

**CENTRAL HERD REGISTRATION SCHEME  
ONGOLE, ANDHRA PRADESH - 523001**

**About us :**

Government of India (GOI) has been implementing a programme of Central Herd Registration Scheme (CHRS) under which production records of important cattle and buffalo breeds are collected on a monthly basis and top quality pure bred animals are brought on books through the process of certification of meritorious animals, the process which helps breeders use such animals for production of future bulls and bull mothers and help farmers in selling and buying of animals.

Central Herd Registration Scheme, Ongole established in the 1979 (5<sup>th</sup> five year plan) for Registration of elite Ongole breed for national important in the breeding tract with the Head Quarter at Ongole in Prakasam District (Andhra Pradesh). At the time of establishment this unit covered only Ongole Breed in Prakasam, Guntur & Nellore districts of Costal Andhra Pradesh, but later on Murrah breed also included for registration and working Jurisdiction of CHRS, Ongole also expanded.

**Objectives:-**

1. To locate superior germ plasma of Ongole & Murrah breed in the breeding tract through Milk Recording and Registration and effect general improvement of the breed through formation of breed society.
2. To introduce intensive Milk Recording in the breeding tract and arrange breeding of selected cows with bull of superior merit.
3. To study the production record collected through the organization set up in the breeding tract and lay down standards for selection.
4. To assist breeders in Sale and Purchase of Registered animals and its progeny.
5. To propagate and awaken consciousness amongst the breeders to improve their economics through livestock improvement by constant publicity and incentives.

**OPERATIONAL AREA :-**

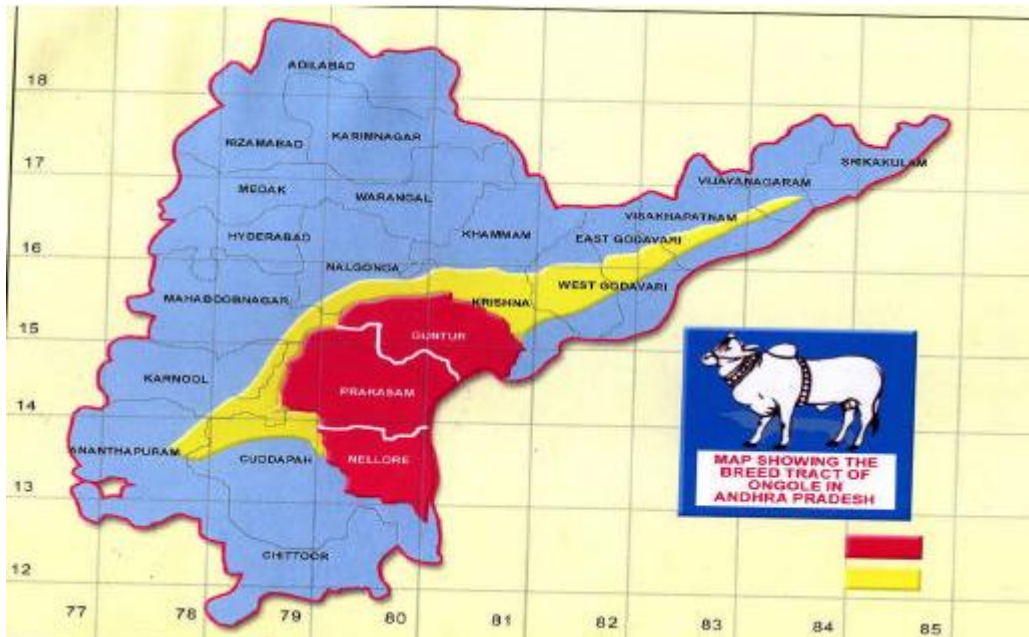
**Year of Inception :-**

**A) Central Herd Registration Unit : August, 1979**

**Area Covered (State) : Andhra Pradesh (state)**

**(Districts) : Prakasam, Guntur, East Godavari,  
& Krishna**

**Map showing the Working Jurisdiction of CHRS unit Ongole**



S.No.	Name of the Centre	Mandal	District	State
1.	Addanki	Addanki	Prakasam	Andhra Pradesh
2.	Darsi	Darsi	Prakasam	Andhra Pradesh
3.	Parchoor	Parchoor	Prakasam	Andhra Pradesh
4.	Kandukuru	Kandukuru	Prakasam	Andhra Pradesh
5.	Ongole	Ongole	Prakasam	Andhra Pradesh
6.	Mandapeta	Mandapeta	East Godawari	Andhra Pradesh
7.	Ravulapalem	Ravulapalem	East Godawari	Andhra Pradesh
8.	Tenali	Tenali	Guntur	Andhra Pradesh
9.	Vinukonda	Vinukonda	Guntur	Andhra Pradesh
10.	Gudla Valleru	Gudla Valleru	Krishna	Andhra Pradesh

