



इन्स्टिट्यूट ऑफ रूरल मॅनेजमेंट आणंद  
Institute of Rural Management Anand

October 24, 2017

Dr. Raj Kumar Singh  
Director  
Indian Veterinary Research Institute  
Izatnagar  
Bareilly 243 122, Uttar Pradesh

*(Handwritten signature and date)*  
11/11/2017

Dear Sir,

Greetings from the Institute of Rural Management Anand (IRMA)!

IRMA is a premier institute engaged in training professionals to work for the development sector with a focus on sustainable, ecologically friendly and equitable socio-economic development of rural people. Please visit our website: <https://irma.ac.in/> for more details.

IRMA is organizing a Management Development Programme (MDP) on **Cattle Management to Enhance Milk Productivity through RFID** during **November 9-10, 2017** at IRMA, Anand, Gujarat. This MDP is designed specifically for junior officers from dairy industry, dairy farm owners, cattle owners and researcher. The programme fee is INR 9440/- per person for Non-AC accommodation and INR 12,980/- per person for AC accommodation. The fee is inclusive of 18% GST, boarding & lodging, tuition fee, reading material, stationery, etc.

**Contents of this MDP:** Cattle milk yield scenario; Need for improvement in productivity; Need for identification from herd to individual cattle; Problems in identifying individual cattle; Automatic identification system; What is RFID; Bar-code vs. RFID; How the RFID system for cattle works; How individual identification improves productivity; Benefits to environment through productive cattle; Milk parlours with RFID integrated systems; System for small farmers with less number of cattle; Training and management; Implementation issues; Discussion on cases of two Dairies which have implemented RFID based system

We are enclosing herewith a brochure of this MDP for your ready reference. We request you to depute at least 1-2 officers of this MDP.

With kind regards,

Yours sincerely,

Oliver Macwan  
Executive (MDP)  
Mobile: +91-9974072693  
Email: mdp@irma.ac.in



**Institute of Rural Management Anand**  
**MDP Nomination Form**

MDP Title \_\_\_\_\_

MDP Date \_\_\_\_\_

(Note: Please email the completed nomination form at [mdp@irma.ac.in](mailto:mdp@irma.ac.in))

**PARTICIPANT'S PROFILE**

Name: \_\_\_\_\_

DOB: \_\_\_\_\_ Gender: \_\_\_\_\_

Current Position / Designation: \_\_\_\_\_

Name of the Institution / Organization: \_\_\_\_\_

Official Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Telephone: \_\_\_\_\_ (Mobile) \_\_\_\_\_

E-mail: \_\_\_\_\_ Fax: \_\_\_\_\_

***In case of Foreign Nationals***

Passport Details:

Nationality: \_\_\_\_\_

No.: \_\_\_\_\_ Issuing Office: \_\_\_\_\_

Issue Date: \_\_\_\_\_ Expiry Date: \_\_\_\_\_

(Note: Please attach photo/scanned copy of the passport)

**Educational Background (Please provide information from Class 12<sup>th</sup> onwards)**

Name of Degree/Diploma	Year	University/Institution	Primary Subjects