



Mobile Veterinary Units

Why in News?

The Rajasthan government has launched a special campaign to promote [Mobile Veterinary Units \(MVU\)](#) and the associated **1962-MVU chatbot service** in Rajasthan

Key Points

- **About the Scheme:**
 - Under the **Mobile Veterinary Units (MVUs) Scheme**, medical facilities have been provided to **more than 41 lakh animals in the state in the last one year.**
 - **Chatbot number 9063475027** has been launched which is a [WhatsApp](#) based service and provides [tele-consultancy facility](#).
 - The scheme is being operated through Call Centre **1962**, which was started about **six months ago.**
 - Call centre operating company **BFIL**, a subsidiary of IndusInd Bank, is funding the scheme under [Corporate Social Responsibility \(CSR\)](#).
- **A publicity campaign** for the scheme has been launched, which includes:
 - Information will be given to **10 lakh livestock farmers via SMS.**
 - There will be digital wall branding at **180 locations.**
 - Audio publicity through **e-rickshaw and tempo.**
 - **7 lakh pamphlets** will be distributed.
 - Signage will be installed in **100 veterinary hospitals.**
 - **Key-chains, calendars and other promotional material** will be distributed.
- **Objective:**
 - Providing **medical services** to livestock owners at their homes.
 - To make the MVU scheme **accessible to more livestock farmers**.
 - **To expand and strengthen** access to and usage of the Service.
 - Bringing **transparency and efficiency** in the animal husbandry sector through **digital and AI technologies.**

Corporate Social Responsibility (CSR)

- **Corporate Social Responsibility (CSR)** can generally be referred to as a corporate initiative to assess and **take** responsibility for a company's impact on the environment and social welfare.
- It is a **self-regulating business model** that **helps a company become socially responsible.** By practicing corporate social responsibility, companies can be mindful of the impact they have on economic, social, and environmental factors.
- India is the first country to make CSR spending mandatory under **Section 135 of the Companies Act, 2013** with a framework for identifying potential CSR activities.
 - CSR is mandatory only for companies which are covered under Section 135 of the Companies Act, 2013, such as those having a net worth of Rs 500 crore or more, turnover of Rs 1,000 crore or more or net profit of Rs 5 crore or more.
 - Unlike India, **most countries have voluntary CSR frameworks.** Norway and Sweden have adopted mandatory CSR provisions, but they started with a voluntary model.

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