



PROGRAM BOOK

COMMUNITY SERVICE PROJECT



AP STATE COUNCIL OF HIGHER EDUCATION
(A STATUTORY BODY OF GOVERNMENT OF ANDHRA PRADESH)

PROGRAM BOOKFOR
COMMUNITY SERVICE PROJECT

Name of the student : Tanuja Pentyala
Name of the College : Narasaraopeta Engineering College
Registration Number : 21471A05O2
Period of CSP : From: 29-05-23 To:24-06-23
Name of the Community : Awareness on MilkProduction
Address of the Habitation : Kakani

COMMUNITY SERVICE PROJECT REPORTON

AWARENESS ON MILK PRODUCTION

Submitted in accordance with requirement of the degree of

B.Tech-CSE

Name of the College	:	Narasaraopeta Engineering College
Department	:	Computer Science and Engineering
Name of the Faculty Guide	:	DR.K.LAKSHMINADH
Duration of the CSP	:	From: 29-05-2023 To: 24-06-2023
Name of the student	:	Tanuja Pentyala
Program of Study	:	Computer Science and Engineering
Year of Study	:	3 rd Year
Roll Number	:	21471A05O2
Date of Submission	:	03-07-2023

Student's Declaration

I, **Pentyala Tanuja**, a student of B.Tech. Program, Reg. No. 21471A05O2 of the Department of Computer Science and Engineering, Narasaraopeta Engineering College do hereby declare that I have completed the mandatory Community Service Project from **29-05-23** to **24-06-23** on "**Awareness on Milk Production**" under the Faculty Guideship of **DR.K.LAKSHMINADH**, Professor, Department of Computer Science and Engineering in Narasaraopeta Engineering College.

P. Tanuja
03/07/23

(Signature of the Student and Date)

Endorsements

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Certificate from Official of the Community

This is to certify that **Tanuja Pentyala**, Reg.No. 21471A05O2 from the Department of Computer Science and Engineering, Narasaraopeta Engineering College underwent Community Service in Awareness on Milk Production from 29-05-23 to 24-06-23

The overall performance of the Community Service Project Volunteer during his Community Service Project is found to be ..Satisfactory.


Authorized Signatory with Date and Seal
VETERINARY ASSISTANT SURGEON
VETERINARY DISPENSARY
PETLURIVARIPALEM,
NARASARAOPET (Md), PALNADU dist.


Authorized Signatory with Date and Seal
Village Agriculture Assistant
KAKANI (V)
District: Nellore / Mandal: Palnadu Dist.

Acknowledgements

We wish to express my thanks to various personalities who are responsible for the completion of this project. We are extremely thankful to our beloved chairman Sri **M.V. Koteswara Rao, B.Sc.**, who took keen interest in us in every effort throughout this course. We owe our sincere gratitude to our beloved principal **Dr.M. Sreenivasa Kumar, M.Tech., Ph.D., MISTE, FIE(I)**, for showing his kind attention and valuable guidance throughout the course.

We express our deep felt gratitude towards **Dr.S.N Tirumala Rao, M.Tech. Ph.D. HOD of CSE** Department and also to our guide **DR.K.LAKSHMINADH**, Prof of CSE Department whose valuable guidance and unstinting encouragement enable us to accomplish our project successfully in time.

We extend our sincere thanks to all other teaching and non-teaching staff to department for their cooperation and encouragement during our Community Service Project.

We affectionately acknowledge the encouragement received from our friends and those who involved in giving valuable suggestions had clarifying our doubts which had really helped us in successfully completing our Community Service Project.

PROJECTASSOCIATES:

P. Tanuja (21471A05O2)



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CHAPTER 1: EXECUTIVE SUMMARY

The Milk Production CSP program, which has been conducted on the period of May 29-05-23 to 24-06-23 in Kakani requires an executive summary outlining a community service project focused on raising awareness about Dairy farming. The project aims to address the lack of awareness, engage community members, and encourage the farmers to increase the milk production.

Methods:

- **Awareness Campaign:** Launch an extensive campaign using social media, print media, and community events to educate the local community about the importance of milk production.
- **Education and Information Dissemination:** Organize workshops and seminars to provide detailed knowledge about the dairy farming, eligibility criteria, and benefits, dispelling myths and emphasizing its life-saving potential.
- **Interaction with veterinary hospital:** Collaborate with veterinary hospitals, dairy farms, and villages. To know about the milk production and dairy farming.
- **Farmers Involvement:** we engaged with farmers to know facts about the buffalos and Cows and their information.
- **Community Engagement:** Encourage community members in villages to increase the milk production and awareness about the organic feeding.

The community service project aims to increase the milk production with organic feeding in Kakani. By raising awareness, engaging stakeholders, and encouraging community participation, the project seeks to save lives and improve the well-being of the local population.

CHAPTER 2: OVERVIEW OF THE COMMUNITY

Report of the community service project work done in the related subject w.r.t the school/college.

The community service project on raising Awareness about Milk Production in Kakani involved various activities and interactions with stakeholders.

1. Formation and Topic Selection:

Groups were formed, and after discussions, a topic was selected unanimously.

2. Information Gathering and Presentation:

Extensive research was conducted, and the findings were compiled into a PowerPoint presentation.

3. Permission and Interaction at Kakani:

Permission was obtained from the Village Revenue Officer (V.R.O) and Veterinary doctor to raise awareness about Milk production. The community members were engaged, and detailed explanations were provided.

4. Expansion to Narasaraopet:

The project extended to Narasaraopet nearby Villages, where permission was granted to interact with the community and Farmers to raise awareness about Milk production i.e., Dairy Farming.

5. Positive Response and Knowledge Acquisition:

The project received positive feedback from officials, veterinary doctor Farmers and community members. Valuable knowledge and insights were gained throughout the project.

Overall, the community service project successfully engaged stakeholders, raised awareness about Milk production, and received positive responses from both officials, Farmers and the community.

CHAPTER 3: COMMUNITY SERVICE PART

The community service project in Kakani village revolves around the farmers to know the details about the dairy farming and to increase the Milk Production with organic feeding. We recognize that Milk and its products are the essential item of daily life in our country especially majority of Indians are vegetarian and thus milk and milk products are indispensable to Indians. So we aim to give awareness about the organic feeding to the animals and to increase the dairy farming.

This project, we seek to create a culture of compassion and solidarity, where community members understand the impact of their contributions and actively participate in this awareness to increase the milk production. By working together we can make a tangible and positive impact on the well-being of our community.

Objectives:

The primary objective of our community service project is to raise awareness about the importance of Milk production. Recent study shows that India is the largest producer of milk in the world which is nearly 10% of the world production.

Raise Awareness:

The primary objective of our community service project is to raise awareness about the importance of milk production. We aim to educate farmers about the organic feeding to the animals like cows and buffalos and increase the milk production. we strive to encourage a greater understanding of the impact of milk production on the health and well-being of individuals in need.

Increase Milk Yield:

We Aim to give awareness to the farmers about the organic feeding to increase the Milk production. One of the primary objectives is to enhance milk production on the farm. This can be achieved by optimizing herd management, nutrition, and breeding practices, among others.

Improving Milk quality:

Emphasize maintaining and improving milk quality standards. This involves monitoring and controlling factors such as somatic cell count, bacterial load, and milk composition (fat, protein, etc.). Then quality of milk increases.

Enhance Animal Health and Welfare:

Prioritize the health and well-being of dairy cows. Regular health checks, vaccination programs, and comfortable living conditions contribute to higher milk production.

Optimize Feed Management:

Develop and implement effective feed management practices to ensure cows receive a balanced and nutritious diet, leading to increased milk production and better cow health.

Efficient Reproduction Management:

Implement strategies to improve reproductive performance, such as timely insemination, heat detection, and fertility monitoring, to maintain a healthy and productive herd.

Enhance Record-Keeping:

Maintain accurate and up-to-date records of milk production, feed consumption, health and other relevant information to make informed decisions and track progress over time.

Disease Prevention and Biosecurity:

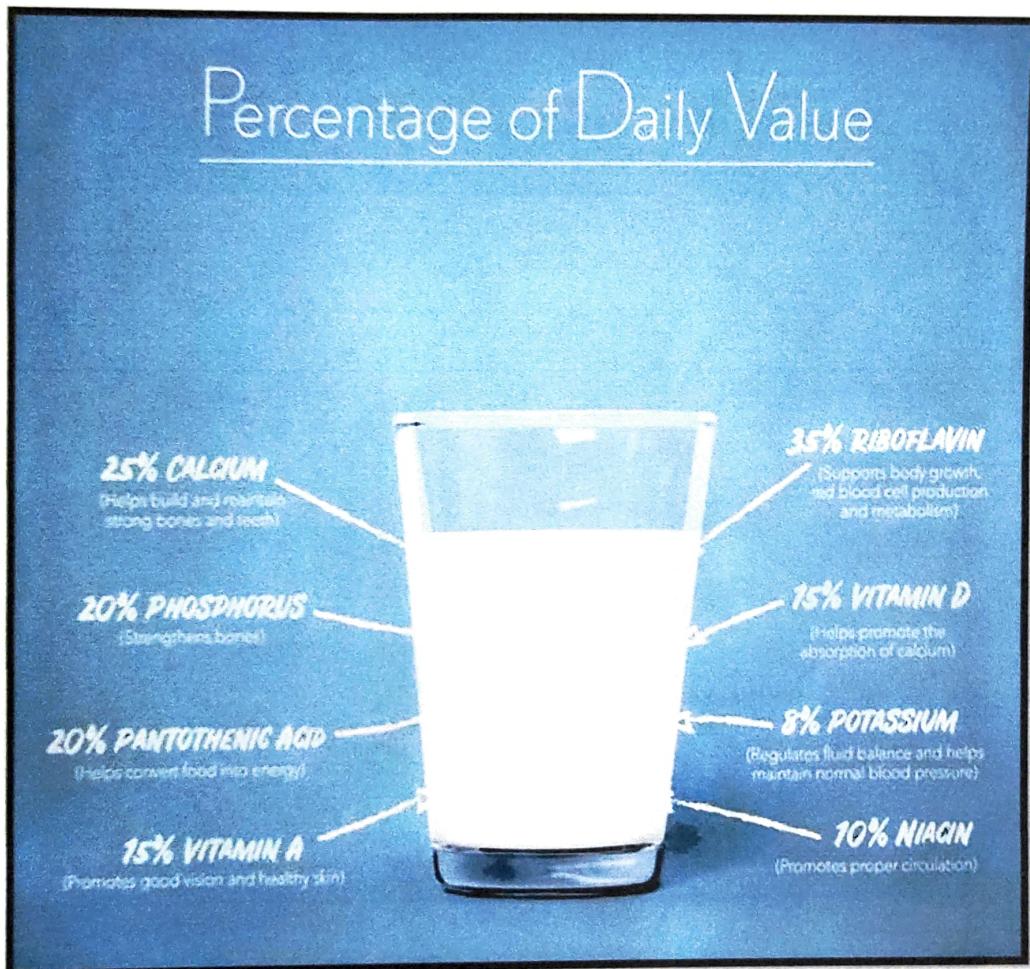
It implements biosecurity measures to prevent the spread of diseases and protect the health of the herd. By feeding the organic food to animals we can prevent from the diseases and we can increase the quality of the milk and increase the milk production.

