



## **e-Gopala Portal – An Excellent Service for Dissemination of Dairy Information**

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*India's livestock sector plays a critical role in supporting rural livelihoods and providing nutritional security to millions. However, dairy farmers often face several barriers such as limited access to veterinary services, quality breeding resources, and lack of real-time information on animal health and nutrition. To overcome these challenges, the Government of India launched the e-GOPALA Portal, a digital platform developed under the National Digital Livestock Mission (NDLM). This portal serves as a comprehensive resource for managing livestock health, productivity, breeding, and marketing. This article explores the objectives, features, benefits, and impact of the e-GOPALA Portal, showcasing how digital transformation is empowering India's dairy farmers.*

### **Introduction**

India is the largest milk-producing country in the world, yet the productivity per animal remains low due to issues like suboptimal breeding practices, lack of scientific feeding, and inadequate veterinary infrastructure. Rural dairy farmers, particularly smallholders, often struggle with accessing timely services and reliable information about livestock management. This gap not only affects milk yield and animal health but also impacts farmers' incomes. Recognizing the need for a modern, technology-driven solution, the e-GOPALA Portal was launched by the Department of Animal Husbandry and Dairying under the Government of India. This digital platform is designed to provide end-to-end information on scientific animal rearing, breed improvement, disease management, and market connectivity. By integrating technology with animal husbandry, the e-GOPALA Portal is revolutionizing the dairy ecosystem, making it more efficient, accessible, and sustainable.

### **Objectives of the e-GOPALA Portal**

The e-GOPALA Portal was launched with the aim of digitizing and streamlining the dairy and livestock ecosystem in India. The major objectives include:

#### **1. Improved Breeding Practices**

To promote scientific and planned breeding by providing farmers access to quality semen doses, embryo transfers, and artificial insemination services for better genetic quality in dairy animals.

#### **2. Animal Health Management**



To offer information on disease management, vaccination schedules, and common health conditions. It aims to reduce mortality and improve milk yield by promoting timely health interventions.

### 3. Real-Time Advisory

To provide instant access to nutritional guidelines, treatment recommendations, and updates on animal welfare in local languages.

### 4. Market Linkages

To support farmers in buying and selling quality livestock and germplasm through a transparent and traceable online marketplace.

### 5. Scheme Awareness

To raise awareness about and facilitate access to government schemes and financial aid for animal husbandry and dairy entrepreneurship.

## Key Features of the e-GOPALA Portal

### 1. Breeding Services

The portal provides comprehensive breeding-related information:

- Details of certified Artificial Insemination (AI) centers.
- Availability of high-quality frozen semen doses of indigenous and exotic breeds.
- Services related to sex-sorted semen, embryo transfer technology (ETT), and in-vitro fertilization (IVF) for breed improvement.
- Digital registration and tracking of animal pedigree and performance, promoting data-driven breeding decisions.

This feature enables farmers to enhance the genetic potential of their dairy animals, leading to higher productivity and better disease resistance.

### 2. Animal Health Management

Health management is a cornerstone of dairy productivity. The portal includes:

- Disease diagnosis and prevention information for common illnesses such as mastitis, foot-and-mouth disease (FMD), and brucellosis.
- Vaccination reminders via SMS for deworming, foot rot, and viral diseases.
- Videos and guides on first aid and ethno-veterinary practices (traditional treatments using local herbs).
- Access to a network of veterinary experts for consultations and referrals.

This real-time health information reduces dependence on informal sources and ensures timely treatment, reducing mortality and improving animal welfare.

### 3. Nutritional Advisory System

Proper feeding is essential for high milk yield and reproductive efficiency. e-GOPALA provides:



- Tools to calculate Balanced Ration based on the age, breed, weight, and lactation stage of animals.
- Region-specific advisory using locally available feed resources.
- Recommendations to prevent nutritional disorders like milk fever and bloat.
- Guides on green fodder cultivation, silage making, and mineral mixture usage.

These advisories help reduce feed cost and improve feed efficiency, which is crucial for profitability.

#### 4. Digital Marketplace for Livestock and Germplasm

The portal includes a robust e-commerce section for:

- Buying and selling dairy animals with photos, breed details, age, lactation history, and productivity data.
- Transactions of frozen semen, embryos, and feed products directly between producers and farmers.
- Ensuring transparency and traceability, reducing the risks associated with physical livestock markets.

This digital market ensures that farmers can access high-quality animals and breeding inputs without intermediaries, improving their profit margins.

#### 5. Real-Time Alerts and Notifications

To help farmers better manage their animals, the portal provides:

- Personalized alerts for vaccination, deworming, pregnancy checks, and calving dates.
- Reminders for breeding cycles and re-insemination windows.
- Alerts about outbreaks of animal diseases in their region.
- Notifications about training programs, subsidy opportunities, and livestock fairs.

These automated reminders act as a virtual assistant, supporting farmers in planning and executing better livestock management strategies

#### 6. Government Schemes and Financial Support

The portal acts as a bridge between the government and farmers by:

- Providing detailed information about **Central and State-sponsored schemes**, including NABARD's Dairy Entrepreneurship Development Scheme (DEDS), National Livestock Mission (NLM), and Rashtriya Gokul Mission.
- Offering links for **direct online application**, tracking of application status, and helpline support.
- Ensuring **transparency and accessibility** in subsidy disbursement and scheme benefits.

