



Introducing SAVIYA – Dairy Messaging Advisory Service
March 2, 2020

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“SAVIYA” - Dairy Messaging Advisory Service
Registration Hotline - 6162



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What is the purpose of SAVIYA



To support and complement existing extension efforts to:

- Increase milk production and quality of milk, leading to increase in income
- Prepare dairy farmers in advance on how to manage the different stages of pregnancy of a particular animal (cow)
- Focus on transition cow management to enhance milk production
- Promote methods of reducing calving interval
- Stress the importance of nutrition and introduce TMR (Total Mixed Ration)
- Introduce BCS (Body Condition Score) and its importance for successful AI etc
- Reduce complications during calving
- Deliver a healthy and productive calf
- Alert farmers of outbreaks of diseases (e.g. Foot & Mouth disease) – segregated geographically
- Share new knowledge/technologies



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SAVIYA framework



The main framework of SAVIYA is based on the lactation and pregnancy cycle of the cow. It is broken down into 5 stages, namely

1. Transition cow
2. Early lactation
3. Mid lactation
4. Late lactation
5. Dry cow

During registration, the farmer **must select one of these options** depending on the animal he wants to track and its stage in the cycle.



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Example of voice message in SAVIYA



හිතවත් කිරි නිෂ්පාදකයනි,

ඔබේ එළඳෙනගේ කෑම වලින් කිරිවල මේද තත්වය හා SNF වෙනස්වීම ගැන අවධානයෙන් සිටිය යුතු කාලයයි. ඔබට කිරිවලට මුදල් ගෙවන්නේ මේද වලට හා SNF වලට නිසා මේ ගැන අවධානයෙන් සිටිය යුතුයි.

සමහර වෙලාවට TMR වල තත්තු මදි උනාම කිරි වල මේද අඩුවී එළඳෙන ලෙඩ වෙන්න පුළුවන්.

එළඳෙන වමාර කෑම අඩුවීම හා ගොම වතුර ගතියට හා පෙන වගේ තිබෙනවානම්, ශක්තිජනක ආහාර අඩු කර තණකොළ ටිකක් වැඩි කරන්න.



These messages are **delivered 2-3 days** prior to the activity concerned.



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What does SAVIYA cover within this framework



1. General messaging

- ✓ TMR
- ✓ BCS
- ✓ Importance of quality feed availability year round

2. Time bound messaging



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SAVIYA framework cont....



2. Time bound messaging – Lactation Cycle (Actions to be taken at relevant time periods)

- A. Transition cow
- B. Pregnant cow
- C. Milking cow
- D. Calving *includes calf management until first pregnancy
- E. Dry cow



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Benefits of SAVIYA to Dairy Farmers



- Message is delivered to farmer's doorstep
- Farmer has access to information at his/her convenience (play back)
- SAVIYA provides timely and relevant advice to farmers
- Reinforces best practices
- SAVIYA helps increase and improve farmers' income and productivity
- Attracts youth into dairy farming by use of technology
- SAVIYA assists the farmer in planning and decision making
- Increase in milk yield and quality therefore increase in income



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How does it work

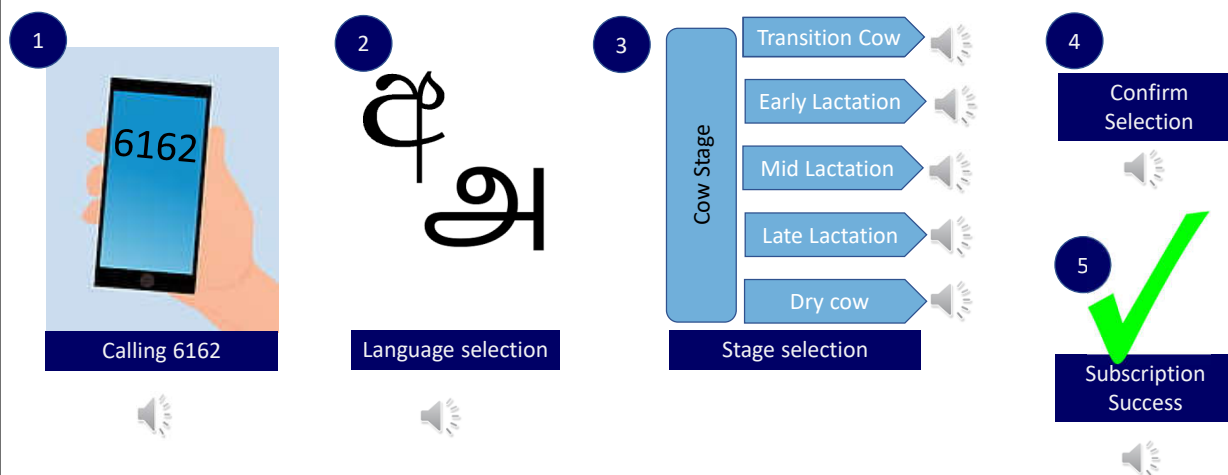
Registration – 4 methods

1. Direct registration by dialing 6162
2. SMS is sent to Farmer
3. Outbound dialing to farmers (automated)
4. Door to door activators (extension officers)



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SAVIYA – Steps for Registration



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Cost to the farmer



- Registration to “SAVIYA” is free of charge
- The farmer will be charged Rs. 1 per day
- As a promotion first month is free for new registrations



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Thank you!



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