Biodiversity Conservation:

Encourage biodiversity conservation on dairy farms by preserving natural habitats native plant species, and minimizing the use of chemicals harmful to the environment.

Animal welfare:

Commit to providing the highest standards of animal welfare for dairy cows or buffalos, ensuring they are treated humanely and ethically throughout their life cycle.



Activities:

Informational Presentations:

We will organize presentations in schools, community and public spaces to educate community members about the significance of milk production. These sessions will cover topics such as the constant need for milk ,and to get knowledge about the dairy farming and milk production.

Checking milk quality:

Regularly testing milk samples for quality parameters, such as fat content, protein content, somatic cell count, and bacterial count.

Documenting test results and any corrective actions taken to maintain milk quality.

Feed management:

Keeping records of the types and quantities of feed given to each cow.

Monitoring feed consumption to ensure cows receive a balanced diet.

Documenting any changes in feed formulations or adjustments made based on nutritional Needs.

Animal health:

Maintaining health records for each cow or buffalos, including vaccinations, treatments, and medical history.

Documenting any signs of illness, injuries, or health issues observed in the herd.

Tracking veterinary visits, diagnoses, and prescribed medications.

Reproduction management:

Recording breeding dates, artificial insemination (AI) details, and pregnancy diagnosis Results.

Documenting heat detection activities and estrus synchronization protocols.

Environmental Factors:

Monitoring and documenting temperature, humidity, and ventilation in the milking parlor and buffalo housing area.

Recording any environmental changes that may affect milk production or cow health

Milk storage and Transportation:

Documenting milk storage practices, including cooling temperatures and sanitation

Tracking milk transportation records, including destination, quantity, and time of delivery.

Conclusion:

Through our community service project, we hope to empower our community with the knowledge and understanding of Milk production. By dispelling misconceptions and inspiring a sense of responsibility towards others, we can build a culture of compassion and generosity. Together, let's take a step forward in improving the health and wellbeing of those in need and make a lasting impact on our community's future. Join us on this journey to awareness the people about organic milk, save lives, and create a stronger and more compassionate community.

**CHAPTER-4 ACTIVITY LOGBOOK ACTIVITY LOG FOR THE
FIRST WEEK**

Day & Date	Brief Description of The Daily Activity	Learning Outcome	Person In-Charge Signature
MONDAY & 29-05-23	Socio and economic service details from villagers	People learn about dairy farming.	<i>Pand</i>
TUESDAY & 30-05-23	Socio and economic service details from villagers	People learn about dairy farming.	<i>Pand</i>
WEDNESDAY & 31-05-23	Socio and economic service details from villagers	People learn about dairy farming.	<i>Pand</i>
THURSDAY & 01-06-23	Milk production in village	Awareness on milk production.	<i>Pand</i>
FRIDAY & 02-06-23	Milk production in village	Awareness on milk production.	<i>Pand</i>
SATURDAY & 03-06-23	Milk production in village	Awareness on milk production.	<i>Pand</i>

WEEKLY REPORT

WEEK - 1 (From Dt 29-05-23 To Dt 03-06-23)

Objective of the activity done:

The overall objective of the activities conducted during the first week is to raise awareness regarding the formalities required to know about dairy farming and awareness to increase quality of milk.

Detailed report:

In the very first week of the community service project “Awareness on Milk Production”, the team has conducted socio and economic survey about milk production among the villagers.

The survey work was done up to 3 days of the week. The survey form included the details like whether they are using the organic feeding or not.

For the remaining 3 days of the week, we conducted an awareness program about the milk production, how the quality of milk increases by using the organic food.

ACTIVITY LOG FOR THE SECOND WEEK

Day & Date	Brief Description of The Daily Activity	Learning Outcome	Person In-Charge Signature
MONDAY & 05-06-23	Type of buffalos	Knowledge on buffalos and their behavior.	<i>Sund</i>
TUESDAY & 06-06-23	Type of buffalos	Knowledge on buffalos and their behavior.	<i>Sund</i>
WEDNESDAY & 07-06-23	Milk process	Information on milk process what they used.	<i>Sund</i>
THURSDAY & 08-06-23	Milk process	Information on milk process what they used.	<i>Sund</i>
FRIDAY & 09-06-23	Milk process	Information on milk process what they used.	<i>Sund</i>
SATURDAY & 10-06-23	Milk process	Information on milk process what they used.	<i>Sund</i>

WEEKLY REPORT

WEEK – 2 (From Dt 05-06-23 to Dt 10-06-23)

Objective of activity done:

The overall objective of the activities conducted during the second week is to further bring know about the types of buffalos and milk process. This week also includes the awareness on the importance of milk production.

Detailed report:

In the second week of the community service project day-1, day-2 and day-3 are assigned to explain about the importance of milk production. There are so many types of buffalos and some type of buffalos gives milk of high liters. There are 17 breeds of buffalos some of them are Murrah buffalo, surti buffalo, Nili-Ravi buffalo, Nagpuri buffalo, Mehsana buffalo.



Murrah



Nagpuri



Surti



Bhadavari



Mehsana



Jafrabadi

ACTIVITY LOG FOR THE THIRD WEEK

Day & Date	Brief Description of The Daily Activity	Learning Outcome	Person In-Charge Signature
MONDAY & 12-06-23	Feed used to buffalos	Learnt about the organic feed	<i>and</i>
TUESDAY & 13-06-23	Feed used to buffalos	Learnt about the organic feed	<i>and</i>
WEDNESDAY & 14-06-23	Feed used to buffalos	Learnt about the organic feed	<i>and</i>
THURSDAY & 15-06-23	Organic feed	Awareness on organic feed	<i>and</i>
FRIDAY & 16-06-23	Organic feed	Awareness on organic feed	<i>and</i>
SATURDAY & 17-06-23	Organic feed	Awareness on organic feed	<i>and</i>

WEEKLY REPORT

WEEK – 3 (From Dt 12-06-23 to Dt 17-06-23)

Objective of activity done:

The overall objective of the activities conducted during the Third week was to explain people about the right conditions of organic feed used to buffalos. Awareness about the milk production.

Detailed report:

In the third week of the community service project on the very first day the team explain the organic food used to buffalos to get the quality of milk and the awareness about the milk production .and discussed about the food given to the buffalos. most cattle are fed with high energy density food so that they produce more milk such as Groundnut cake, Coconut cake, grass, weeds and sedges.



ACTIVITY LOG FOR THE FOURTH WEEK

Day & Date	Brief Description Of The Daily Activity	Learning Outcome	Person In-Charge Signature
MONDAY & 19-06-23	Buffalos in every family	Knowledge about buffalos	<i>sunil</i>
TUESDAY & 20-06-23	Buffalos in every family	Knowledge about buffalos	<i>sunil</i>
WEDNESDAY & 21-06-23	Buffalos in every family	Knowledge about buffalos	<i>sunil</i>
THURSDAY & 22-06-23	Diseases information	Knowledge about the diseases of buffalos.	<i>sunil</i>
FRIDAY & 23-06-23	Diseases information	Knowledge about the diseases of buffalos	<i>sunil</i>
SATURDAY & 24-06-23	Diseases information	Knowledge about the diseases of buffalos	<i>sunil</i>

WEEKLY REPORT

WEEK - 4 (From Dt 19-06-23 to Dt 24-06-23)

Objective of activity done:

Through the activities conducted during the third week, participants gained knowledge about the food. Coming to the 4th week, participants learnt about the various types of diseases of buffaloes and quantity of milk given by buffaloes.

Detailed report:

In the fourth week of the community service project the participants get the knowledge about the diseases. Animals get the diseases like humans. If the buffalo's effect with any disease quality of milk decreases and it does not survive for a long time. In this week we learn about the diseases.

Vaccination schedule for cattle and buffaloes

Disease	vaccine	Time of vaccination	Immunity	Dose	remarks
Anthrax	Spore	Once in a year, before monsoon	One season	1ml. s/c	
Black Quarter	Formal killed vaccine	Once in a year, before monsoon	One season	5ml s/c	
Brucellosis	Strain 19 (live)	About 6 months of age	3-4 calvings	2ml s/c	To be done in infected herd
FMD	Polyvalent tissue culture vaccine	About 6 months of age Then booster after 4months	One season	3ml s/m	Vaccination in oct-Nov

CHAPTER 5: OUTCOMES DESCRIPTION

i. Learning Outcomes:

Dairy farming has been an important part of the agricultural scenario for thousands of years. India being a predominantly agrarian economy has about 70 percent of its population living in villages, where livestock play a crucial role in the socio-economic life. Livestock provide high-quality foods such as milk, cheese, butter, ghee, etc. India is not only one of the top producers of milk in the world, but also the largest consumer of milk and milk products in the world. Due to the shortfall in supply, we have to import significant amounts of milk products to meet internal demand.

