



Chairman's Message



Safeguarding interest of our rural milk producers

*I*deologies that lie at the heart of Dairy Board's mission are – First, the belief that unless poor smallholder milk producers at the remotest part of our country become participants in the economy, our future will rest on brittle foundations and remain inequitable. Secondly, our experience with dairy development in the country indicates that progress has been achieved, if an integrated approach involving both improvements in productivity as well as promoting producer owned and controlled organisations, is adopted.

Only true and effective participation in genuine producer institutions will give our farmers their rightful and deserved place in agricultural economy. NDDB has accepted the challenge of handling livelihood issues of poor dairy farmers to ensure that they get a fair share of the consumer price. Apart from arranging market access, NDDB is committed to increase transparency and fairness in milk procurement operations as well as improvement in quality of milk.

It is a matter of great pride for NDDB and its subsidiaries to be associated with the dairy development activities in some of the most backward areas in the states of Maharashtra (Vidarbha & Marathwada), Bihar (Motihari), Jharkhand, Assam and Arunachal Pradesh. Most of these areas lag in infrastructure and are lowly ranked as per the overall development indicators. Extreme climatic conditions and absence of better livelihood opportunities are major reasons behind this socio-economic backwardness. Livestock remains the only hope for farmers in such adverse conditions.

In areas where cooperatives have not been formed, and in areas where there is a need that goes beyond the capacity of existing cooperatives, NDDB will render support to organize producer owned and controlled institutions. Aided and supported by NDDB's research, training and professional management services, fledgling cooperatives will be guided and nurtured to realise their full potential. This approach is in accordance with NDDB's mandate – to adopt and secure the cooperative strategy.

As we continue our journey to achieve our mission, I look forward to your cooperation. We at NDDB and its subsidiaries would put in our best efforts in safeguarding the interest of our milk producers.

*Dilip Rath
Chairman, NDDB*