

RBP improves dairy farming income

Shri Mori Ruda Rina of Mokhana village in Gujarat's Jamnagar district used to get significant income from cotton farming, however, his earnings from his three milch animals was meagre, despite feeding them with highly nutritious cotton seeds.

There was no end to Mori's ordeal until he learnt about the Ration Balancing Programme (RBP) at a meeting conducted by Maahi Milk Producer Company. Soon, a Local Resource Person (LRP) prescribed a formulation of balanced ration for the animals and provided a sample of Mineral Mixture (MM). Within months, Mori noticed there was a sizeable reduction in the feed cost and also an increase in the milk production (1 kg/animal/day). Consequently, Mori's net daily income from the sale of milk produced by the animal went up by ₹30 per day.



AMCS payment software



Members of the all Women Dairy Cooperative Society (WDCS) of the Sundarban Milk Union faced serious troubles in the payment of milk bills directly to individual bank accounts, because they collected and tested milk manually using the gerber machine. It was not just time-consuming but also required additional infrastructure and extra manpower too.

Ms. Sima Das, Procurement Officer, Sundarban Milk Union, said, "More Data-Entry-Operators were engaged, which led to higher monthly overheads in terms of their salary, infrastructural support, and management problems."

As part of Village-Based Milk Procurement System (VBMPs) under NDP I, milk collection of 86 WDCS through Automatic Milk Collection Units are linked with NDDB's AMCS payment software and Central Application Server. This enabled the DCS to go cashless through quick, transparent payment system with instant data analysis and farmer performance report.

A woman's way to success

Smt. Rambha Devi, a Dudh Mitra with Puriyo Womens' Society, had to travel to Ranchi to sell milk as back home there was no right facility. But she was not getting the right price in Ranchi also. She formed Puriyo Womens' Society in her village after learning about Jharkhand Milk Federation's innovative activities including direct bank transfer of payment, and veterinary advisory services.

Initially, the society was procuring only 120 litres of milk/day. On witnessing the keen interest of farmers in milk procurement, the Government of Jharkhand constructed a 'Gokul Gram Vikas Bhawan' in the village. Slowly and steadily, the society members increased and this feat encouraged the JMF to install a Bulk Milk Cooler (BMC) with a capacity of 2,000 litres under the NDP's VBMPs project. The daily milk collection increased to 860 litres



and number of society members to 84. Later, three more MPPs were attached with this society. Now almost 2,200 litres of milk is chilled daily.

With her efforts, today, the women members are getting right price for milk and supporting their families financially.