

Ensuring a future for the milk producers of Vidarbha & Marathwada: Dilip Rath

At the request of Govt of Maharashtra, the National Dairy Development Board (NDDB) and its subsidiary Mother Dairy Fruit & Vegetable Pvt. Ltd. (MDFVPL) have accepted the challenge of handling livelihood issues of rural milk producers in Vidarbha and Marathwada to ensure that they get a fair share of the consumer price. With constant guidance and support to carry out operations with full autonomy from Shri Nitin Gadkari, Hon'ble Union Minister of Road Transport & Highways and Shri Devendra Fadnavis, Hon'ble Chief Minister of Maharashtra, NDDB is arranging market access for the milk producers and ensuring transparency & fairness in milk procurement operations as well as improvement in milk quality.

Shri Dilip Rath, Chairman, NDDB informed that more than 27000 farmers spread over 1400 villages covering 59 talukas from 9 districts (Amravati, Wardha, Nagpur, Chandrapur, Buldhana, Yavatmal in Vidarbha and Nanded, Osmanabad, Latur in Marathwada) are currently supplying 2.10 LLPD milk. It is proposed to include 79 talukas from 11 districts covering about 3000 villages in future. Chairman, NDDB said that 100% farmers are getting payment directly in their bank accounts. Total payment done to dairy farmers till date is around ₹150 crore. As of now monthly ₹22 crore has been transferred to bank accounts of the producers, which is likely to increase in future. The Dairy Board also introduced the Ration Balancing and Artificial Insemination programmes to enhance the animal productivity for the benefit of farmers.

The participation of women in animal rearing, milk production and strengthening the village level milk procurement systems has been overwhelming. Women are adopting dairy farming as an ancillary

avocation to augment their family incomes. The current participation of women stands at 24% in terms of pourer base. 100% of the women pourers are getting the payments in their accounts. Out of the total payment, 22 % i.e. approx. 1.40 crore is received by women pourers every 10 days. Latur district, with 32% women pourers is leading all the districts of M&V project in women participation.

Encouraged by the permanent & round the year marketing facilities and remunerative milk prices being paid by Mother Dairy, the farmers have started increasing their herd sizes by buying animals utilising their own resources without subsidy. Total 3029 farmers have purchased 4417 new milch cattle in Marathwada and Vidarbha for 534 Milk pooling points out of a total of 880 Milk pooling points that are currently operational. NDDB has also introduced a few Rathi cows from semi-arid regions of Rajasthan in the region on experimental basis to study their performance. It was found that these cows are yielding as much as 16 litres of milk per day with minimum maintenance cost.

Once the operations attain the scale and size required for a viable and sustainable business, setting up of a producer company that is producer-centric, competitive, inclusive, sustainable and transparent in its operations, would be facilitated by NDDB. At present, institution building activities and systems that are compatible with the requirement of creating a fair and transparent system of milk procurement and timely milk payment directly in the milk producer's individual bank account are being implemented. Salient features of milk procurement and payment systems especially the automated DPMCU based milk procurement operations are being constantly highlighted.

NDDB to set up modern milk & milk products processing plant

The Govt of Maharashtra and Mother Dairy Fruit & Vegetable Pvt. Ltd, a subsidiary of NDDB signed a lease agreement in September 2017 to set up a state-of-the-art milk & milk products processing plant at Gove Bhiwandi. Shri Devendra Fadnavis, Hon'ble Chief Minister of Maharashtra; Shri Mahadev Jankar, Minister for Animal Husbandry, Dairy Development and Fisheries; Shri Arjun Khotkar, Minister of State for Animal Husbandry, Dairy Development, Fisheries & Textiles and Shri Dilip Rath, Chairman, NDDB were present.

