



# Vision

Activities of the Food and Civil Supplies Department attained tremendous achievement during the last three years. PDS System was made more attractive. The ration cardholders deserted the ration shops during 2002-2005 due to the poor quality of the ration articles. It was noticed that only two per cent of cardholders approached the ration shops at that time. Now it is increased to 55 to 60 per cent. This is because of the quality of the food grains supplied now through the PDS. It is the first time in the history of Kerala that the Government of Kerala has started giving rice at Rs 2/- per kg to 26 lakhs of BPL families.

C. Divakaran

## Public Distribution System

# Quality Ensured



ACHIEVEMENTS  
at a GLANCE

### Legal Metrology Department

Two mobile weigh bridge verification kits, each costing Rs.65 lakh, are provided to the department for inspecting Weigh bridges.

An amount of Rs. 20 crore were collected as compounding fee for malpractices detected.

### Consumer Disputes Redressal

To make consumer awareness among students 100 Consumer Clubs were formed in selected schools.

Separate department is formed to safeguard the interest of consumers.



14,000 outlets are going to be modernised. Electronic weighing machines are provided to avoid malpractice in the ration shops. Diversion of ration has been reduced to a large extent. Thousands of raids were conducted during this period. Now P.D.S is made corruption-free sector. The people are happy with the PDS System now. They are getting all essential commodities including atta. Still the PDS has to be strengthened further to the growing requirements of the common man. So the Government of India has the responsibility to take necessary steps for the restoration of the ration quota.

Animal Husbandry and Dairy Sector also attained remarkable progress during the period. Now 14 lack of farmers are getting super specialty service from the Veterinary sector.

More than 1000 hospitals /Dispensaries/ polyclinics are functioning across the State. The Government started a lab at Marad to certify the qualities of meat and marine products for the first time in the State. A number of 'Animal Fairs' were conducted across the State, which attracted lacks and lacks of people. Meanwhile government Started AH & Poultry Clubs at school level. It has created new thoughts among the students community.

In last year Government declared artificial insemination free of cost to lacks of cows. KLDB started



initiatives to setup modern high tech dairy farm at Kulathupuzha. Similar High tech dairy farm will also start at Mattupetty.

It is decided to start a High Tech Dairy farm with the public-private participation at Wagamon in Idukki District. Large scale fodder cultivation is going on throughout the State.

The capacity of production of feeds in the Kerala Feeds, Thrissur has been increased from 500 MTs to 650 MT per month. A new feed factory with an estimated cost of Rs.35 crore will start production early next year.

Most of the public sector undertakings in the Animal Husbandry Department have achieved remarkable progress in the field of their production and distribution and gained notable profit. So far government could distribute 22,000 cows under various schemes like Vidharbha, Pashugrammam, Milkshed and could increase the domestic production of milk up to 4-lack litres per day.

The functioning of modern milk testing lab will be commissioned at Thiruvananthapuram very shortly. The KSPDC played a commendable role in catering needs of public in respect of their meat and egg needs. From the above it could be seen that the department has made a major contribution towards the fulfillment of food security scheme the Government now aims at.

## Paddy procurement

In 2006-07, 23 lakh quintal paddy procured at the rate of Rs. 8.50 per kg. In 2007-2008, procurement rate increased to Rs. 10/- per kg. In 2008-09 paddy is procuring at the rate of Rs. 11/- per kg. Boiled rice at the rate of Rs. 14/- per kg and raw rice at the rate of 13.50/- per kg is distributed through Supplyco outlets. Price monitoring cell under the control of District collector is

functioning in all districts. During epidemic season 5 lake kits at a cost of Rs.9 crore were distributed. Civil Supplies Corporation paid an amount of Rs.50 crore as tax to the Government of Kerala. A Food Research Institute in Konni started functioning with total outlay of Rs 70 crore. A Microbiology Lab will also start functioning in Konni with a working capital of Rs. 8 crore. Hyper Market at



Thiruvananthapuram, Ernakulam, Kottayam and Thalassery with a total estimate of Rs. 6.5 crore have started its construction work.

Food Advisory Committee at State level including MP's, MLS's actively working to find solutions to problems in PDS. Pending gas connections

up to January 2008 cleared.

#### Animal Husbandry

All the animals were protected from foot and mouth disease under 'Gosuraksha Scheme'

Now vaccines developed for the prevention of 'Duck Cholera'

Livestock Management Training centres were established at Thalayolapparambu in Kottayam and Kottiyam in Kollam.

