



Operational Guidelines for  
**Pashu Aushadhi**  
component of  
**Livestock Health and  
Disease Control Program  
(LHDCP)**

**Livestock Health Division  
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**पशुपालनऔरडेयरीविभाग  
Department of Animal Husbandry and Dairying  
मत्स्यपालन, पशुपालनऔरडेयरीमंत्रालय  
Ministry of Fisheries, Animal Husbandry and Dairying  
भारतसरकार  
Government of India**

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## List of Abbreviations

<b>AH</b>	Animal Husbandry	<b>LH</b>	Livestock Health
<b>MVU</b>	Mobile Veterinary Unit	<b>NADCP</b>	National Animal Disease Control Programme
<b>PM-KSK</b>	Pradhan Mantri Krishi Samridhi Kendras	<b>CS</b>	Cooperative society
<b>DAHD</b>	Department of Animal Husbandry & Dairying	<b>SAHD</b>	State Animal Husbandry Department
<b>PMBI</b>	Pharmaceuticals & Medical Devices Bureau of India	<b>DoP</b>	Department of Pharmaceuticals
<b>DoC</b>	Department of Cooperation	<b>MoPR</b>	Ministry of Panchayati Raj
<b>PAVK</b>	Pashu Aushadhi Vikray Kendras		

# **1. Introduction**

## **1.1. Livestock Health and Disease Control Program**

The Livestock Health and Disease Control Program (LHDCP) is a vital initiative in India that focuses on safeguarding the health of the country's large livestock population. With one of the largest livestock populations in the world, maintaining their health is crucial not only for the well-being of the animals but also for India's economy, food security, and the livelihoods of millions of animal farmers. The program emphasizes on disease prevention, control, and management, contributing significantly to the productivity and efficiency of the animal husbandry sector.

Implemented by the Department of Animal Husbandry & Dairying (DAHD), under the Ministry of Fisheries, Animal Husbandry & Dairying, Government of India, the LHDCP, a Centrally Sponsored Scheme (CSS) aims to mitigate risks to animal health through vaccination, enhanced veterinary services, improved disease surveillance, and better veterinary infrastructure. The program's major activities include vaccination against diseases like Foot and Mouth Disease (FMD), Brucellosis, Peste des Petits Ruminants (PPR), and Classical Swine Fever (CSF), operationalisation of MVUs for last mile delivery of veterinary services at farmers' doorstep, providing assistance to States for controlling economically important, exotic, and zoonotic diseases and facilitate establishment of Pashu Aushadhi Vikray Kendras through PM – Kisan Samridhi as (PM-KSKs) and Cooperative Societies to ensure availability of Generic Veterinary Medicines including Ethno-Veterinary medicines.

## **1.2. Genesis of Pashu Aushadhi Initiative**

Generic veterinary medicines are not easily available for use in many parts of the country. Hence initiative for establishment of 'Pashu Aushadhi Vikray Kendras' is proposed for availability of affordable generic veterinary medicines for sale through PM-KSKs and Cooperative Societies. This initiative will ensure availability of Generic Veterinary Medicine to the farmers at affordable price. Further, it will provide impetus to Animal Health Sector in the country.

## **1.3. Collaborating Ministries/Organisations/Institutions**

The initiative will be taken up in association with Department of Pharmaceuticals (DoP), Ministry of Cooperation and Pharmaceuticals & Medical Devices Bureau of India (PMBI). PMBI will assist in respect of procurement, quality testing and stock management of generic veterinary medicines through existing structure and mechanisms of the Pharmaceutical and Medical Devices Bureau of India (PMBI). Whereas Ministry of Cooperation will assist in identification and selection of PM-KSKs and Cooperative Societies for opening of Pashu Aushadhi Vikray Kendras.

Panchayati Raj Institutions at appropriate level will be involved in implementation of Pashu Aushadhi component of LHDCP.

