



## NDDB's developmental initiatives at Mujkuva village, Anand

Shri Dilip Rath, Chairman NDDB dedicated the refurbished Mujkuva Dairy Cooperative Society with all innovative amenities to the milk producers on 28 March 2017 at Mujkuva Village, in Ankav Taluka of Anand District. Dr Dhaval Patel, Collector & District Magistrate, Anand; Shri RS, Sodhi, MD, GCMMF; Dr Tushar Shah, IWMI and Shri Shrijan Pal Singh, Kalam Centre graced the occasion.

While addressing the milk producers of Mujkuva village, Shri Rath said that the Dairy Board has taken up various developmental initiatives to celebrate Mujkuva Dairy Cooperative Society's 60<sup>th</sup> anniversary. He said that Mujkuva village is now a role model of progress. NDDB is also encouraging dairy cooperatives to take up renewable energy, Shri Rath added.

Dr Dhaval Patel appreciated NDDB's intervention in modernizing the dairy cooperative society.

### Developmental initiatives

**Solar initiative:** NDDB donated a Solar PV plant to the DCS. This first-of-its kind (in a DCS) unique system is not only fulfilling the electricity needs of the society but also helping the society earn through selling the surplus electricity to

the grid. NDDB intends to promote this concept to the DCSs across the country. The occasion also marked registration of Mujkuva Saur Urja Utpadak Sahakari Mandali. M/s REIL under its Corporate Social Responsibility initiative has donated a Solar PV system to Mujkuva Prathmik School.

**Kalam Library:** NDDB started Dr APJ Abdul Kalam Library in the village for the benefit of youth and school children. NDDB in collaboration with Kalam Centre will continue to support this library.

**MoU with NPCI:** In line with Government of India's drive towards digital payments, all milk producers in Mujkuva have started receiving payments through bank accounts. With introduction of Micro ATMs by KDCC bank with the support of National Payment Corporation of India (NPCI) the Mujkuva villagers have now started receiving payments in the village itself. NDDB inked an MoU with NPCI to promote digital payments by dairy cooperatives across the country.

**Giftmilk Programme:** NDDB's Gift Milk programme started in Mujkuva village with the aim to fulfill the nutritional requirement of school children. The programme is sponsored by IDMC Ltd and supported by AMUL.

**Swachh Bharat initiative:** NDDB has also initiated various activities in the village in line with GOI's Swachh Bharat Mission. A three day programme was conducted in January 2017, wherein various activities related to cleanliness, hygiene management were undertaken with villagers.

