

NDDB's dairy development initiative in Vidarbha & Marathwada transforming lives



Nagpur, Chandrapur, Buldhana, Yavatmal in Vidarbha and Nanded, Osmanabad, Latur in Marathwada). Peak milk procurement of 2,82,879 litres from 23,827 active pourers of 1190 operational milk pooling points covering 2208 villages was recorded on 7 March 2019. Women have been forthcoming to adopt dairy farming to augment their family incomes. The current participation of women stands at 29 % in terms of pourer base.

Total payment done to milk producers till 31st May 2019 is around ₹427.51 crore from

NDDB's dairy development initiative in Vidarbha and Marathwada is gradually transforming the lives of rural people as it has started impacting social issues like gender inequalities and unemployment. NDDB's innovative efforts have given the much needed confidence to milk producers as they are getting the fair share of consumer price.

At the request of Govt of Maharashtra, NDDB and its subsidiary Mother Dairy Fruit & Vegetable Pvt. Ltd. (MDFVPL) is instrumental in safeguarding interest of the rural milk producers in Vidarbha and Marathwada.

While interacting with the Media in Nagpur on 23rd June 2019, Shri Dilip Rath, Chairman, NDDB conveyed that with guidance and support from Shri Nitin Gadkari, Hon'ble Union Minister of Road Transport & Highways and Shri Devendra Fadnavis, Hon'ble Chief Minister of Maharashtra, the Dairy Board is ensuring transparency & fairness in milk procurement operations and providing market access to the milk producers.

Presently, milk procurement operations are being carried out in 9 districts (Amravati, Wardha,

initiation. Currently, a monthly average of ₹21.65 crore is getting transferred directly to bank accounts of farmers (100% farmers covered). Presently, 13336 litres of milk per day is being sold in Nagpur. Mother Dairy is selling about 31067 litres of milk per day (during 1-11, June 2019).

Encouraged by the permanent and round the year marketing facilities, the milk producers have started increasing their herd sizes by buying animals utilising their own resources. Producer farmers purchased 7188 milch animals (Vidarbha - 4200 & Marathwada - 2988) till 31st May 2019. NDDB has also introduced Rathi cows on experimental basis to study their performance.

NDDB on its own implemented a pilot project in 40 villages of Wardha and Amravati districts for input activities like Ration Balancing Programme, supply of cattle feed & mineral mixture, fodder development & silage making, oat cultivation and fodder demonstration units.

NDDB Dairy Services (subsidiary of NDDB) established a mega semen station at Rahuri to produce and supply frozen semen from genetically