Animal Welfare and Ethical Practices:

This category addresses the importance of humane treatment of animals and adherence to ethical practices in milk production.

Example Learning Outcome: "Learners will understand the principles of animal welfare and apply ethical practices when handling and caring for dairy cattle."

Safety and Hygiene:

These learning outcomes focus on maintaining a safe and hygienic environment in milk production. It includes knowledge of safety protocols and procedures to prevent accidents and ensure the production of safe milk.

Example Learning Outcome: "Learners will be able to identify potential hazards in the milking parlor and implement safety measures to prevent accidents and injuries."

Skills:

These learning outcomes refer to the practical abilities learners should develop related to milk production. It may involve tasks such as milking, feeding, animal health monitoring, and operating milking equipment.

Example Learning Outcome: "Learners will be able to demonstrate proper milking techniques, including udder preparation, attachment of milking machines, and post-milking teat disinfection."

Problem-Solving:

Learning outcomes in this category focus on the ability of learners to address challenges and solve issues related to milk production. It includes identifying and resolving problems related to milk quality, animal health, and milking efficiency.

Example Learning Outcome: "Learners will be able to identify common milk quality issues, such as bacterial contamination, and implement corrective measures to maintain milk quality standards."

Management and Record-Keeping:

These learning outcomes pertain to the skills required to manage a dairy operation effectively. It includes learning about record-keeping, financial management, and optimizing milk production.

Example Learning Outcome: "Learners will demonstrate the ability to maintain accurate records of milk production, feed consumption, and health-related data for dairy cattle."

2. Personal Outcomes:

Participating in a community service project focused on milk production awareness can lead to various personal outcomes for individuals involved. Some potential personal outcomes include:

Increased Empathy and Compassion:

Engaging in activities related to milk production awareness can cultivate a sense of empathy and compassion towards those in need. Learning about the impact of milk production we can save the lives of lots of people by drinking the organic people.

Personal Growth and Development:

Involvement in a community service project provides opportunities for personal growth and development. It can enhance one's leadership skills, communication abilities, and problem-solving capabilities. Engaging with diverse individuals and collaborating on initiatives helps develop adaptability and resilience, contributing to personal growth.

Expanded Knowledge and Understanding:

Participation in milk production awareness activities broadens individuals' knowledge and understanding of the healthcare system, milk production process, and the importance of organic milk. Learning about the organic milk i.e organic milk has been found to have higher concentrations of nutritional minerals and antioxidants like Iron, Vitamin E, Selenium, and carotenoids.

Sense of Fulfillment and Purpose:

By giving awareness about the organic milk production, we get a lot of satisfaction. Organic dairy farming means raising animals on organic feed (i.e., pastures cultivated without the use of fertilizers or pesticides), having access to pasture, along with the

restricted usage of antibiotics and hormones. Purpose of this awareness is using organic food to animals to increase the milk production.

Enhanced Civic Responsibility:

Engaging in community service projects like milk production awareness cultivates a sense of civic responsibility. Participants develop a heightened awareness of their role as active citizens, recognizing their ability to contribute to the betterment of their community and society as a whole. They know about the importance of the quality of milk and its usage.

Increased Self-Efficacy:

Participating in milk production awareness activities can enhance individuals' self-efficacy, the belief in their ability to make a difference. By actively engaging in education, advocacy, and outreach efforts, individuals develop a sense of confidence in their capacity to bring about positive change and influence others to take action.

Lifelong Commitment to Giving Back:

Engaging in milk production awareness can still a lifelong commitment to giving back to the community. Participants may develop a sustained dedication to organic milk, actively promoting awareness, and serving as advocates for this cause in their personal .

3. Social Outcomes:

Engaging in a community service project focused on milk production awareness can lead to various social outcomes, benefiting both individuals and the community.

Increased Community Engagement:

Milk production awareness initiatives increase community engagement by bringing community members together around a shared cause. Collaborative activities, such as awareness campaigns and initiatives, can initiate them to know more about the milk production. Document initiatives that involve the local community, such as educational programs, community events, or partnerships that contribute positively to the community's well-being.

Strengthen Social Bonds:

Working towards a common goal of promoting milk production can strengthen social bonds within the community. By participating in activities together, community members develop relationships, forge new connections, and enhance a sense of togetherness and solidarity.

Enhanced Milk Production:

Milk production plays a critical role in maintaining community health. By raising awareness and encouraging the consumption of organic milk, these initiatives contribute to a sustainable supply of organic milk, increasing the milk quality. Through this awareness, milk quality increases, and people can survive for a long time.

Workplace Safety:

Track and document safety measures implemented to ensure a safe working environment for farm workers and staff involved in milk production.

Social Responsibility Programs:

Document any social responsibility programs implemented by the milk production operation, such as supporting local schools, healthcare facilities, or environmental conservation projects.

Empowerment of Youth:

Milk production awareness projects provide opportunities for youth engagement and empowerment. By involving young individuals in planning, organizing, and promoting Organic milk production initiatives, they know about the dairy farming and the details about it.

Transparency and communication:

Document how the milk production operation communicates with stakeholders, including local communities, customers, and the public, to foster transparency.

4. Career development:

Improved Communication Skills:

Engaging in community outreach activities hones communication abilities, including public speaking and presenting information effectively.

Expanded Network:

Collaborating with diverse individuals and organizations within the project fosters networking opportunities and potential professional connections.

Leadership Experience:

Taking on roles and responsibilities within the project develops leadership skills and demonstrates initiative and organizational abilities.

Knowledge Enhancement:

Gaining in-depth knowledge about Milk Production and its importance contributes to personal growth, particularly in healthcare or community-related fields.

Enhanced Problem-Solving Abilities:

Overcoming challenges and finding solutions during the project cultivates critical thinking and problem-solving skills. These career development outcomes demonstrate the valuable experiences and skills individuals can gain through their involvement in a milk production awareness community service project.

5. Relationship with the Institution:

Institution Support:

The institution plays a crucial role in supporting and facilitating the community service project. They provide guidance, resources, and logistical assistance to ensure the project's success.

Collaborative Efforts:

The project provides an opportunity for collaboration between participants and the institution. Working together towards a common goal strengthens the bond and fosters a sense of shared purpose and commitment.

Institutional Recognition:

The institution recognizes and acknowledges the efforts of participants in engaging in the community service project. This recognition can take various forms, such as certificates, awards, or appreciation letters, which further strengthen the relationship between participants and the institution.

Skill Development:

Engaging in the project allows participants to enhance their skills and acquire new ones. The institution's support in providing training, mentorship, and resources contributes to the participants' skill development and overall growth.

SURVEY QUESTIONS:

1. How many types of buffalos or cows are there?
2. How many buffalos are in your herd?
3. What is the name and location of your milk production?
4. On average, how much milk does each cow or buffalo produce per day?
5. What are the main factors that influence milk production on your farm?
6. How do you measure and monitor milk quality? (e.g., fat content, protein content, somatic cell count).
7. What is the typical diet provided to the cows or buffalos?
8. Do you use any supplements or additives to enhance milk production or cow health?
9. How many times a day are the cow or buffalos milked?
10. What milking system do you use?
11. How do you ensure proper hygiene during milking?
12. What measures do you take to ensure the health and welfare of your cows?
13. How do you address health issues or diseases among the herd?
14. What sustainability practices do you implement on your farm?
15. How does your milk production operation engage with the local community?
16. Do you use any technology or innovation to optimize milk production processes?
17. What are the major costs involved in milk production?
18. How do you determine the selling price of milk?
19. What are the main challenges you face in milk production?
20. Do you have any suggestions or feedback for improving milk production practices or the industry as a whole?

Problems Identified in that Community

During the community assessment conducted for the awareness on organic milk production, several problems and challenges were identified. These include:

Less Of Knowledge:

Number of farmers have a limited knowledge about clean milk production, including its importance, process, and eligibility criteria.

Infrastructure:

Small number of farmers may lack essential infrastructure for milk production, such as proper cattle sheds, milking facilities, and storage units. Inadequate infrastructure can lead to lower milk quality, wastage, and health issues for the cattle.

Animal Health Management:

Adequate healthcare and proper veterinary services may lead to frequent diseases and infections among dairy animals, resulting in decreased milk production.

Quality Feed:

The availability of nutritious and high-quality feed is crucial for maintaining the health and productivity of dairy animals. Villagers may face challenges in obtaining adequate feed resources for their cattle, affecting milk production.

Environmental Factors:

Environmental issues like pollution, climate change, and deforestation can have indirect impacts on milk production by affecting feed availability and animal health.

Cooperatives and Collective Action:

Villagers may lack organized cooperatives or community efforts, which can make it challenging to collectively address challenges and share knowledge and resources.

Land Constraints:

Limited land availability for grazing and growing fodder can restrict the number of dairy animals a farmer can maintain and subsequently limit milk production.

Traditional Practices:

In some cases, traditional farming practices might not be conducive to optimal milk production, and reluctance to adopt new techniques can hinder progress.

Clean Water:

Water quality and availability can significantly impact milk production. If villagers struggle to provide clean and sufficient water to their cattle, it can lead to dehydration and reduced milk yield.

Market Access and Prices:

Villagers may face difficulties in accessing reliable and profitable markets for their milk.

Low milk prices can discourage dairy farming and lead to reduced motivation for increased production.

Seasonal Fluctuations:

Seasonal changes can impact milk production due to variations in weather, feed availability, and water resources. Inconsistent milk production can affect the income of dairy farmers.

Identifying these problems helps in designing appropriate strategies and interventions to address them effectively.

In light of these challenges, we propose the following solutions to address and overcome these problems within our community:

Education and Awareness Campaigns:

Develop a comprehensive education and awareness campaign on milk production, targeting community members of all farmers and people.

Utilize various communication channels, including social media, local newspapers, community bulletin boards, and informational sessions in schools and community centers.

Focus on the organic dairy farming and increasing the milk quality.

