

Dr. Thanammal Srinivasan Raju, Dean- Animal Sciences and Applied Research was awarded a grant of INR 39 Lakhs, for the project, “**Potential of Digital Innovations and its Institutional Dimensions to Enhance Dairy Productivity in Developing Countries**”, implemented from January 2023 to December, supported by the Indo-German Science and Technology Centre (IGSTC) under the Women’s Involvement in Science and Engineering Research (WISER) programme.

Synopsis

The project, “Potential of Digital Innovations and its Institutional Dimensions to Enhance Dairy Productivity in Developing Countries,” was implemented from January 2023 to December 2025 with a budget of ₹39 lakh, supported by the Indo-German Science and Technology Centre (IGSTC) under the Women’s Involvement in Science and Engineering Research (WISER) programme. Covering 31 villages across Erode, Coimbatore and Dindigul, the project digitally registered 633 farmers and 2,455 animals through the NITARA platform and used field data to provide targeted advisory and animal health and reproductive management support. Research involving 579 farmers and 2,254 animals found repeat breeding in 20.4 percent of animals and infertility in 44.7 percent, with buffaloes recording the highest infertility rate of 62.5 percent. The findings highlighted reproductive inefficiency as a major constraint to dairy productivity, farmer profitability and environmental sustainability.

The project translated these findings into practical action through animal health camps, farmer training, fodder support and digital advisories. Between 2023 and 2025, repeat breeding declined from 20.0 percent to 15.03 percent, while infertility declined from 49.79 percent to 27.29 percent.

The initiative demonstrated how digital herd monitoring, scientific advisory and farmer capacity building can generate measurable improvements in smallholder dairy systems. It also strengthened collaboration among Kumaraguru Institutions, the University of Hohenheim, GormalOne, the Animal Husbandry Department, ABT Dairy and farmer organisations, creating a strong foundation for scaling digital and climate-smart dairy solutions beyond the project period.

Research paper published link

<https://link.springer.com/article/10.1007/s11250-026-05033-6>

Coverage in BBC News

['சிறு பண்ணைகளில் 45% கால்நடைகளுக்கு மலட்டுத்தன்மை' - தமிழக ஆய்வில் அதிர்ச்சி தகவல் - BBC News தமிழ்](#)

Special Report on YouTube

https://youtu.be/jJpHdm_n-K4?si=ls2M5QGsjM6xyXj