



SUCESSES STORY OF PONLAIT THRO IMPLEMENTING RKVY PROJECT

at

Pondicherry Cooperative Dairy

by

Pondicherry Co-op Milk Producers Union Ltd
(PONLAIT)

Projects sanctioned, Fund released and utilized under **RKVY 2013-14**

S. N	Project Name	Project Component	Project Fund
1	Augmentation and Modernization of Dairy Plant - Project on strengthening of infrastructure of processing and products manufacturing capacity at Pondicherry co-operative dairy (PONLAIT)	<ul style="list-style-type: none"> ➤ Milk Procurement Equipments ➤ Milk Processing Equipments ➤ Milk Product Equipments 	2.50 crore
2	Promotion of Balanced Concentrate Feed to Dairy cows for milk Production	<ul style="list-style-type: none"> ➤ Cattle Feed with Mineral Mixture supply 	0.50 crore
		Total	3.00 crore



Project Achievement



S.N	Measurable output of this Project	Before RKVY 2014-15	After RKVY 2015-16	Percentage of Achievement
1	Milk Procurement from Societies	25,020 liters per day	41,795 Liters per day	67 %
2	Milk Chilling Capacity	40,000 Liters per day	50,000 Liters per day	25 %
3	Milk Processing Capacity	1,00,000 liters Per day	1,50,000 liters per day	50 %
4	Milk Products manufacturing Capacity	5,000 liters per day	10,000 Liters per day	100 %



Project Achievement

(contd)



S.N	Measurable output of this Project	Before RKVY 2014-15	After RKVY 2015-16	Percentage of Achievement
5	Live Membership status at Societies	6,500 supplying milk	7,250 supplying milk	12 %
6	Additional Milk Payment to members thro cash incentives	` 0.55 crores @ ` 0.60 per liter of milk	` 1.83 crores @ ` 1.20 per liter of milk	230 %
7	Total sales Turn over	` 154.00 crores	` 178.00 crores	16 %
8	Net Profit earned	` - 4.92 crores (Loss)	` + 21.79 crores (Profit)	350 %



Project Achievement in Milk Procurement enhancement 67%



- Milk collection and Testing equipments supplied under RKVY.
- Milk weightment and testing carried out properly.
- Milk price paid to members correctly and regularly.
- Milk production incentives - cash and kind forms given to members





Project Achievement in Balanced cattle Feed Supply 100%



- **Balanced cattle feed supplied to Farmer members at 50% subsidy for ` 50.00 lakhs under RKVY.**
- **500 MT of cattle feed supplied to 5,000 members supplying milk to 94 milk co-op societies under this RKVY project.**
- **The milk production cost decreased by way of subsidized cattle feed**
- **Members earned profit in Dairying and managing cows under better nutritional status**





Project Achievement in Milk Chilling capacity 25%



- Installation of two Instant milk chiller with capacity of 2,000 liters per hour under RKVY.
- Two Bulk milk cooler centers at Societies upgraded into Chilling centers.
- Storage and transport of chilled milk capacity increased from 10,000 to 20,000 liters per day





Project Achievement in Milk Processing capacity 50%



- Electronic Weigh Bridge installed under RKVY.
- Installation of diesel Generator set 750 KVA capacity created under RKVY.
- Strengthening of Refrigeration system created by additional machineries under RKVY.





Project Achievement in Milk Product capacity 100%



- Various Milk Products manufacturing equipments are installed at Dairy under RKVY.
- Milk Products – Ghee, Butter, Icecream, curd, bakery equipments are installed under RKVY.
- Milk Products – Ghee and Curd packing machines are installed under RKVY





Benefits of the RKVY Project

- ✓ PONLAIT strengthened the processing capacity of milk and milk products manufacturing capacity by installation and commissioning of additional equipments under RKVY.
- ✓ Automation and hygienic packing of byproducts are carried out for long shelf life.
- ✓ Farmers getting remunerative price and incentives for quality milk production.
- ✓ Consumers getting nutritional milk foods at budget price and better availability.





Benefits of the RKVY Project

- ✓ PONLAIT earned 21.79 crores profit during the year 2015-16 out of 178.00 crores sales Turn over after implementing the RKVY project.
- ✓ Revenue generated in the Puducherry State by way of payment of commercial tax by Ponlait thro sale of milk products.
- ✓ Tourists attraction for Puducherry thro meeting their demand of milk and milk products by way of selling at Parlours.
- ✓ Transfer of surplus milk from rural to urban and return of cash to rural resulting in increased economy at villages and self employment to rural people

