

## ***Success Story of Milk Chilling infrastructure expansion in district Sehore under Rastriya Krishi Vikas Yojana.***

### **Background**



Dairying was hardly known as an organized activity at the time of formation of the State of Madhya Pradesh in 1956. The dairy trade was unorganized and largely under the control of milk traders, middlemen and vendors. Dairying, as an allied activity to agriculture, provides many rural families with their only source of continuous income. Lately, the concept has undergone a lot of change owing to the participative and interactive approach having been

organized on proper lines as an integrated and inter-linked activity involving production, processing and marketing.

Bhopal Sahakari Dugdh Sangh Maryadit, Bhopal a regional cooperative milk producers' entity, affiliated to MP State Cooperative Dairy Federation Ltd., Bhopal, was established in the year 1976. The milk union was aimed at establishing dairying network and related processing & chilling infrastructure in the ambit of Bhopal milkshed thus covering 11 districts, 68 Tehsils and Blocks. Since then, the milk union has developed manifold and currently has the spread of following in its fold -



- 1. Fluid Milk Dairy plant of 1.50 Lakh Litres Per day capacity,**
- 2. Cattle Feed plant of 100 Metric Ton per day manufacture capacity**
- 3. 16 milk Chilling Centers in the milkshed area.**

In addition, currently (in November 2011) the Bhopal milk union has 1,263 functional Dairy Cooperative Societies collecting an average of 2,36,273 liters daily from its 62,328 milk producer members. The member classification represents 22% General, 68% OBC, 8% Scheduled Caste and 2% Scheduled Tribe category. Of the total milk producers about 22,678 women members are primarily engaged in the dairying vocation.

***Services being offered to the Milk Producers :***

The Bhopal milk union is providing following services / benefits to its milk producer members through the village cooperatives :

- ♣ Ready market for the milk being poured by them, at their doorstep
- ♣ Remunerative prices for the milk
- ♣ Regular training programs on cattle management practices & cooperative development
- ♣ Women empowerment through leadership development programs
- ♣ Animal health care facilities through trained animal health workers
- ♣ Technical Input services
- ♣ Balanced Cattle Feed under the brand name '**Sudana**' to milk producers that is manufactured at its own Cattle Feed Plant



#### Need for the expansion of milk chilling facilities

It was generally observed that the lack of adequate chilling facilities at block level (i.e., the lower level) and absence of intensive cattle induction programme are major constraints in enlarging the coverage of dairy development activities in the state. These reflect in creation of a vicious circle of no chilling facility > no market for milk producers > Reluctance of financial institutions for extending support > less cattle induction > less availability of milk > less opportunities for creation of chilling units thus resulting into low milk procurement.

Hence, to break the vicious circle and expand and intensify the coverage, Sehore district was primarily taken up for setting up 33 Bulk Milk Coolers of 1000-2000 litre capacity by strengthening the existing milk routes in the project area.

Moreover, as a measure to fulfill the state government's commitment in expanding the milk chilling facility across the state, adequate thrust was laid in Sehore district in making the entire milk route "Milk Can Free" .



This extended support to act upon the noble cause in serving the poor rural milk producers of remote villages persuading dairying occupation as a meaningful, remunerative and organized income generation activity. Therefore the initiative was taken.

## Measures adopted in Project Implementation

Though adequate measures are underway in increasing the milk production, there also is more urgent need to address and explore the market of milk producers belonging to remote areas. Milk being highly perishable commodity, needs to be chilled within 4-5 hours of milking to preserve its quality till it reaches to the hands of the consumer after channeling through process and product making.

At the main dairy plant of Bhopal milk union, the milk is being collected at Raw Milk Reception Dock (RMRD) from 211 dairy cooperatives laid on 11 milk routes of Sehore, Shajapur and Bhopal (Vidisha) districts. Encouraged with the transparency results under Clean Milk Production programme, 39 Bulk milk coolers were installed thus collecting daily about 25,000 liters of milk through Road Milk tanker, from 85 dairy cooperatives on 4 milk routes connecting to the main dairy plant.