Organize Workshops and Training Sessions:

Conduct workshops, seminars, and training sessions on various aspects of dairy farming, including animal health management, proper nutrition, milking techniques, and effective breeding practices.

Promote Modern Dairy Technologies:

Introduce and explain the benefits of modern dairy technologies, such as automated milking machines, improved cattle breeds, and efficient feed management systems.

Collaborate with Local Authorities and Experts:

Partner with local agricultural authorities, veterinarians, dairy experts, and agricultural extension officers to ensure the campaign's information is accurate and relevant to the local context.

Identify Target Audience:

Determine the primary target audience for the campaign, which may include small-scale dairy farmers, aspiring dairy farmers, women involved in dairy farming, and the local community as a whole.

Conduct Needs Assessment:

Conduct a thorough needs assessment to understand the current knowledge level, challenges, and needs of the target audience related to milk production.

Develop Clear Objectives:

Set specific and achievable campaign objectives, such as improving milk quality, increasing milk yield, promoting best practices, and enhancing the overall efficiency of dairy farming.

Create Engaging and Accessible Materials:

Develop educational materials, such as brochures, posters, videos, and infographics, that are easy to understand, visually appealing, and accessible to the target audience, including those with limited literacy.

Organize Workshops and Training Sessions:

Conduct workshops, seminars, and training sessions on various aspects of dairy farming, including animal health management, proper nutrition, milking techniques, and effective breeding practices.

Demonstrate Best Practices:

Organize field demonstrations at local dairy farms to showcase best practices in milk production and allow participants to observe and learn from experienced farmers.

Emphasize Hygiene and Quality Control:

Stress the importance of hygiene and quality control in milk production to ensure safe and healthy milk for consumers.

Encourage Formation of Cooperatives:

Promote the formation of dairy cooperatives to enable farmers to collectively address challenges, share resources, and access better markets.

Long-Term Engagement:

Establish a long-term engagement plan to sustain regular awareness of milk production. By this we increase quality of milk.

By implementing these solutions, we aim to overcome the identified challenges and create a supportive environment for Milk production within our community. Together, we can raise awareness and increase the quality of Milk production to save lives and contribute to the well-being of our community.



SHORT TERM AND LONG-TERM ACTION PLAN FOR POSSIBLE SOLUTIONS

Short-term professional goals are generally small objectives that you set for yourself with the ultimate purpose of achieving your long-term career goals.

Aside from diving a complex objective into several smaller ones and making it more achievable, short-term success. Creating smaller milestones means that you are always focused on your next target.

Short-Term Action Plan:

Awareness Campaign:

- Develop a comprehensive awareness campaign strategy that includes targeted messages, visuals, and slogans to raise awareness about the importance of Milk production.
- Utilize various communication channels, such as social media, print media, radio, and community bulletin boards, to reach a wide audience.
- Collaborate with local influencers, community leaders, and organizations to amplify the campaign's reach and impact.

Educational Workshops and Seminars:

- Organize educational workshops and seminars in schools, colleges, community centers, and workplaces to provide detailed information about Milk production.
- Distribute informational materials, brochures, and pamphlets during these sessions to reinforce key messages and provide additional resources.

Select Target Villages:

- Choose a few representative villages for documentation based on factors like milk production volume, geographical diversity, and accessibility.

Form a Team:

- Assemble a team of researchers, agricultural experts, and volunteers who will conduct the documentation process.

Conduct Surveys and Interviews:

- Design a structured questionnaire to gather information from dairy farmers, cooperatives, and other stakeholders. Conduct face-to-face interviews to ensure accurate data collection.

Assess Infrastructure:

- Document the existing infrastructure for milk production, such as cattle sheds, milking facilities, storage units, and water sources.

Evaluate Feed and Nutrition:

- Collect data on the type of feed being used, availability of fodder, and the nutritional practices adopted by farmers.

Analyze Animal Health Management:

- Document the prevailing animal health management practices, including vaccination schedules and disease control measures.

Record Milk Production Data:

- Collect data on milk yield per cow, milk collection frequency, and any seasonal variations.

Identify Challenges:

- Document the major challenges faced by dairy farmers in each village, such as infrastructure gaps, feed shortages, or health issues.

Document Success Stories:

- Look for instances of successful milk production practices within the villages and document them as case studies.

Take Photographs and Videos:

- Capture visuals to supplement the documentation, showcasing the local context and milk production activities.

Analyze Data:

- Organize and analyze the collected data to identify common patterns and specific issues faced in each village.

Prepare a Report:

Summarize the findings in a comprehensive report, including key insights, challenges, and recommendations for improvement.



Long-Term Action Plan:

Integration into Education Curriculum:

- Collaborate with educational institutions to incorporate milk production awareness into the curriculum at various levels.
- Develop age-appropriate educational materials and activities to educate students about the importance of milk production.
- Conduct regular awareness sessions in schools to reinforce knowledge and encourage students to know about the dairy farming.

Stakeholder Engagement:

- Engage with local dairy farmers, cooperatives, agricultural experts, and government authorities to gain their support and involvement in the documentation process.

Baseline Survey:

- Conduct a detailed baseline survey covering all aspects of milk production, including infrastructure, animal health, feeding practices, milk yield, and socioeconomic factors. This survey will serve as a benchmark for future comparisons.

Data Management:

Establish a centralized data management system to organize and store all the collected information securely. Use technology to streamline data entry and analysis.

Continuous Monitoring:

Implement a regular monitoring mechanism to keep track of milk production trends, challenges, and changes in practices over time.

Demonstration Farms:

Establish demonstration farms within the villages to showcase best practices in milk production and encourage adoption among other farmers.

Research and Innovation:

Collaborate with agricultural research institutions to explore innovative solutions for

improving milk production, such as new feed formulations or breeding techniques.

Longitudinal Studies:

Conduct longitudinal studies to observe changes in milk production practices and their impact on the livelihoods of dairy farmers.

Impact Assessment:

Regularly assess the impact of interventions and initiatives on milk production, farmer income, and overall community development.

Recordkeeping and Documentation:

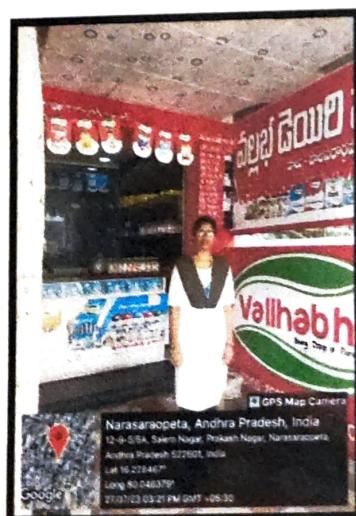
Maintain detailed records of all activities, observations, and outcomes related to milk production to create a comprehensive database for analysis.

Farmer Exchange Programs:

Facilitate exchange programs where dairy farmers from different villages can visit each other's farms to share experiences and learn from one another.

Collaboration with NGOs and Government Agencies:

Partner with non-governmental organizations (NGOs) and government agencies to access resources, funding, and technical expertise for the long-term documentation efforts.



Regular Reporting:

Publish regular reports highlighting the progress, challenges, and successes of milk production in the selected villages. Make these reports accessible to all stakeholders.

By implementing this detailed short-term and long-term action plan, we can create a sustainable and impactful milk production awareness program. The combination of awareness campaigns, education, collaboration, and continuous engagement will help increase milk production and save more lives in the community.

REPORT OF THE COMMUNITY SERVICE PROJECT DONE IN THE RELATED SUBJECT W.R.T THE HABITATION/VILLAGE.

INTRODUCTION:

The community service project focused on raising awareness about milk production in our habitation/village aimed to address the lack of knowledge and understanding regarding the importance of dairy farming. Dairying is an important source of subsidiary income to small/marginal farmers and agricultural laborer's. In addition to milk, the manure from animals provides a good source of organic matter for improving soil fertility and crop yields.

PROJECT ACTIVITIES:

Informational Workshops:

We organized informative workshops to educate community members about the importance of milk production. These workshops covered topics such as the need for quality milk, and the organic food provided to the buffalos .

Interactive Sessions:

To engage community members more effectively, we conducted interactive sessions where individuals could ask questions and have their concerns addressed. These sessions allowed for a more personalized and engaging experience, fostering a sense of connection and encouraging active participation in the awareness.

Awareness Campaigns:

We launched awareness campaigns using various communication channels, including posters, flyers, and social media platforms. These campaigns highlighted the importance of the organic milk. By reaching community members through multiple channels, we aimed to maximize awareness and participation.

Collaboration with NGOs and Government Agencies:

Partner with non-governmental organizations (NGOs) and government agencies to access resources, funding, and technical expertise for the long-term documentation efforts.



CHAPTER 6: RECOMMENDATIONS & CONCLUSIONS OF THE COMMUNITY SERVICE PROJECT

Recommendations:

Promote awareness:

Develop a comprehensive awareness campaign to educate the community about the importance of milk production and dairy farming.

Organize Workshops and Training Sessions:

Conduct workshops, seminars, and training sessions on various aspects of dairy farming, including animal health management, proper nutrition, milking techniques, and effective breeding practices.

Assess Infrastructure:

Document the existing infrastructure for milk production, such as cattle sheds, milking facilities, storage units, and water sources.

Evaluate Feed and Nutrition:

Collect data on the type of feed being used, availability of fodder, and the nutritional practices adopted by farmers.

