THE FARMER IS NOT OUR STUDENT

The first change required is in our own mindset.

“Don’t teach farming to farmers.

First, understand their farming.”



RESPECT EXPERIENCE • ADD SCIENCE • BUILD TRUST

Kuldeep Sharma | Dairy Advisor & Founder, Suruchi Consultants | 29 October 2026

LISTEN BEFORE YOU PRESCRIBE

The farmer's real constraint may not be the one in our extension manual.

ASK	What is the biggest loss or worry on your farm?
UNDERSTAND	What do you already do—and what stands in your way?
RETURN	Did our advice actually improve the farmer's livelihood?

The first tool of extension is not a leaflet. It is a question.

ONE INDIA. MANY DAIRY REALITIES.

The same advice cannot work equally for every farmer or every production system.

- Practices changes district by district, month by month, lactation by lactation

HOUSEHOLD	1–3 animals • every liter matters or doesn't matter
SMALL / MIXED	Feed, labour and cash constraints
ORGANISED / COMMERCIAL	Records, protocols and testing capacity

Segment the solution—not the dignity of the farmer.

EVERY EXTENSION VISIT IS A MILK-SAFETY VISIT

Clean milk. Safe milk. Milk with integrity.

CLEAN

Hygiene • water • milking equipment

SAFE

Antibiotic residues • aflatoxins • contaminants

INTEGRITY

Truthful records • segregation • traceability



CLEAN



SAFE



INTEGRITY

“Safe milk” begins on the farm—not at the testing laboratory.

MAKE ADVICE VISIBLE, LOCAL AND USABLE

A farmer should leave every interaction with a clear next action.

THE FARMER-FRIENDLY TOOLKIT

- Treatment & milk-withdrawal card
- Treated-animal / milk segregation tag
- Pictorial hygiene & safe-feed chart
- Local-language audio and peer demo
- Balanced Ration Card

SAMPLE MILK WITHDRAWAL CARD

Animal ID: _____

Medicine / formulation: _____

Last dose: _____ Hold until: _____

Vet / helpline: _____



Withdrawal time = approved product instructions + veterinarian's advice. Never guess.

Turn Advice into Action: Simple Collaterals Farmers Can Use

Field-ready, vernacular and visual tools make veterinary extension effective

1. Translate advice into one-page tools farmers can actually use
2. Use local language, visuals and simple record formats
3. Track treatment, vaccination, breeding and follow-up at village level

On Call Treatment Register

S. No.	Date & Time	Farmer / Village	Cattle Detail				
			Cow	Buff	Milk Fever	Mastitis	Food Poisoning

Treatment Register

संक्रामक रोग एवं टीकाकरण

गाय / भैंस	रोग	मुख्य लक्षण	टीकाकरण का समय
	खुरपका, मुंहपका (एफ.एम.डी.)	मुँह में छाले / घाव	सितम्बर से फरवरी
	गलघोटू (एच.एस.)	तेज बुखार व सांस लेने में कठिनाई	मई व जून

Disease & Symptoms Chart

पशु टीकाकरण विवरण पत्र (वार्षिक योजना)

क्र. सं.	रोग	जनवरी	फरवरी	मार्च	अप्रेल	मई	जून
1	FMD						
2	HS						
3	BQ						
4	Brucellosis						
5	Deworming						

Vaccination Planner

AI / Breeding Service Register

S. No.	Date of AI	Bull Name / Breed	Bull No.	Type (Fresh/ Repeat)	Farmer / Village	Remarks

Breeding / AI Register

AI Follow-up Register

Date of AI	Bull No.	Follow up					
		21 days		90 days		280 days	
		Est.	Status	Est.	Status	Est.	Status

Follow-up Register

पशु स्वास्थ्य एवं प्रजनन कार्ड

पशु पालक का नाम .....
पिता/पति का नाम .....
पता .....
मोबाईल नं .....



पशु का विवरण

प्रजाति	नसल	उम्र	विशेष पहचान	स्थिति

Farmer Health Card



Good extension is not just advice. It leaves behind a usable tool.

TURN EXTENSION INTO A COMMUNITY MOVEMENT

A practical commitment for every veterinary extension professional.

IN THE NEXT 30 DAYS:

Listen to 10 farmers.

Co-create 1 vernacular tool.

Return and verify 1 behaviour change.

EVERY DROP IS A LIVELIHOOD. EVERY SAFE DROP IS OUR RESPONSIBILITY.