



An app built by a veterinarian that helps farmers reach the livestock services already meant for them

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INTRODUCTION

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Pashudhan Sahayak — an app and a website — brings Uttar Pradesh’s veterinary services and all its Krishi Vigyan Kendras together in one place, in Hindi and English, and much of it works without an internet connection.

When an animal falls ill in a village, the farmer’s first difficulty is often not the treatment but the information. Whom should he call? Where is the nearest government veterinary hospital? Is what he is seeing serious enough to need a veterinarian the same day? Finding the answers can take a day of asking around — and in animal health, a day is often the difference between a treatable case and a lost animal.

Dr. Animesh Patel had those questions in mind when he began building Pashudhan Sahayak. A veterinary doctor trained at COVAS, Meerut, and NDRI, Karnal, where he is now a Ph.D. scholar in Animal Physiology, he had spent his training years watching the same gap appear again and again. The information farmers needed already existed — vaccination schedules, government schemes, KVK training programmes, the free 1962 animal ambulance — but it was scattered across departments, websites and notice boards, and much of it was not in the farmer’s language.

What the app carries

The app covers the breeds that matter in Uttar Pradesh — Sahiwal, Gir, Murrah, the high-fat Bhadawari buffalo, and Jamunapari and Barbari goats — with realistic milk-yield figures.



Open Access

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Article History

Received: 14.07.2026

Revised: 19.07.2026

Accepted: 24.07.2026

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It carries a full vaccination schedule for FMD, HS, BQ, Brucellosis and Lumpy Skin Disease, a disease guide with built-in diagrams that work offline, every Krishi Vigyan Kendra in the state mapped to its actual location, a district-wise

veterinary hospital finder, current government schemes, a library of articles for farmers, and a feed calculator. At the top of every screen, in red, sits the number 1962 — one tap to the free animal ambulance.

THE FEED CALCULATOR

Feed is the largest running cost in any dairy household, and most farmers estimate it by habit rather than by weight. The calculator asks for three things a farmer already knows — the animal's body weight, its daily milk yield, and the local price of concentrate.

It returns the day's green fodder, dry fodder, concentrate, mineral mixture and water, along with the feed cost per day and per month. The figures are estimates based on standard feeding norms, and the app says so plainly, advising farmers to adjust them with local veterinary advice.

Reaching farmers

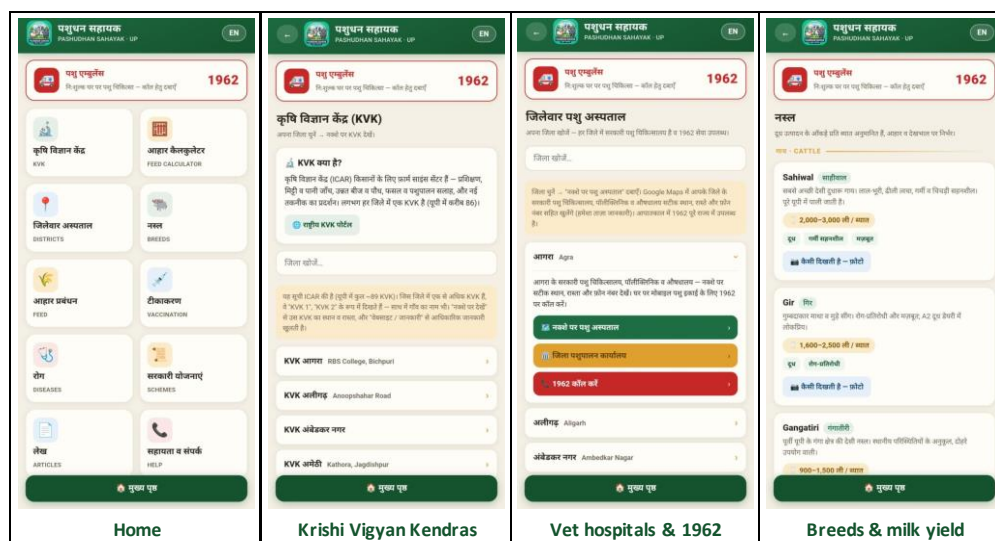
There was no launch campaign and no advertising budget. Dr. Animesh Patel shared the link on WhatsApp — in farmer groups and family groups — and let it travel. Roughly 300 farmers downloaded the app in the early weeks, almost all reached by one person forwarding it to another. The feedback pointed at two features in particular: farmers found it most useful for locating the nearest Krishi Vigyan Kendra and veterinary hospital. Several asked for information on upcoming KVK training programmes, which has since been built in.