## **2. Eligibility Criteria to open Pashu Aushadhi Vikray Kendra**

PM-KSKs and Cooperative Societies will be eligible for opening Pashu Aushadhi Vikray Kendras. Any PM-KSK/Cooperative Society applying for a Pashu Aushadhi Vikray Kendra will have to employ B. Pharma / D. Pharma degree holders and produce proof of the same at the time of submitting applications or at the time of final approval.

## **3. Requirements to open Pashu Aushadhi Vikray Kendra**

- i. Minimum space of 120 sq. ft, owned or hired, duly supported by proper lease agreement or space allotment letter. Applicant (Recognised PM-KSK/CS) will arrange the space for running the Pashu Aushadhi Vikray Kendra and DAHD will have no role for arranging space.
- ii. Proof of having a pharmacist with name and registration details.
- iii. Drug Sale Licensing from State Drug Control Authority. These can also be submitted at the time of final approval
- iv. If applicant PM-KSK or CS is situated in aspirational districts (backward district) or aspirational blocks as notified by the NITI Aayog, in Himalayan, Island territories and North- Eastern states, the applicant has to submit suitable certificate/proof from respective authorities along with undertaking at the time of application.

The applicant must mention the category for getting the suitable benefit and category mentioned in application form. Once the category is selected by the applicant, later on applicant will not be able to change it in future due to any reason.

- v. Applicants intending to open Pashu Aushadhi Vikray Kendras need to apply through the online application portal of the DAHD which would be created by the NIC division under DAHD.
- vi. Application fees of Rs. 5,000/- (Non-refundable) shall be deposited along with application form. Application fee will not applicable in case if applicant PM-KSK/CS is situated in aspirational districts (backward district) or aspirational blocks as notified by the NITI Aayog, in Himalayan, Island territories and North-Eastern states. For exemption of fee the applicant has to submit the proof of their category.

### **Distance policy:**

- Not more than one Pashu Aushadhi Vikray Kendras will be established in a revenue block.

- Preference will be given to areas with higher livestock population (to be assessed as per the recent Livestock Census data).
- State Government may offer space for opening of Pashu Aushadhi Vikray Kendras to PM-KSK/CS in existing Animal Hospital building/campus on agreement basis. Preference will be given to the centres proposed to be opened in Government hospital premises including veterinary college hospital premises.

#### **Approval Procedure:**

- i. Only online application shall be accepted.
- ii. State AHD ( through) the concerned Director shall make the field verification
- iii. Application shall be screened by a committee represented by DAHD, SAHD, PMBI/DoP, MoC and MoPR.
- iv. The Initial approval as well as the final approval shall be accorded by DAHD after the screening
- v. The applicant to submit all the requisite documents including Drug Sale Licensing from State Drug Control Authority through the portal within 90 days of granting 'Initial Approval' for getting the 'Final Approval'.
- vi. Once the 'Final Approval' is granted, the details of the applicant will be shared with PMBI for allocating Store Code and installation of 'POS'.

## **4. Margins and Incentives**

- i. **Operating Margin:** Pashu Aushadhi Vikray Kendra operating agency will be provided 20% margin on MRP (Excluding taxes) of each drug.
- ii. **Special Incentive:**

One time special incentive of 1.50 lakh shall be granted for Pashu Aushadhi Vikray Kendra opened Pashu Aushadhi Vikray Kendra at aspirational districts (backward district) or aspirational blocks as notified by the NITI Aayog & in Himalayan, Island territories and North-Eastern States.

This special incentive will be provided as a one-time financial support on reimbursement basis for opening of new Pashu Aushadhi Vikray Kendra against submission of original bills and restricted up to actual expenditure incurred.

- iii. **Normal Incentive**

The incentive at the rate of 20% (10% purchase based and 10% stock based) will be provided to PAVK. 10% will be disbursed based on purchase made by the Kendra in a month and remaining 10% will be on the basis of stocking mandate or if the Kendra has maintained the sufficient stock of required number of medicines during the month. This

normal incentive shall be applicable to all PAVKs. The incentive will be calculated as follow:

- a. 10% incentive on purchase basis (up to max. of Rs. 10,000/-) will be auto-calculated by the PoS System based on the monthly purchases made by the Kendra.
- b. Remaining 10% incentive based on stock mandate (up to max. of Rs. 10,000/) as calculated by PMBI based on the product range maintained.

