

## NDDB's developmental initiatives to boost West Bengal's rural economy

Shri Dilip Rath, Chairman, National Dairy Development Board (NDDB) laid the foundation stone for a model DCS building of Chowranghi Women Dairy Cooperative Society (Basanti, South 24 Paraganas district) in presence of Shri Parash Dutta, Chairman, West Bengal Cooperative Milk Producers' Federation Ltd and Shri Anil Verma, Principal Secretary, Animal Resources Development, Govt of West Bengal on 27 July 2018.

The women milk producers of Chowranghi WDCS now believe that dairying is not only a tool for women's liberation, but can also boost up the rural economy. Speaking at the event in Sonarpur's Jaihind auditorium, Shri Rath said that West Bengal needs to diversify from traditional agriculture to dairy farming and allied activities on a large scale.

NDDB plans to adopt this DCS to make it a model dairy cooperative society. The DCS is affiliated to Sundarban Cooperative Milk & Livestock Producers' Union Ltd. Presently, 61 pourer members pour around 104 litres of milk to the society. Apart from milk, Sona mung dal, Dhudheswar rice, Govindobhog Rice, indigenous hen & duck eggs are being procured at Chowranghi DCS.

Keeping in view the role of digital innovation in strengthening cooperative business, NDDB has developed an integrated Automatic Milk Collection System (AMCS) software for dairy cooperatives. On the request of West Bengal Govt, NDDB has installed AMCS software in DCSs affiliated to Sundarban Cooperative Milk & Livestock Producers' Union Ltd. While launching the software, Chairman, NDDB said that apart from introducing transparency



in operations, the software will improve process efficiency and provide real time information to dairy cooperatives. AMCS enables milk bill payment directly to farmers' bank accounts. Farmers get instant SMSs for every transaction and have access to all past transactions with AMCS android application.

Focusing on the event theme Sustainable Development through Women Dairy Cooperative, Shri Rath said that dairy cooperatives should come forward to create new opportunities for self-employment in the rural areas. NDDB has been making continuous efforts towards a number of such interventions. It could either be dairy based, agriculture or allied as resources for the same are easily available in rural areas. Experts from NDDB highlighted techniques of ethno veterinary medicine (EVM).

Chairman, NDDB visited the Chowranghi Women DCS at Basanti and interacted with the women milk producers. He also observed EVM demonstration, functional flexi biogas plants and integrated farming system.

### Sundarban Cooperative Milk & Livestock Producers' Union Ltd

Since inception in 1997, the Sundarban Cooperative Milk & Livestock Producers' Union Ltd. functioned seasonally for about 4-6 months in a year due to adverse geographical conditions. Deficient dairy infrastructure forced the milk union to stop operations in 2014. In November 2015, with NDDB's