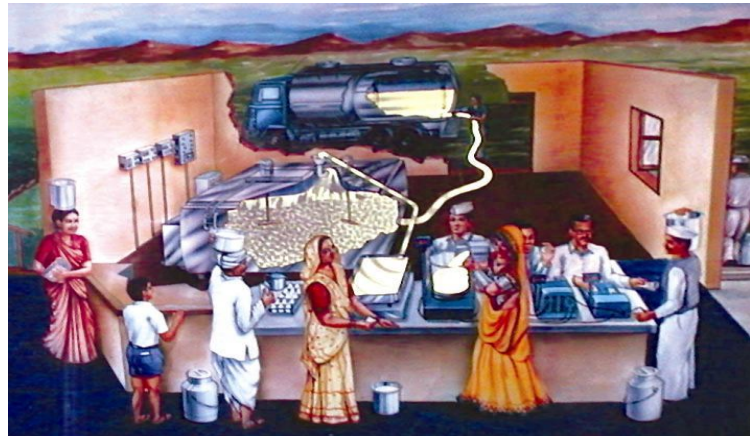


Hence, Sehore district is taken up at this stage for installing 33 Bulk Milk Coolers of 1000 - 2000 liters capacity by strengthening existing milk routes in the entire project district. This supported in collecting about 36,000 liters of milk daily from 61 primary dairy cooperatives connected to 6 milk routes.

### **Role of Bulk Milk Cooler in milk chilling process**

Bulk Milk Cooler (BMC) of 1000-2000 Liters capacity have been installed in the project area.

This capacity is reasonable enough to begin with, considering the milk procurement quantity expected during lean and flush seasons under given circumstances. The BMC would cater the milk chilling requirement of about 12-15 villages spread over at a radius of 30 to 50 KMs.



Normally, the milk from the adjoining village dairy cooperatives / cluster DCSs would be brought to the location and would be chilled at prescribed temperature. The raw milk collected from the villages falling in the respective Blocks on the milk routes / clusters is chilled at the prescribed temperature. The milk transported through Road Milk Tankers from the BMC location is transported through Road Milk Tanker to the nearest Bhopal milk processing plant for further processing and product conversion.

### **MILK CHILLING CAPACITY -OUTCOME**

The combined efforts supported in enhancing the chilling facilities of the Shore area and provided ready market to rural milk producers even belonging remote areas. The system



evolved faith of milk producers and registered their active participation and reflected an increased milk collection from 23000 liters in previous year to 40,000 liters in November 2011.

The 33 Bulk Milk Coolers installation in district would reflect in increasing the total milk chilling capacity of existing 1.45 lakh liters per day to 1.69 Lakh liters per day.

### **PROJECT IMPLEMENTING AGENCY**

Bhopal Milk Union Implemented the project with a total outlay of Rs.260 lakhs under Rashtriya Krishi Vikas Yojana.

### **PROJECT IMPACT**

**The Dairy development project in Madhya Pradesh through expansion of milk chilling infrastructure i.e, installing Bulk milk Coolers, under RKVY has yielded good results so far.**

**The thrust laid in dairying process has contributed in**

- (i) Installing 33 Bulk milk coolers in the project area.**
- (ii) Expansion of milk chilling capacity from existing 1.45 lakh liters per day to 1.69 Lakh liters per day**
- (iii) Generated encouragement & created alternate employment opportunities to dairy farmers/ refrigeration technicians, DG set mechanics, and marketing force.**
- (iv) Enhancement of milk procurement levels in the project area by 74%**
- (v) Improvement in Milk quality and supply of qualitative milk & milk products to consumers at large through wide marketing network.**
- (vi) Reduction in percentage of Sour / Curdled milk**
- (vii) Reduction / minimization in per liter milk procurement transportation cost**
- (viii) Reduction in refrigeration, load, and associated overheads**
- (ix) Supported in making the milk routes "Milk Can-free".**