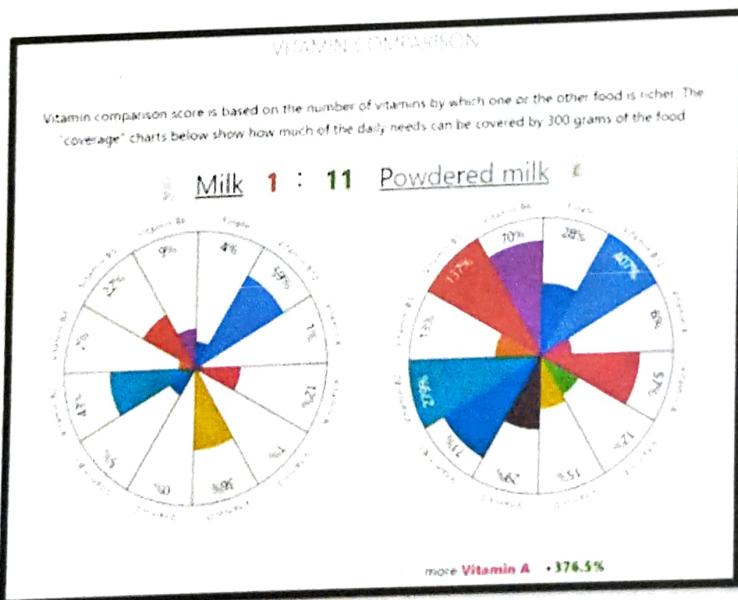
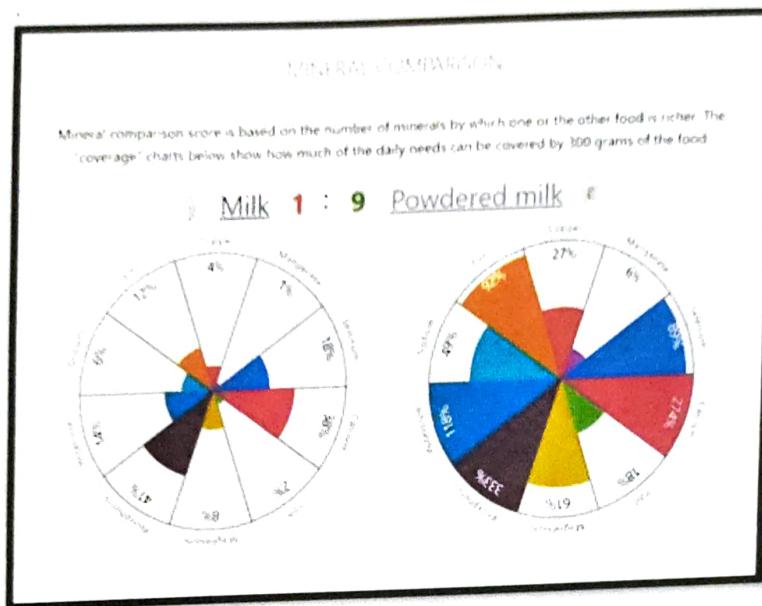
Conclusion:

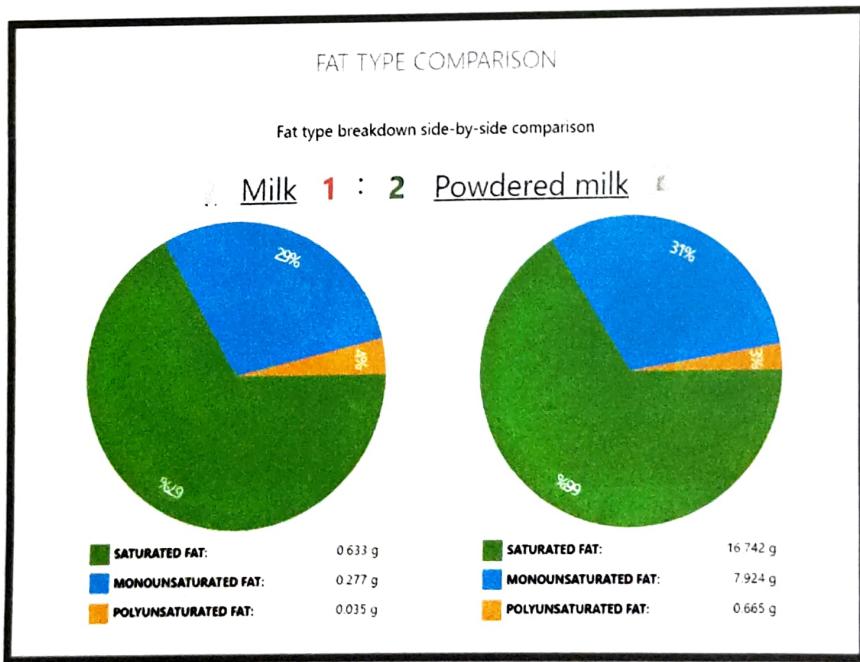
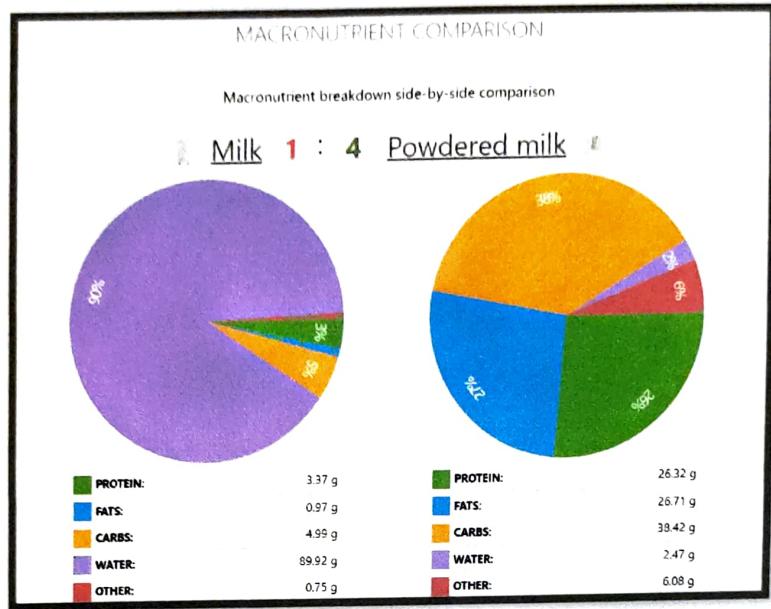
Increased community involvement: Through the dairy farming project, the community's understanding and engagement in milk production have significantly improved. This initiative has fostered a sense of responsibility and altruism, motivating individuals to contribute to the wellbeing of others.

Long-term sustainability: By implementing various strategies to promote milk production and recruiting dedicated volunteers, the project has laid the foundation for long-term sustainability, by using organic feeding quality of milk also increases.

Packed milk is not good for health as it is processed. In general, processed Milk is deficient in nutrients compared to whole farm fresh milk. organic milk is good For health it contains high concentrations of nutrients and it has high quality.

COMPARISONS ON ORGANIC MILK AND POWDERED MILK





b

COMPARISON SUMMARY TABLE

Pay attention to the rightmost column. It displays the amounts side by side, giving a clearer understanding of the difference.

	1	2	3
Rich in minerals	✓		■
Rich in vitamins	✓		■
Lower in Sugar	✓		■
Lower in Sodium	✓		■
Lower in Cholesterol	✓		■
Lower in Saturated Fat	✓		■
Lower in Glycemic Index	✓		■
Lower in price	✓		■

WHICH FOOD IS PREFERABLE FOR YOUR DIET?

Low Fats diet Low Carbs diet Low Calories diet Low Glycemic Index diet

	1	2
Low Fats diet	✓	
Low Carbs diet	✓	
Low Calories diet	✓	
Low Glycemic Index diet	✓	

Conclusion:

Increased community involvement: Through the dairy farming project, the community's understanding and engagement in milk production have significantly improved. This initiative has fostered a sense of responsibility and altruism, motivating individuals to contribute to the wellbeing of others.

Long-term sustainability: By implementing various strategies to promote milk production and recruiting dedicated volunteers, the project has laid the foundation for long-term sustainability, by using organic feeding quality of milk also increases.

Student Self-Evaluation for the Community Service Project

Student Name	: Tanuja.Pentyala
Roll Number	: 21471A05O2
Period of CSP	: From: 29-05-2023 To : 24-06-2023
Date of Evaluation	: 03-07-2023
Name of the person in-charge:	DR. K. Lakshminadh
Address with Mobile Number:	Kakani, Narasaraopet, 522601. Ph. No.:9346679077.

Please rate your performance in the following areas:

Rating Scale:

1 is lowest and 5 is highest rank

1.	Oral communication	1	2	3	4	5
2.	Written communication	1	2	3	4	5
3.	Proactiveness	1	2	3	4	5
4.	Interaction ability with community	1	2	3	4	5
5.	Positive Attitude	1	2	3	4	5
6.	Self Confidence	1	2	3	4	5
7.	Ability to learn	1	2	3	4	5
8.	Work Plan and organization	1	2	3	4	5
9.	Professionalism	1	2	3	4	5
10.	Creativity	1	2	3	4	5
11.	Quality of work done	1	2	3	4	5
12.	Time Management	1	2	3	4	5
13.	Understanding the Community	1	2	3	4	5
14.	Achievement of Desired Outcomes	1	2	3	4	5
15.	OVERALL PERFORMANCE	1	2	3	4	5

Date: 03-07-2023

P. Tanuja

Signature of the Student

Evaluation by the Person in-charge in the Community/Habitation

Student Name: Tanuja.pentyala

Roll Number: 21471A05O2

Term of CSP: From: 29-05-23

To: 24-06-23

Date of Evaluation: 03-07-23

Name of the Person in-charge: DR.K. Lakshminadh.

Address with Mobile Number: Kakani, Narasaraopet, 522601.

Ph.NO.: 6302280464

Please rate Student's performance in the following areas:

Please note that your evaluation shall be done independent of the student's self-evaluation.

