

# **STRENGTHENING OF DAIRY INFRASTRUCTURE AT COOPERATIVE MILK PRODUCER UNIONS**

## **TITLE- STRENGTHENING OF DAIRY INFRASTRUCTURE AT COOPERATIVE MILK PRODUCER UNIONS**

**CATEGORY** – Dairy Development

### **CHALLENGE**

Clean milk production is a concept being used everywhere, where quality of milk has become prime importance. It has to be maintained throughout the milk supply chain right from the dairy farm environment to cooling & storage to its packaging. However, at village society level, where milk is collected from milk producers, samples being tested and payment is done on the basis of their quality of milk, it has become difficult by secretary to manage large quantity of milk to collect and test samples in the DCS resulting into unhygienic conditions at society level.

Viewing this, Uttarakhand Cooperative Dairy Federation (UCDF) has realized an infrastructural and technological gap that has to be intervened to facilitate milk producers in smooth functioning of their day to day activities from milk collection, sample testing, storage and conducting day to day meetings.

### **INITIATIVE**

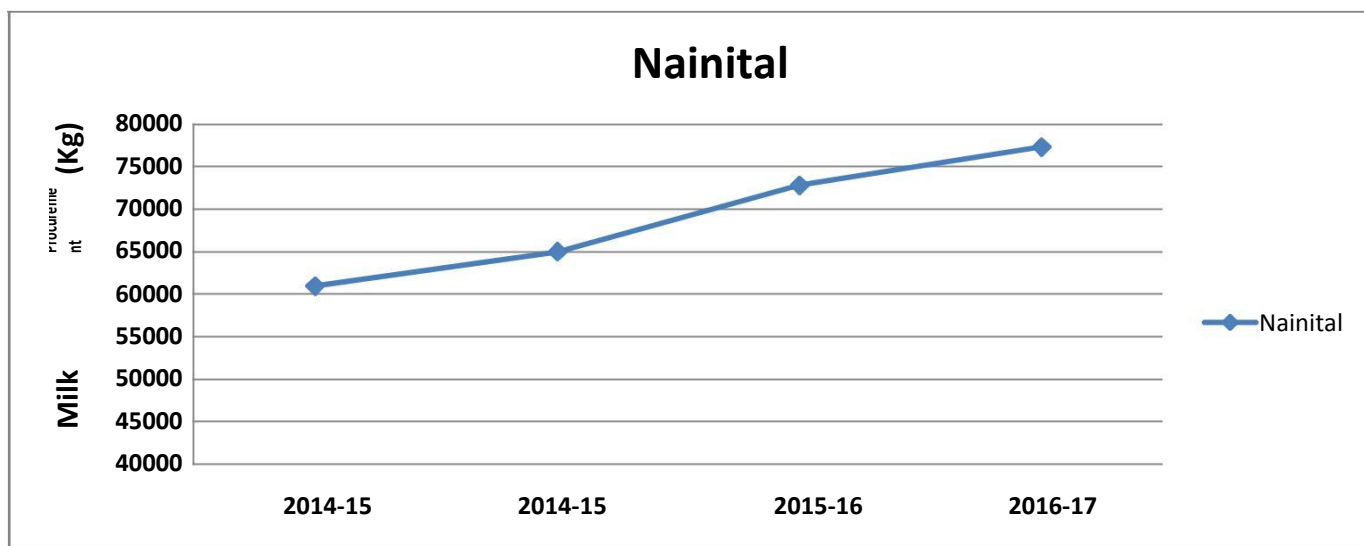
In view of it, UCDF has analyzed and formulated a strategy to couple the awareness programme of Clean Milk Production to be launched under 'Women Dairy Development Scheme' with Rashtriya Krishi Vikas Yojana (RKVY) Scheme on strengthening milk producers members by facilitating them with infrastructural development along with technological intervention at DCS level. Thus, it took up a project under RKVY with an outlay of Rs. 608.33 Lakhs and Rs. 564.14 Lakhs released in the year 2013-14 to provide Milk Rooms to milk producer members so that they can independently run dairy business and install DPMCU (Data Processing Milk Processing Units) at societies to ensure transparency among them in terms of milk quality and milk payment. This objective of launching two programmes together was to aware milk producer members by facilitating them so that they can bring knowledge to their practical use. This has benefitted milk producer members of dairy cooperative societies in carrying out their day to day activities smoothly while installation of DPMCU had led to improve their milk quality on the basis of which they get higher milk price of their milk produce.