### **Stocking Mandate:**

The stocking mandate shall be proportional to the list of medicines as approved time to time by DAHD.

The monthly incentive will be linked to the stocking mandate is as follows:

	Product range of total prescribed list of generic medicine maintained	Payment Percentage
i.	80 to 100%	100% payment
ii.	65 to 79%	75% payment
iii.	51 to 64%	50% payment
iv.	Less than 50%	No payment

## **5. Terms and Conditions for operating Pashu Aushadhi Vikray Kendra**

Important terms and conditions for operating Pashu Aushadhi Vikray Kendra are as follows:

- i. After the grant of initial approval for opening of Pashu Aushadhi Vikray Kendra, PM-KSK/CS will enter into an agreement with DAHD and/or PMBI. All operations of Pashu Aushadhi Vikray Kendra will be conducted as per the terms and conditions of the said agreement.
- ii. It shall be the responsibility of the PM-KSK/CS to obtain drug license (or any other statutory permissions necessary to run a drug store) in the name of “Pashu Aushadhi Vikray Kendra”. Compliance to all statutory requirements for storage of drugs shall be ensured by the PM-KSK/CS.

- iii. PM-KSK/CS will use the premises solely for the purpose for which it has been allotted and for no other purpose and shall not part with the premises, sub-let the premises to anyone directly or indirectly.
- iv. All billings should be done using the PoS system software. No veterinary medicine may be sold in Pashu Aushadhi Vikray Kendra without using the PoS system.
- v. Pashu Aushadhi Vikray Kendra may be allowed to sell Ethno-Veterinary Medicines, allied veterinary products, certified animal feeds etc.
- vi. Supply of items will be made by the PMBI against the advance payment for dispatch of goods.
- vii. No medicine shall be allowed to be sold in the Kendra other than those supplied by PMBI

## **6. Role of Collaborating Ministries / Organizations**

### **6.1. Role of Pharmaceutical and Medical Devices Bureau of India (PMBI)**

Pharmaceutical and Medical Devices Bureau of India (PMBI), Department of Pharmaceuticals, Ministry of Chemicals & Fertilizers will assist in the procurement, quality testing, branding as per the Drugs and Cosmetics Act & Rules there under and stock management of generic medicines and Ethno-Veterinary Medicines. PMBI will make logistical arrangements for the supply of the said medicines to the designated Pashu Aushadhi Vikray Kendras opened under the PM-KSKs (Pradhan Mantri Kisan Samruddhi Kendras) and Cooperative Societies

Procurement, quality testing, branding, stocking and allocation and distribution of the generic veterinary / Ethno-veterinary medicines, to Kendras will be through the existing organizational setup and procedures of PMBI.

An agreement/ MoU will be signed between PMBI/DoP and DAHD defining the Terms of Reference and role of each organisation.

### **6.2. Role of Ministry of Cooperation:**

The Ministry of Cooperation will assist the Department of Animal Husbandry and Dairying in identification of suitable PM-KSKs & Cooperative Societies, coordinate with appropriate authorities for facilitating opening of Pashu Aushadhi Vikray Kendras.

### **6.3. Role of Department of Animal Husbandry and Dairying**

The DAHD would give final approval to applicants for opening of the Pashu Aushadhi Vikray Kendras. The DAHD reserves the final right to approve/disapprove any application. At the scrutiny stage, DoP/PMBI, DoC, MoPR shall be associated.



The DAHD will provide support for all technical matters pertaining to veterinary medicines on the recommendations of the committee constituted for the purpose in the Department. DAHD will provide one-time grant to the PMBI, DoP for the procurement of Generic Veterinary Medicines and their provisioning at PM-KSKs and Cooperative Societies.

DAHD would also conduct wide publicity for the Pashu Aushadhi component of the scheme. DAHD will also provide the incentive to the Pashu Aushadhi Vikray Kendras as per eligibility.