Rating Scale: 1 is lowest and 5 is highest rank

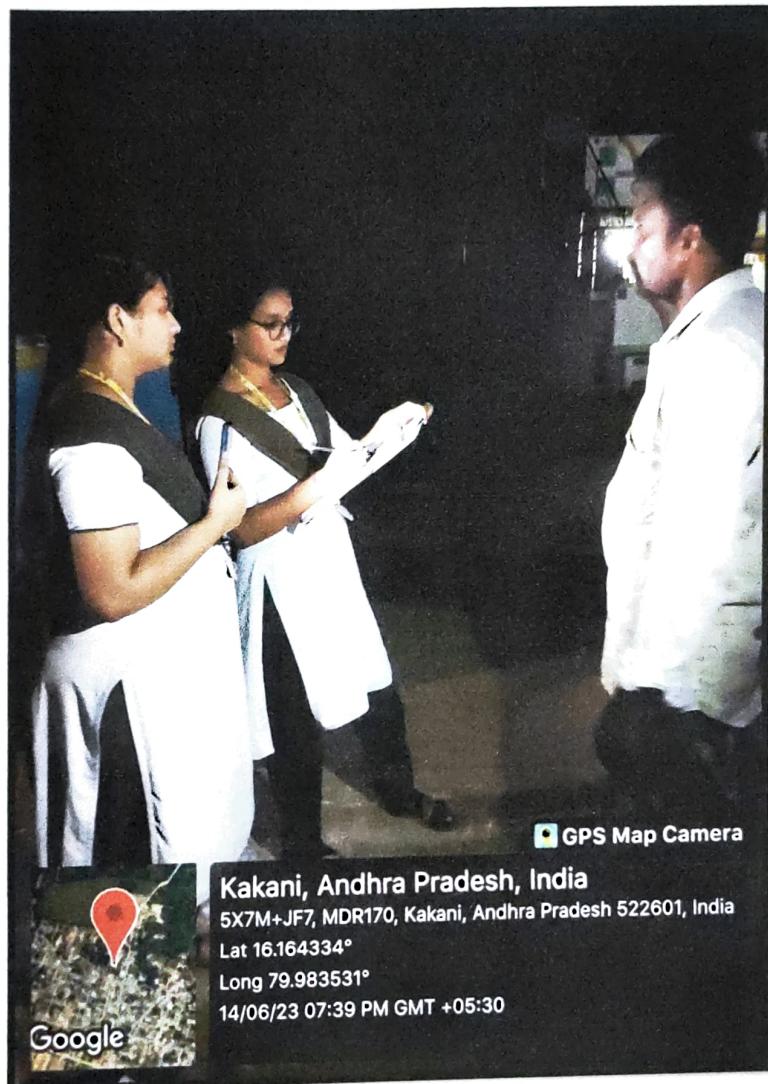
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2.	Written communication	1	2	3	4	5
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Date: 03-07-2023

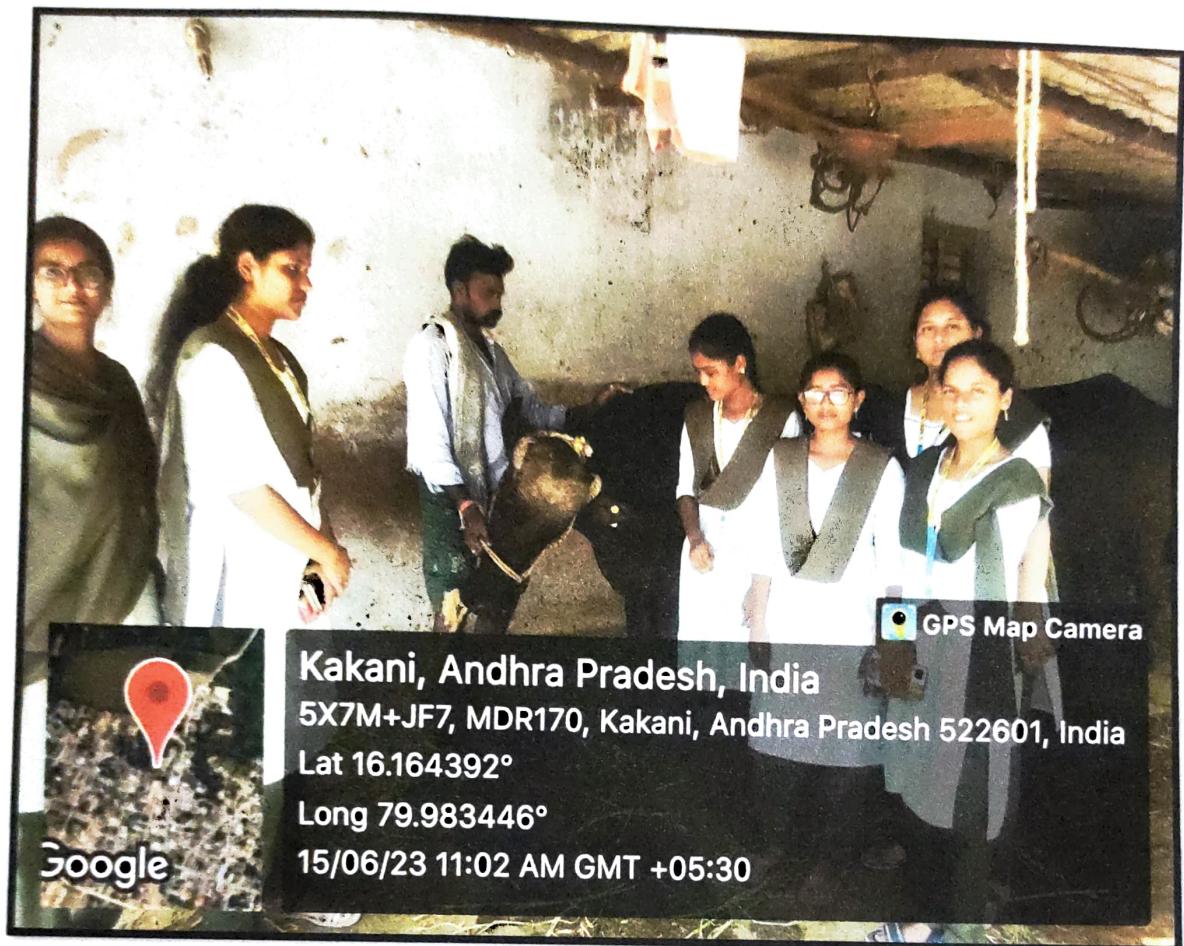
Signature of the Supervisor

DR.K. Lakshminadh

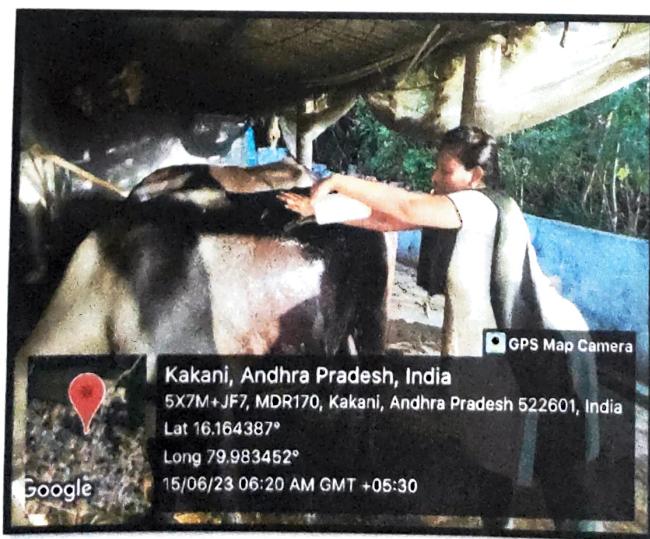
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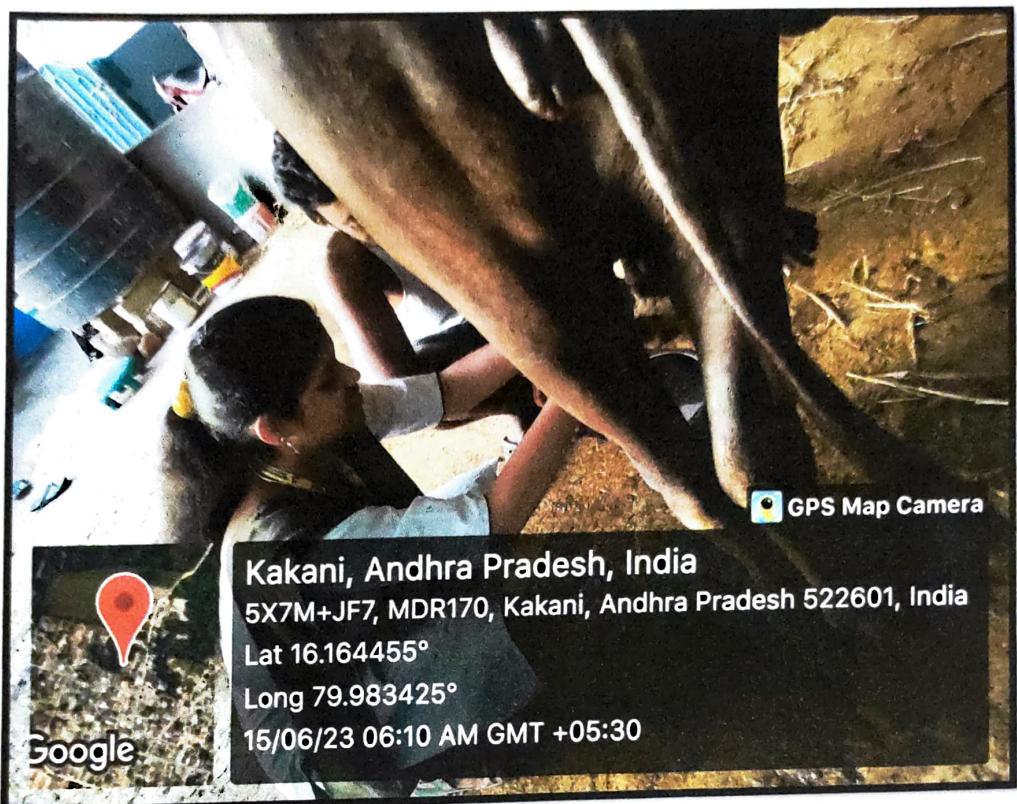


- Collaborating with the veterinary doctor in kakani village.

