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BOOSTING MILK PRODUCTION THROUGH ON-CALL ARTIFICIAL INSEMINATION IN ODISHA

- F&ARD Department appeals to take full advantage of toll-free number '155333'
- On-call Artificial Insemination (AI) service is operational in 10 districts
- It is aimed to be operational in all districts of the state

Bhubaneswar, 3/4/2025: On-call Artificial Insemination (AI) service will bring a sea change in the field of dairy development and enhance milk production in Odisha. Dairy farmers can avail this service sitting at the comfort of their homes. Fisheries and Animal Resources Development Department has urged dairy farmers and cow-keepers of the state to take full advantage of the toll-free number '155333' in order to book an Artificial Insemination for their dairy animal.

In this system, after a farmer calls, his name is registered for providing service. Artificial Insemination workers of the locality are being instructed to perform artificial insemination and the work is completed using an OTP-based verification system. It is noteworthy that Odisha is the first state in the country to provide this type of service. Dairy farmers of the state now get timely assistance for animal breeding related services with on-spot artificial insemination for their cows and buffalos. ON-Call AI services also work towards efficient tracking and monitoring of breeding related issues of dairy animals. Through this, the state government has reiterated its commitment to modernize dairy farming and increase milk production in the state.

Ten Artificial Insemination workers of Odisha were awarded for best On-Call AI service during the recently concluded state-level Fisheries and ARD fair Matsya-Pranee Samavesh Odisha (MPSO)-2025. These best artificial insemination workers represent ten districts of the state viz: Balasore, Bhadrak, Bargarh, Cuttack, Ganjam, Jagatsinghpur, Jajpur, Kendrapara, Mayurbhanj and Puri; where on-call artificial

insemination service is currently in operation. Fisheries & Animal Resources Development Department is making efforts to provide this service in other districts in the coming days. This service will bring significant changes in the field of dairy development and enhanced milk production in Odisha.

Aloka Kumar Mohanty, PRO