3 jersey cross bred cows in which the milk yield was below par level. As he could not find a solution to the problem, he approached our KVK during January 2012.



After detailed discussion and verification in his field, it was found that he was feeding excess of cereals to the concern cows and stated that availability of more cereal fodders in the particular region is the primary reason for the same. The KVK concluded that the excess of cereal fodder feeding might cause Sub Acute Ruminal Acidosis (SARA) led to decreased milk production.

We made an attempt to increase the milk production in low yielding cows by TANUVAS GRAND supplement and accordingly included 3 jersey cross bred cows of Mr. Sekar for the technological assessment in 2012-2013. During the on field trial, TANUVAS GRAND supplement has got huge impact by preventing on set of SARA in the supplemented cows that occurs excess of cereals. Consequently the dung voided, respiration rate, skin and coat condition of the animals were improved.



On the course of assessment, it was found that TANUVAS GRAND supplement increased milk production in those cows on an average of 750ml/day/cow. Also the cost of 20 ml of TANUVAS GRAND is only one rupee and resulted in Rs.15 as the revenue generated for additional milk/day/cow.

Since the farmer is an active member of farmers club, he popularized TANUVAS GRAND technological intervention to 20 numbers of collateral farmers of his club. Now nearly all the club farmers are using TANUVAS GRAND supplement and getting additionally Rs.10 to Rs.15 rupees/day/cow with spending only one rupee per cow. The grand success of TANUVAS GRAND supplement is now rapidly moving beyond the farmers club in and around region of Katukanallur village with the support and technical guidance of our KVK