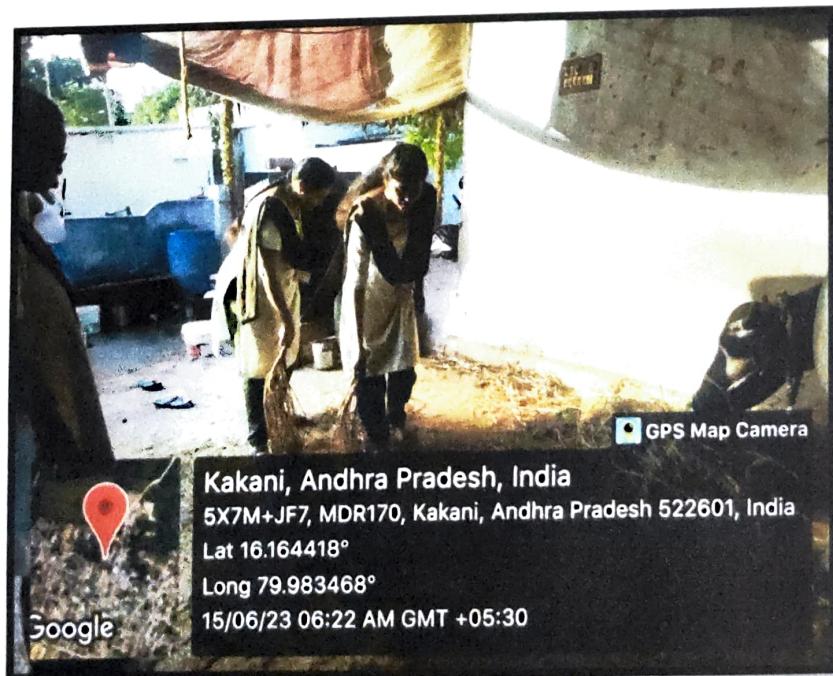


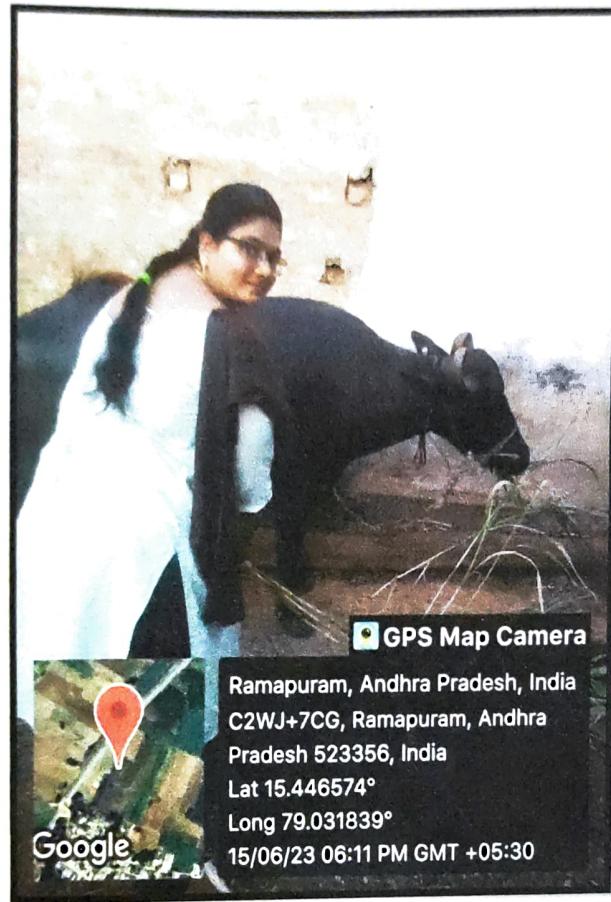
Join hands to inspire others join in the dairy farming to increase milk production.



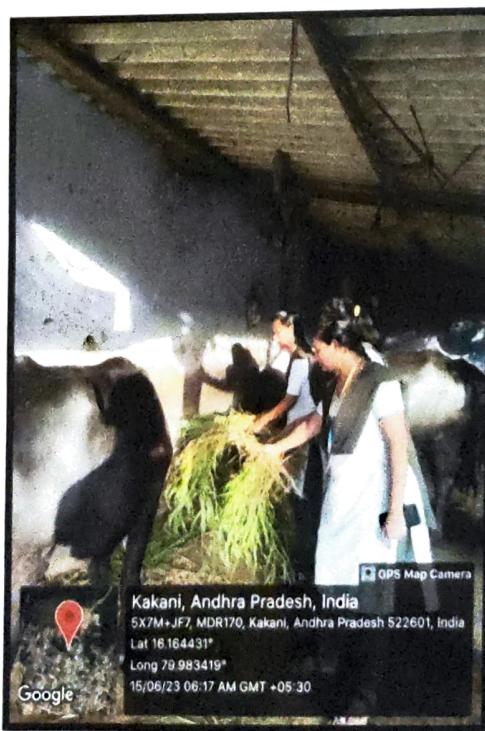


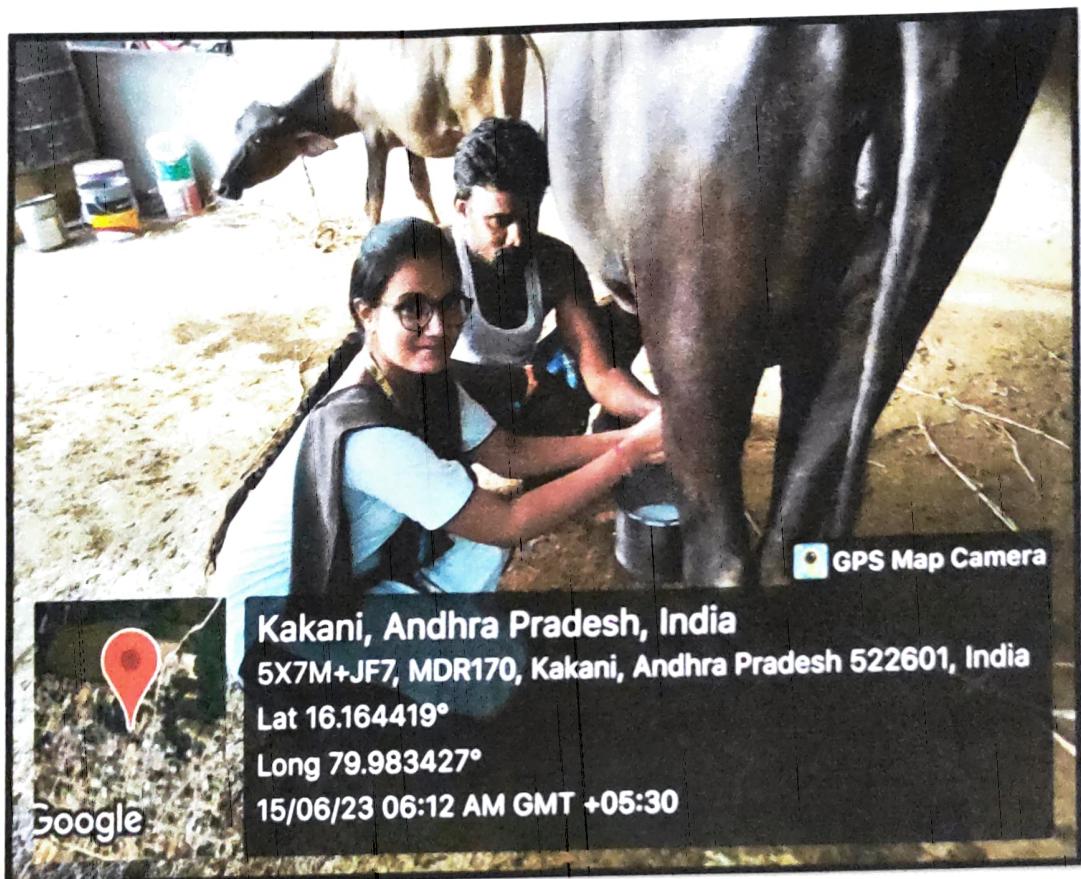
- Engaging with the community to raise awareness about the importance of milk production.



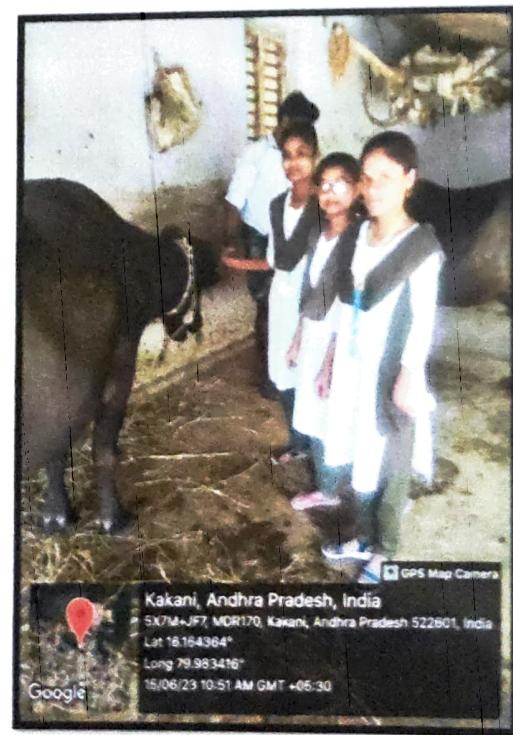


- Each student's effort counts, contributing to a collective goal of saving lives.





