

वर्षा जोशी
Varsha Joshi



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कृषि भवन, नई दिल्ली-110001
Joint Secretary
Government of India
Ministry of Fisheries, Animal Husbandry & Dairying
Department of Animal Husbandry and Dairying
Krishi Bhawan, New Delhi-110001
Dated 13th January 2021

D.O No. N-04003/8/2020-Cattle Div.

Dear Ganjar Sahab,

Subject: Publicising & downloading e-GOPALA app

As you are aware that our Hon'ble PM has recently launched a farmer centric app **e-GOPALA** (Generation of Wealth through Productive Livestock) app. that brings government services closer to the farmers.

e- Gopala app helps the farmers in managing livestock including buying and selling of disease free germplasm in all forms (semen, embryos, etc); availability of quality breeding services (Artificial Insemination, veterinary first aid, vaccination, treatment etc) and guiding farmers for animal nutrition, treatment of animals using appropriate ayurvedic medicine/ethno veterinary medicine. The app also sends alert to farmers (on due date for vaccination, pregnancy diagnosis, calving etc) and informing farmers about various government schemes and campaign in the area.

Considering the eminence of the app in the livestock sector for enhanced productivity, we request:

- 1) All the States to publicise the e-GOPALA app on their home page of their Departmental websites.
- 2) To make mandatory for all the veterinarians and AI technicians (both Govt. and private) to download the app with immediate effect.
- 3) AI technicians may be directed to create awareness among the farmers about the app. and motivate them to utilise the services available on the app.

With regards,

Yours sincerely,


(Varsha Joshi) 13/1/21

Shri Kuldeep Singh Gangar
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