## **6.4. Role of State/UT Animal Husbandry Departments**

State Animal Husbandry Departments will assist in publicity and awareness creation on the use of generic/ethno-veterinary medicines among the farmers or the end users. They will assist the DAHD in the identification of suitable locations for opening of PAVKs.

The State Government hospitals will take necessary action and encourage use generic veterinary medicines. Also, procurement of Generic Veterinary Medicine from the nearby PAVKs shall be encouraged by DAHD as well as SAHD.

## **7. Monitoring Mechanism**

Implementation of the Pashu Aushadhi component of the LHDCP Scheme will be monitored by the National Steering Committee (NSC) under LHDCP. At the State, district and block level the Pashu Aushadhi component will be monitored by State Level Committee, District level monitoring committee and Block level monitoring committee formulated as per Operational Guideline of Livestock Health & Disease Control Programme.

## **8. Annexure**

### **Annexure-I: List of documents (certified copy) to be attached to the application**

1. Registration Certificate of the Agency/PM-KSK & CS
2. Pharmacist Registration Certification of the pharmacist employed
3. Drug Licence obtained from State Drug Control Authority
4. Pan card of the Agency
5. ITR for last two years
6. Bank statement for last 6 months
7. Declaration for GST registration once threshold limit is achieved
8. Undertaking (whichever is applicable): Woman Entrepreneur/aspirational district (identified by Niti Aayog)
9. Undertaking of distance policy as per guideline.

(If any of the above not applicable, may be mentioned with supporting documents)

## **Annexure-II: Undertaking for availing one-time special incentive on opening of Pashu Aushadhi Vikray Kendra**

We \_\_\_\_\_ (Name of PMKSK/CS) registered in \_\_\_\_\_ (Full permanent address with District, State, Pin code), is applying for Pashu Aushadhi Vikray Kendra for the location at \_\_\_\_\_ (Full address of shop) under the category of \_\_\_\_\_ (Aspirational district/ aspirational block/ Himalayan State/ Island territories/North-Eastern States).

It is to certify that our PM-KSK/CS has not availed the benefits of special incentive by opening Pashu Aushadhi Vikray Kendra in the past.

(Signature of Authorised Signatory on behalf of PM-KSK/CS)

Name of the PM-KSK/CS:

Address:

Registration number:

Pan Card No. :

Contact Number :

Email Id :

## **Annexure-III: Undertaking for non-applicability of GST under provisions of GST Act**

I/We \_\_\_\_\_ (Name of the Proprietor/Karta/ Authorised Signatory, being \_\_\_\_\_ (Designation) of \_\_\_\_\_ (Legal Name as per PAN) do hereby state that I/We am/ are not registered under the Goods and Services Tax Act.

I/We declare that whenever we shall get ourselves registered with Goods and Services tax department; We will provide GSTIN to PMBI and DAHD.

(Signature of Applicant)

Name of the applicant :

S/o / D/o / W/o :

Aadhar No. :

Pan Card No. :

Contact Number :

Email Id :

## **Annexure-IV: Undertaking on distance policy for Pashu Aushadhi Vikray Kendra**

### **Undertaking**

We have selected the above-mentioned Location for our new Pashu Aushadhi Vikray Kendra. As per Pashu Aushadhi Vikray Kendra distance Policy, I hereby declare that No Pashu Aushadhi Vikray Kendra is operating within the same Revenue Block. DAHD can take any action and can cancel my approval/application at any stage on me if I violate the distance Policy. Also, we assure that, through Pashu Aushadhi Vikray Kendra, we will serve for the people without violation of PMBI and DAHD Norms.

I do hereby declare that all the information/documents given above is true to the best of my knowledge and belief.

Thanking you

Yours faithfully

(Signature of Authorised Signatory on behalf of PM-KSK/CS)

Name of the PM-KSK/CS:

Address:

Registration number:

Pan Card No. :

Contact Number :

Email Id :



सत्यमेव जयते

**पशुपालनऔरडेयरीविभाग**

**Department of Animal Husbandry and Dairying**

**मत्स्यपालन, पशुपालनऔरडेयरीमंत्रालय**

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