Kakani, Andhra Pradesh, India
5X7M+JF7, MDR170, Kakani, Andhra Pradesh 522601, India
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Long 79.983427°
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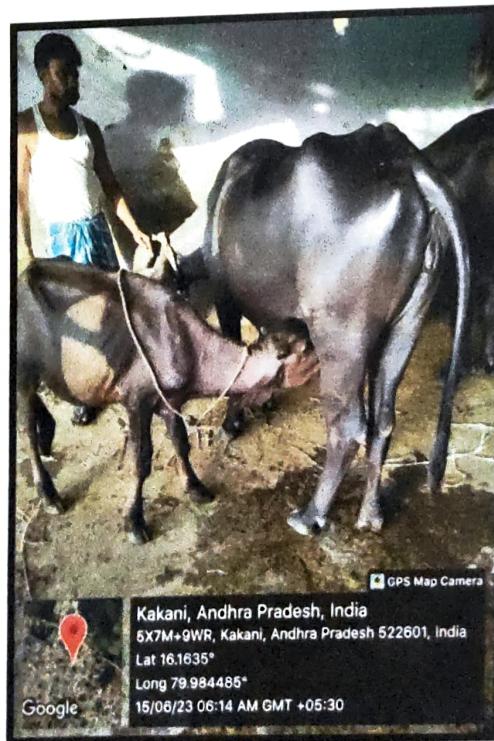


Kakani, Andhra Pradesh, India
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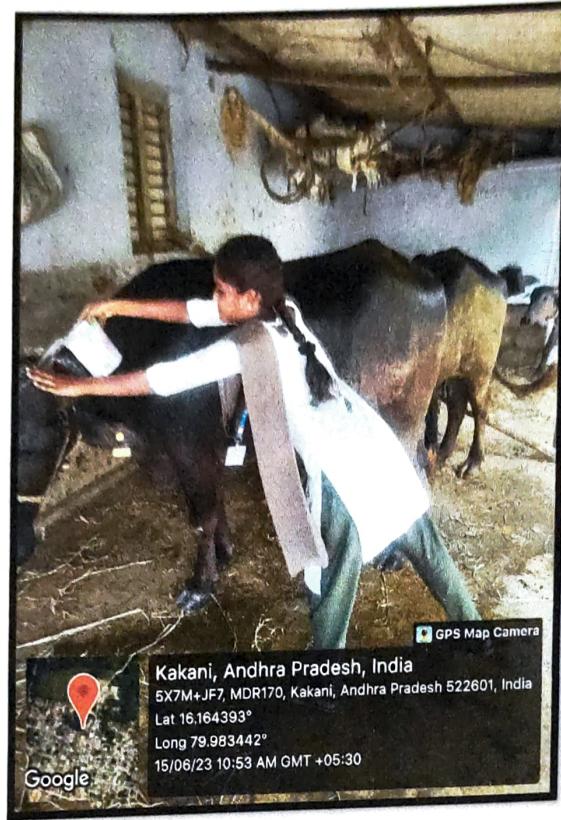
- Students taking to the streets, spreading the word about milk production in the local community.



GPS Map Camera
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Lat 16.164369°
Long 79.98354°
14/06/23 07:18 PM GMT +05:30
Google



GPS Map Camera
Kakani, Andhra Pradesh, India
5X7M+9WR, Kakani, Andhra Pradesh 522601, India
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Google



Google

GPS Map Camera

Kakani, Andhra Pradesh, India

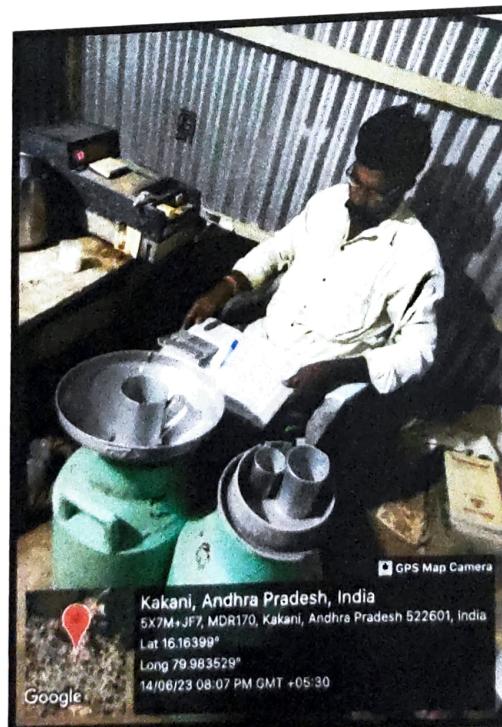
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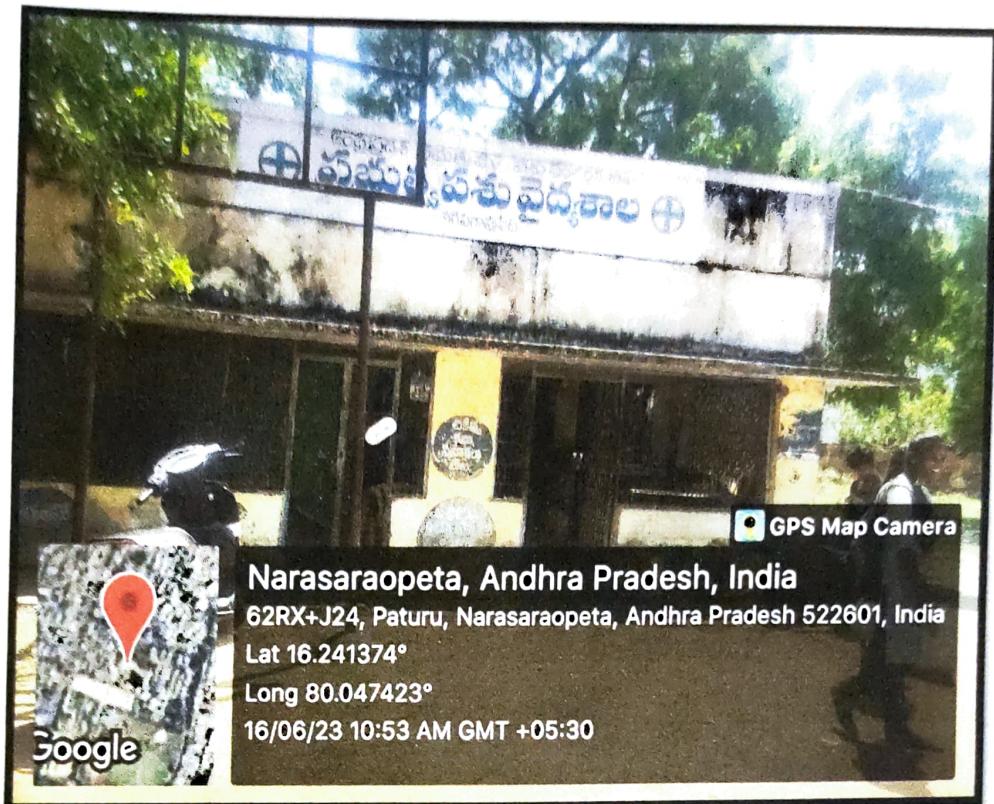
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Long 79.983442°

15/06/23 10:53 AM GMT +05:30

CLEAN THE ANIMALS DAILY







CSP PROJECT SCREENS



THE MAIN PAGE OF OUR COMMUNITY SERVICE PROJECT

A screenshot of a login form. It features a decorative graphic on the left showing a white liquid being poured from a container, creating a splash. The form itself has a white background with black text. At the top, it says "Sign into your account". Below that are fields for "Email address" and "Password", each with a corresponding input field. A "Login" button is centered between the two fields. Below the password field, there are links for "Forgot password?" and "Don't have an account? Register here". At the bottom, there is a link for "Terms and Conditions".

LOGIN FORM TO LOGIN INTO OUR WEBSITE

Register

Your Name

Your Email

Password

confirm password

I agree all statements in [Terms of service](#)

SUBMIT

REGISTER FORM FOR WEBSITE

DAIRYMILK

HOME ABOUT contactus SERVICES LOGOUT

MILK PRODUCTION

India is the highest milk producer and ranks first position in the world contributing 24% of global milk production in the year 2021-22. The milk production of India has registered 5.1% increase during the last eight years i.e. during the year 2014-15 and 2021-22 and increased to 221.06 Mn tonnes in the year 2021-22. The milk production has increased by 5.29% over the previous year 2020-21. The top 5 milk producing states are Rajasthan (15.05%), Uttar Pradesh (14.92%), Madhya Pradesh (8.6%), Gujarat (7.56%) and Andhra Pradesh (6.97%). They together contribute 55.11% of total Milk production in the country. Export of dairy products recorded a growth of 19.45%, as its export rose to \$4.71 Mn in FY 2022-23 till now (April December 2022) from \$3.95 Mn in April December 2021 of the last fiscal year. The market growth in Dairy requires support of significant infrastructure investment across processing, chilling, logistics, cattle feed etc. Further, lucrative un-tapped opportunities exist in areas such as value-added dairy products, organic farm fresh milk and exports. To facilitate the infrastructure growth, Central/State Governments have released various incentives to attract investments in this sector. Animal Husbandry Infrastructure Development Fund (AHDF) - AHDF is one of the flagship schemes by DAHD, Government of India.

HOME PAGE OF THE WEBSITE

CURD OPERATIONS:

DAIRYMILK

HOME ABOUT contacts SERVICES LOGOUT

ENTER YOUR ID NUMBER

ENTER YOUR DD

ENTER YOUR FARMERNAME

ENTER YOUR Milkperday ENTER YOUR FAT QUANT!

ENTER YOUR COST GIVEN

Reset all Submit form

INSERT DATA FORM FOR WEBSITE

DAIRYMILK

HOME ABOUT contacts SERVICES LOGOUT

ENTER YOUR ID NUMBER

Submit form

ENTER YOUR DD

ENTER YOUR FARMERNAME

ENTER YOUR Milkperday ENTER YOUR FAT QUANT!

ENTER YOUR COST GIVEN

Reset all Submit form

UPDATE DATA FORM FOR WEBSITE

The screenshot shows a website for 'DAIRYMILK' with a red header bar containing navigation links: HOME, ABOUT, contactus, SERVICES, and LOGOUT. Below the header is a table titled 'Knumber' with a background image of a green field with cows and a blue sky with a bird.

Get all **Out**

Knumber	dd	Farmermane	Milkperday	Fatquantity	Costgiven	Delete	Update
4	4/4/2004	nandini	8	88	60	Delete	Update
5	3/7/2023	anithya	7	60	80	Delete	Update
1	10/7/2023	neelima	6	50	110	Delete	Update
3	8/7/23	lavanya	6	50	100	Delete	Update
2	9/9/2023	tanuja	6	50	100	Delete	Update
6	7/7/2023	rishi	7	70	100	Delete	Update
7	8/7/2023	arjun	4	50	60	Delete	Update

GETALL AND DELETE FORM OF WEBSITE