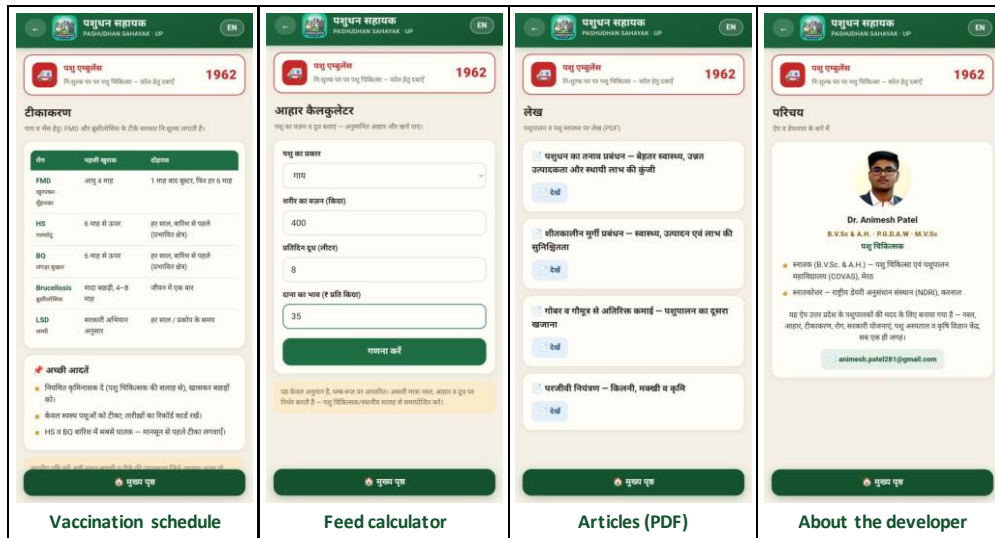
One of the first responses came from Bijendra Kumar of Jahanganj, Farrukhabad (PINCODE 209739). He said the app had removed a confusion he had lived with for years: he now knew which government

veterinary hospital and which Krishi Vigyan Kendra were nearest to him. But the part he had not expected was the KVK itself. Through the app he learned that Krishi Vigyan Kendras employs Subject Matter Specialists in animal science — experts who advise farmers on livestock management and milk production free of charge. It was a resource that had existed in his district all along, and that he had not known how to use.

Aditya Kumar, a farmer from Rautapur in Unnao district (PIN 209863), reported the same benefit — the app showed him where his nearest veterinary hospital and Krishi Vigyan Kendra were. That is the quiet effect the app seems to be having: it is not only answering the questions farmers ask but showing them help they did not know was there.

The app in use





Built without a developer

Perhaps the most unusual thing about Pashudhan Sahayak is who did not build it. There was no development team, no agency and no budget. Dr. Patel built both the app and its website himself, using AI tools, specifying what farmers needed and verifying every fact that went in — because he was the one qualified to know whether a vaccination interval, a milk-yield range or a disease sign was correct. The AI handled the code; the veterinary judgment was his.

It suggests something for others in the field. Veterinarians, agricultural scientists and research scholars hold exactly the domain

knowledge that makes a useful tool — and the technical barrier that once stood between that knowledge and a working product has largely fallen. For a scholar, this is no longer only a way to serve farmers. It is a viable route to entrepreneurship.

Where it stands

The app is available at www.pashudhansahayak.in — a website Dr. Patel also built himself, in the same design as the app — and is being prepared for release on the Google Play Store. Its core works without an internet connection, and it is free, requires no login, and carries no advertising.



The website — www.pashudhansahayak.in — built by Dr. Patel in the same design as the app