This feature increases farmer participation in development programs and boosts their entrepreneurial potential.

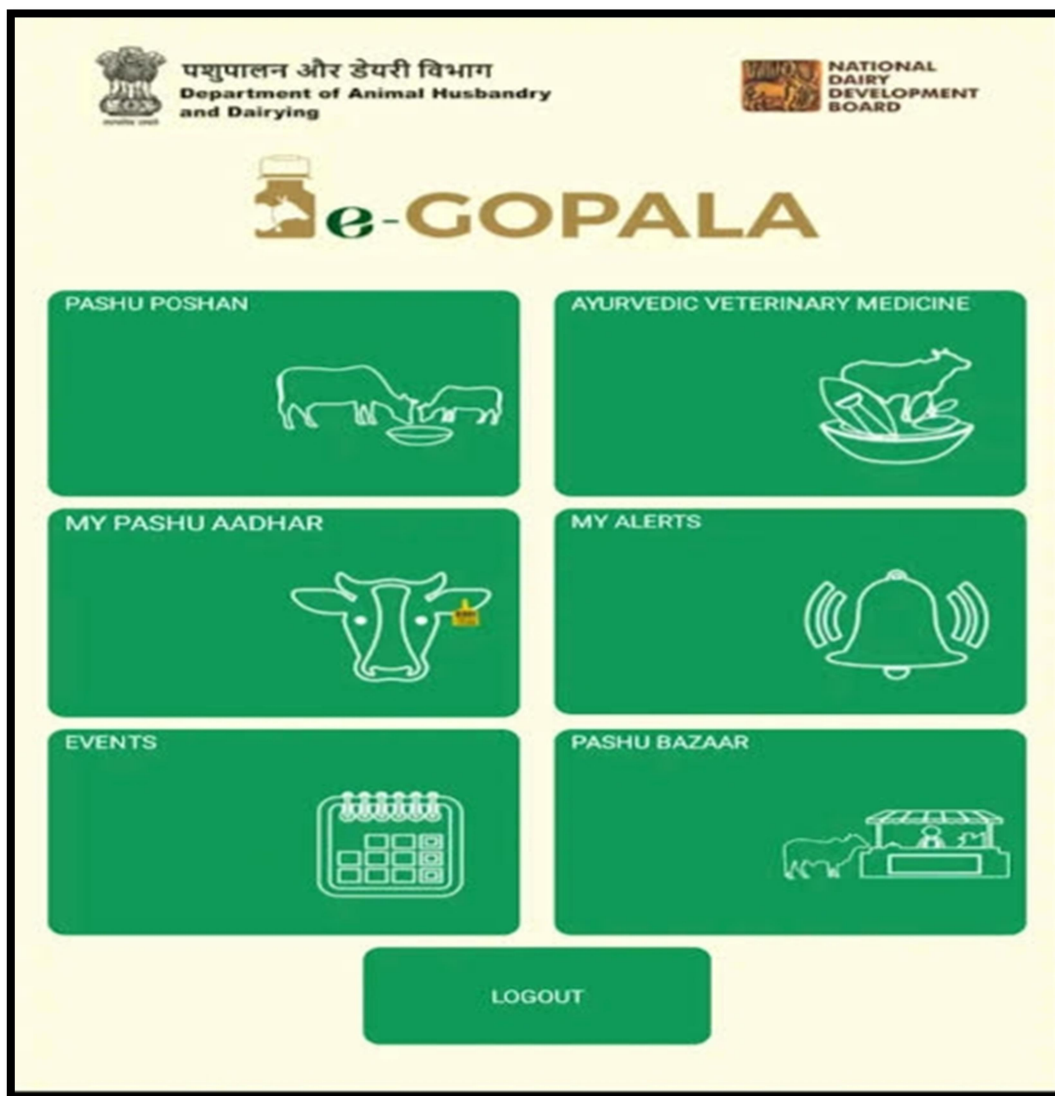


Fig 1: e-GOPALA Portal

(Source : Department of Animal Husbandry and Dairying, National Dairy Development Board)

**Impact on the Dairy Sector**

Since its inception, the e-GOPALA Portal has had a significant impact on Indian dairy farming:

- **Productivity gains:** Improved genetics and better health management have increased per-animal milk yield.
- **Reduced mortality and disease incidence:** Access to vaccinations and health records has enabled early diagnosis and treatment.
- **Higher income:** Better market access and cost-effective feeding strategies have improved farmer profitability.



- **Digital literacy and empowerment:** Farmers, especially women and youth, have gained digital skills and confidence in using online platforms.
- **Policy alignment:** e-GOPALA supports government missions like "Digital India" and "Doubling Farmers' Income" by 2024.

## Conclusion

The e-GOPALA Portal represents a groundbreaking step in transforming livestock farming in India through technology. By offering integrated services for breeding, health care, feeding, and marketing, the portal empowers farmers with the tools needed to increase productivity and income. Its inclusive design, user-friendly interface, and multilingual support make it accessible even to marginal and small-scale farmers. As India strives for agricultural and rural development, the continued expansion and promotion of platforms like e-GOPALA will be critical in building a self-reliant, digitally enabled dairy sector.