Premium bull Semen production was started at Dhoni and Kulathupuzha.

"Ksheeradhara" programme was implemented in the state under the combined auspices of animal Husbandry Department, Dairy Development Department and Kerala Livestock Development Board.

Fodder seed production was increased.

Pashugramam and Vidarbha programmes are being implemented with a view to increase the milk production in the state. Milk shed Development Programme was implemented for Rs 4.9 Cores.

The declining trend of Milk production in the state from 2001 onwards was changed to an increasing trend.

111 new milk Cooperative Societies had been registered and started functioning. Programme for modernisation of milk societies is being prepared and implemented.

New cattle Breeding proceeding policy was declared by the Hon'ble Chief Minister of Kerala.

Artificial Insemination in the cattle was made free, thereby benefiting the dairy farmers to the line of Rs 7 crores.

A flagship programme namely "Poultry Village" has started functioning under KSPDC, with an aim to increase the egg production in the state.



## SUCCESS STORY

### KEPCO meat meets the need

Kerala State Poultry Development Corporation's poultry meat becomes most popular among the consumers. Corporation could control the price of meat in local market by effective market intervention. When the price of live broiler birds in the local market was Rs.80/- per kg,

Corporation could sell the birds at Rs.61/- per kg that too including 12.5 per cent VAT. The processed meat was also sold at a very lesser price. Corporation could sell the meat and the live broiler birds at 10-15 per cent below the market rate and this resulted in sudden dip in market price.

Unlike depending on outside broiler birds in the past, the entire birds are produced internally through the farmers in an integrated system wherein the farmers in the State are benefited rather than the outside corporate.

This is for the first time in the history of the Corporation that such a market intervention was made possible. This is rather an ever thought impossible mission made possible.

All saying that we cannot compete with outside agencies, as the cost of production is always higher in our State, ignored this sector.



The broiler farmers in the State were begging at the mercy of the outside players, for their survival

The age-old concept that we cannot do anything in broiler market was broken down with the help of farmers in the State.

This is beneficial to farmers as a farmer rearing 5000 birds would get Rs.30000-35000/ month as rearing charge that too without any risk involved.

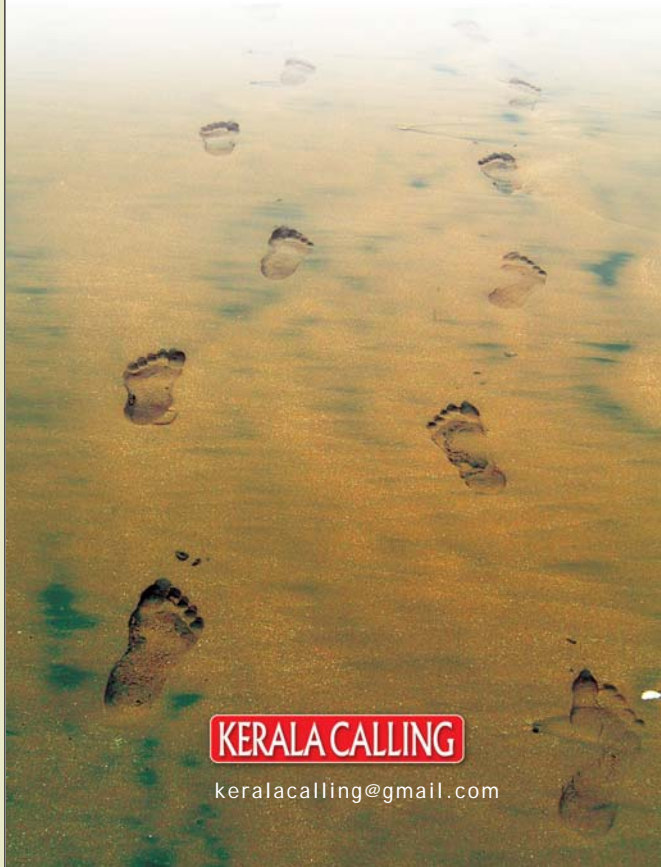
It is beneficial to the State as the drainage of this amount will make our economy more vibrant. It creates employment opportunities. Supply of safe and quality meat protects the health of the public.

More tax increase State's revenue and helps to strengthen the State food security programme.

Quality meat supplied at reasonable price to the public is part of government intervention in commodity market. In this way KEPSCO is not only protecting the interest of the farmers but also the interest of the State and the consumers.

# Not every footstep

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you through  
the right path.



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