In addition to these activities, various awareness programmes on “Swachch Dugdh Utpadan” were launched by milk unions among women dairy cooperative societies focusing on producing clean milk production by farmers. This has led to create awareness among milk producer members to understand the significance of clean milk production and follow hygienic practices while milking. It has been observed that drastically with time, quality of milk procured by dairy societies has been improved and thereby farmers get better prices for their milk.

**KEY RESULT/INSIGHT/INTERESTING FACT**

In 2013-14, before installation of DPMCU, average fat & SNF received were 4.3% & 7.99% but now when 90% of the district is covered with DPMCU, average fat & SNF has increased to 4.73% & 8.44%. People are bringing quality milk to the society after the installation of DPMCU. Thereby, adding to the profitability of the unions. Our cost of adding SMP to meet the standards of milk has come down by the time. A total of 464 DPMCU were installed at Nainital & Haridwar districts of Uttarakhand. In Nainital District, Out of 26000 members, 19000 members have been covered under DPMCUs and it has been observed that during 2016-17 Haridwar and Nainital milk unions together procured an average of 87.7 TKgPD of milk compared to 71.8 TKgPD of milk in 2014-15 registering growth of 22.10%.

While Out of 19 milk rooms, 17 milk rooms have been constructed under RKVY in Nainital & US Nagar districts wherein producer members have started availing benefits. It has made society independent of having its own milk room where they can store cattle feed, stock their documents and conduct regular meetings.



In the month of March'15, milk unions have altogether achieved milk procurement of 2, 15,000 Kg/day marking it as remarkable event in the history of UCDF. Total Wealth generated in the rural areas in 2015-16 accounts to Rs. 215 Crores.

Besides, invasion of member of private players in market, '**Aanchal**' still continues to be in top position in procurement & marketing of milk & milk products. This has achieved through the infusion of RKVY funded projects in improving infrastructure which has resulted into '**Aanchal**' – State cooperative brand being the top brand in Uttarakhand.

By this way, with aid from RKVY, various dairy development programmes have been organized at village level for strengthening farmers economically & socially. As a result of which, rural people are now taking keen interest in dairy farming and taking it as business & their primary source of income.

### **IMPACT**

Installation of DPMCU & Milk rooms has substantially boosted the dairy cooperative business in the state. A surplus of 5796.5 **TKg** of milk & **approx 17.38 Crores** of wealth have been generated in a year in Nainital & Haridwar Districts that has been transferred to producer members. This has been achieved through quality procurement of milk at village level and increased awareness among them. This has also resulted in minimizing overall operational costs on SMP conversion required to maintain quality by the unions.

Milk producers were now able to receive payment slip on daily basis indicating milk quantity, quality & rate. They were now able to keep records of their milk produce. This had ensured transparency in milk procurement at DCS level.

### **LESSONS LEARNED**

The technological intervention at the village level was primarily challenging as rural people finds it difficult to change their regular practice. However, with efforts of supervisors and technical team, meetings were conducted at village level on educating milk producers about the functioning of DPMCU and its maintenance. They were informed of the benefits that will help them in better functioning of DCS by eliminating human errors and ensuring transparency to all members. Gradually with time, they adopted the process and bring a change in their practices.

*"After installation of DPMCU in our society, my milk quality has been enhanced and now I am able to keep record of selling milk to the society on daily basis."*

**Subhash Singh Rawat ,  
Basai Dugdhdh Sakhari Samiti,  
Nainital Dugdhdh Utpadak Sakhari  
Sangh**

*SIR*  
06/16/2016

## SUPPORT QUOTES AND IMAGES

By this way, with aid from RKVY, UCDF was able to achieve objective of creating awareness among milk producer members on clean milk production by constructing milk rooms and strengthening dairy farmers by technological intervention through installing DPMCU's at DCS was successfully achieved. It has helped in strengthening farmers economically & socially as well. As a result of which, rural people are now taking keen interest in dairy farming and taking it as business & their primary source of income.



*DPMCU's installation at different DCS that automatically detect milk Fat & SNF in milk and give result in few seconds and generate payment slip indicating Milk Quantity, Quality & Rate.*



Construction of milk rooms in different villages for smooth functioning of milk collection at village level.



Launching awareness programme on Clean Milk Production among women dairy members

## ADDITIONAL INFORMATION

### 1. List of Project Partners and/or donors who supported the work

S. No.	Project Partners	Designation
1	Mr. P.C. Sharma	General Manager, Nainital DUSS Ltd.
2	Mr. Sanjay Dimri	General Manager, Haridwar DUSS Ltd.
3	Mr. H.S. Kutola	Deputy General Manager, US Nagar DUSS Ltd.

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