**Breeds Covered: -**

**1. ONGOLE**



## 2. MURRAH



## Programme:-

1. Survey of the Breeding Tracts:- The Milk Recording Centres are located at the State Government, Veterinary Hospital/ Dispensaries under Animal Husbandry Department and function within the radius of the 10 to 15 Km. where sufficient no. of pure bred animals are available. A survey of existing pure breed animals in the breeding tract is carried out and an estimate of the population is made.
2. Primary Registration:- This work is done by a milk recorder of the centre and the primary registration is carried out with intimation of the Filed Inspector/Assistant Registrar at fixed intervals. The 1<sup>st</sup> Milk Recording is carried out after four days of calving but not later than 28 days of calving, thereafter the milk recording are recorded at fixed 28 days interval till animal become dry.
3. Final Registration :- Dry animals are to be put before Central unit each year with the after approval from the ministry the Final Registration programme is arranged in consultation with the State Animal Husbandry, Department, the Registration committee examine the recording and also verified the breed characteristic an identification of the animals the animal finally approved are ear tagged.

### Primary Registration for last 5 years

S. No.	Breeds	Years				
		2008-2009	2009-2010	2010-2011	2011-2012	2012-2013
1.	Ongole	646	578	603	446	523
2.	Murrah	659	654	936	1093	910

### Final Registration for last 5 years

S. No.	Breeds	Years				
		2008-2009	2009-2010	2010-2011	2011-2012	2012-2013
1.	Ongole	441	430	481	359	321
2.	Murrah	391	444	519	504	574



4. Incentive prize money:- To encourage the Registration of the all animals satisfying minimum standard prescribed are awarded Incentive Prize Money at the function arranged for the breeders, this would promote marketing of registered animals and its progeny, Incentive Prize Money awarded in three category on the bases of their milk production. Breed wise standard as follows.



Director (AH), Government of Andhra Pradesh awarding Incentive Prize Money to the beneficiaries whose animals were Registered with CHRS

Standard of Milk Production Level of different breeds of Cattle and Buffalo

Breed	Minimum standard of Milk Yield per 305 days lactation in Kg. for consideration of Registration in National Herd Book and Amounts of awards.		
	Standard of Award for Rs.250/-	Standard of Award for Rs500/-	Standard of Award for Rs.1000/-
Ongole	1200 to 1699 Kg.	1700 to 2249 Kg.	2250 Kg.& above
Murrah	2200 to 2699 Kg.	2700 to 3199 Kg.	3200 Kg & above

Incentive prize money for last five year (In Rs.)

CHRS, Ongole	Years				
	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013
	570750	566750	643750	573000	650000

5. Publicity :-

To popularize the scheme activities in the breeding tract, Publicity carried out by this unit. Small pamphlet in regional (Local) language prepared and widely circulated amongst the breeder in Breeder Awareness/ Publicity Camps which is organized under this unit in the breeding tract.



Director (AH), Government of Andhra Pradesh addressing to breeders at Breeders Awareness and Publicity Camp organized by CHRS, Ongole Unit at Milk Recording Centre.

## 6. FPR Training:-

Under this unit impart training to the manpower of the states / State Implementing Agencies to initiate their own Field Performance Recording (FPR) to identify the superior germ plasm for the breeding purpose in the breeding tract.



Imparting FPR training to the official of Tamil Nadu Livestock Development Agency, Chennai.

### Related link:-

1. Ministry of Agriculture, Department of DADF
2. Animal Husbandry Deptt. of Govt. of Andhra Pradesh,
3. All Central Cattle Breeding Farm (CCBF)
4. State implement Agencies –Andhra Pradesh/Tamil Nadu/Karnataka
5. Central Herd Registration Unit Rohtak/Ahmadabad/Ajmer
6. National Project for Cattle & Buffalo Breeding (NPCBB)
7. Central frozen Seamen production And Training Institute , Hessarghatta
8. National Dairy Development Board, Anand.
9. Sabarmati Ashram Gaushala , Kheda, Gujarat.
10. Non Govt. Organizations in operating area.

### Contact to us for more information:-

Balbeer Gena. Assistant Registrar  
58-15-7, Raghvachary Street, Santhapeta, Central Herd  
Registration Scheme. Ongole, Prakasam District, Andhra  
Prades-523001 Tele fax No.-08592-232049  
Mail Id:- chrs-ong@nic.in



**PHOTO GALLE**



