

Automatic Milk Collection System – RastriyaKrishiVikasYojna (RKVY)

History:

The contribution of Dairy Industry to Indian economy is noticeable and as a part of it the milk quantity and quality improvement is essential. The milk is raw material for dairy industry and to purchase it quantity (volume) and quality (Fat & Solid Not Fat (SNF)) is considered. Initially at door step volume was measured in liter and only Fat was considered for payment. The Fat measurement was done by Gerber method. In these both systems there were more chances of malpractices and injustice to the small milk producers by private players. The formation of milk co-operative societies and white revolution had boost up the milk business in Gujarat.

To overcome the stated problem Government has taken initiative for improvement in the old system under the RastriyaKrishiVikasYojna (RKVY). The Government has covered milk quantity and quality measurement with installation of Automatic Milk Collection System (AMCS) project, while to extend the shelf life of milk Bulk Milk Coolers (BMC) installation at Village Dairy Co-operative Societies (VDCS).

Title:

Installation of Automatic Milk Collection System (AMCS) at Village Dairy Co-operative Societies (VDCS).

Category:

This project is considered under Dairy development section in the Animal Husbandry Department. The nature of this project is value addition and technology up-gradation at VDCS.

Challenges:

- At VDCS there were malpractices in measurement of quantity and quality parameters.

- The milk is a perishable in nature and on prolong holding at ambient temperature its get sour, therefore to speed up the milk receiving is task.
- The % fat and % SNF measurement is essential for payment in two axis pricing policy.
- The perfect and instant calculation of milk price was challenge for milk producers.
- As a part of Digital India Direct Payment Transfer to Farmers Bank Account.

Initiative:

To overcome the above challenges and as a part of technical up-gradation of VDCS the Government has taken initiative under RKVY project.

We have implemented this project in two phase and total 572 VDCS covered under this project.

Key result/insight/interesting fact:

Benefits to Farmers

- Empowering Farmers
- Transparency and access to own data
- Connecting to Technology
- Universal Platform to Share & Learn
- Improve Productivity & Profitability

Benefits to VDCS

- Common Software & Accounting
- Reduction in Maintenance cost
- Data Integrity & Security
- Single platform information sharing

Benefits to Milk Union

- Direct interaction with Farmers
- Predictive Analysis and BI
- Connect all your VDCS and its Inventory
- Detect & Eliminate Malpractices

Impact& Lessons Learned:

We have covered small and large size VDCS of our milk shed area. The examples are as under.

- The BapupuraVDCS : Average milk collection is 12000 Liter per day.
- The Bhavsor VDCS : Average milk collection is 03000 Liter per day.
- The Palodar VDCS : Average milk collection is 00800 Liter per day.

Initially the VDCS employee had no knowledge about computer operation but after implementation of this project our society secretary, sampler and testers are able to:

- Operate the computer, milk testing machine
- Resolve and repair the machine for routine troubles
- Read, write English language

We observed noticeable improvement in their knowledge, skill and attitude towards milk producers. They easily adopt the system up-gradation.

During the implementation phase we faced lots of problem regarding computer and testing machine operation but after routine practice now they are comfort in operation and also demanding for new features of system.

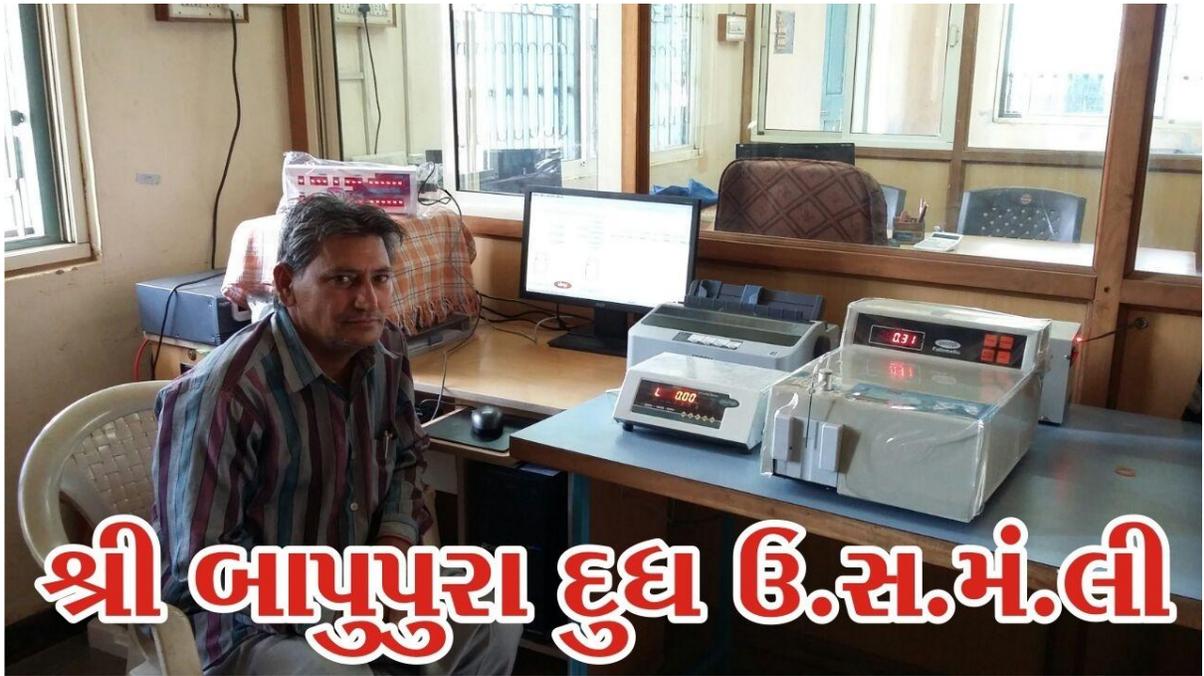
Additional Information:

Now a day we are working with Amul AMCS programme, in which we are doing the VDCS on line. We are able to track on line milk reception of VDCS and can provide milk reception data on mobile through special APP or SMS. We have covered more than 200 societies under this project.









Conclusion:

After implementing AMCS - milk slips indicating Fat and Weight along with calculated amount payable to farmers are generated from AMCS which gives more satisfaction and confidence to farmers.

Automatic Milk Collection System gives a confidence in milk payment and comfort to farmers.

Automatic Milk Collection System will help the Village Dairy Co-operative Societies to fight with Malpractices and transfer cash directly to the Milk producer's bank account and deal with the current situation of cash less economy and digital India.

Under this RKVY scheme Mehsana Union has implemented Automatic Milk Collection System at 572 VDCS which covers nearly 50 percent milk shade area of Mehsana Union.