

Jharkhand Dairy Project

Highlights

- Jharkhand Dairy Project is a new organization created and financed by Government of Jharkhand (GoJ) with the mandate to manage the Project as sustainable and viable entity.
- A Project of 48.32 crore covering 12 districts i.e, Ranchi, Ramgarh, Lohardaga, Hazaribag, Deoghar, Godda, Dumkka, Giridih, Latehar, Palamu, Chatra, Garhawa
- It envisage to cover 41500 Farmers families from 920 villages.
- It plans to install new system of milk procurement through setting up 88 AMCU at village level
- In this new system, milk payment of the farmers is directly remited to the saving account of the milk producers.
- It markets Tonned Milk, Std. Milk, Paneer and Lassi under the brand name of MEDHA-brand for the state of Jharkhand.
- It envisage to set High energy cattle feed plant of 50 MTPD.
- It has a plan to establish Dairy Plant of 1 LLPD at Ranchi.

Project Targets

Description	Unit	2008-09	2009-10	2010-11	2011-12	2012-13
Coverage of villages	No.	130	360	580	850	920
Milch Animal Holding households coverage	No.	4600	11800	20850	32450	41500
Total milk proc. by year-end	TLPD	8	21	40	65	90
Liquid milk sale	TLPD	8	21	36	58	80
AMCU positioning at village level	No.	10	30	52	80	88
Cattle induction	No.	2000	2000	2000	2000	2000

Milk Procurement Operations

- In a village, Milk Producers organize an Pooling Point - (MPP) for pooling their milk.
- The milk producers of MPP select amongst them a representative to sort out bottle-neck issues.

- The milk producers bring milk to the MPP and each producer is assigned an individual code number .
- Milk producers select a Dugdh Mitra for pooling milk, arranging to send samples to the testing center and send the milk to Ormanjhi Dairy.
- The milk brought by the producers is first tested for Lactometer reading.
- A sample of milk is taken for fat testing and then the milk is measured for quantity. The LR and quantity of the accepted milk is recorded in the Milk Supply Sheet of the MPP.
- The sample bottles are sent to Testing Center through Milk transportation vehicle.
- The vehicles also carries the cans containing pooled milk, and Milk Supply Sheet to Ormanjhi Dairy.
- The fat test report from TC are sent back to the MPI and the Junagadh Dairy in the next shift through milk transport vehicle.
- Fortnightly milk bill are prepared by collating the supply sheet and fat test report at Junagadh Dairy based on quality and quantity of the milk supplied by individual milk producers, subject to realization at RMRD.
- The payment is remitted in the individual bank accounts.

Strategy

- Encourage rural milk producers for rearing high yielding milch animal .
- Establish a transparent, fair, efficient and sustainable milk procurement system managed by youths of village.
- Capacity building / training / extension for milk producers and village level functionaries.
- Dovetail with Baif and DDD/GOJ to address the nutritional requirements of the milch animals through providing balanced cattle feed, mineral mixture and feed supplements.
- Dovetail with the efforts of breeding services providers (BAIF) and DDD/GoJ to enhance the coverage of animals under quality AI services and animal health services.
- Undertake community mobilization to facilitate the process of formation of producers Institution to manage the project, once it becomes viable.
- Make available quality milk to the urbane consumers timely and regularly and cater to the institutional demand in the major towns.

Charts and Graphs

Education & Training of Milk Producers

Month	FIP at Anand	FOP	Education & Awareness Prog.	Health & Hygiene Prog.	Dairy Animal Management at Siliguri	Dairy Animal Management at FTC, Ranchi
August, 09						

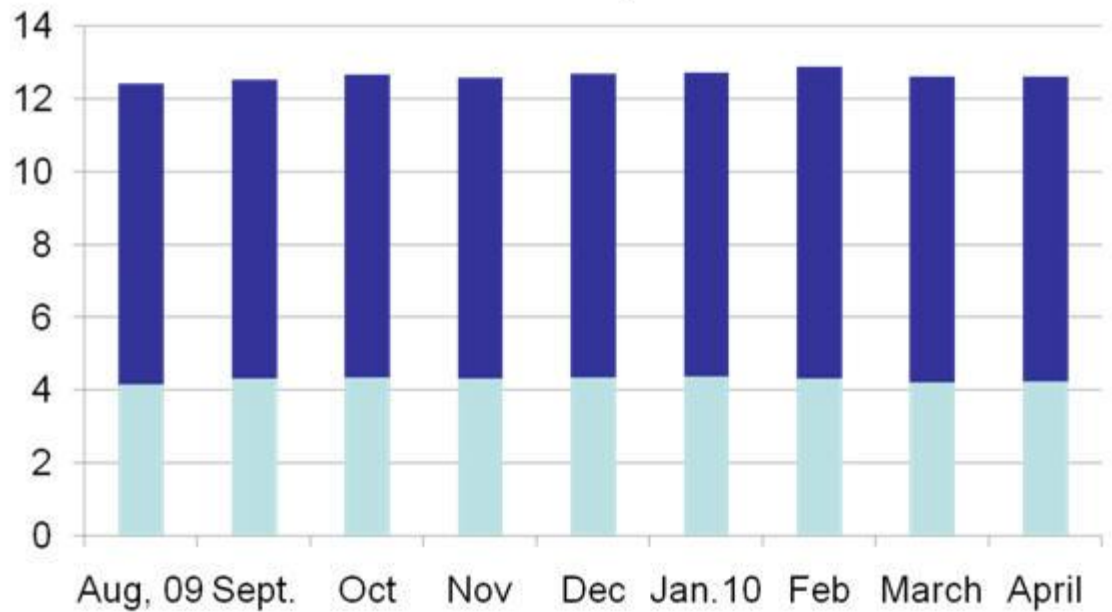
September						
October						
November		14	14	14		
December		125	125	125		133
January, 10	30	92	92	92	56	
February	20	104	104	104		74
March		94	94	94	20	80
April						
Total	50	429	429	429	76	287

Monthly Milk Payment (in Lakh Rs.)



Total Solid (Fat & SNF%) of MiIK

Achievement against the target of 4.5% fat & 8.5% SNF during first year



Milk Procurement in TkgPD

Achievement against the target of 8 TkgPD during first year



Past Performances

Month	Milk Proc.	Avg fat & SNF%	Rate kg fat/ kg snf	Milk Payment during the month (in Lakh Rs.)

August, 09	2.39	4.16/8.27	142/94	9.34
September	1.92	4.33/8.22	142/94	7.37
October	2.23	4.36/8.32	142/94	9.11
November	2.69	4.32/8.28	142/94	11.04
December	2.75	4.36/8.33	142/94	11.86
January, 10	2.70	4.40/8.33	142/94	11.78
February	2.56	4.32/8.58	161/97	10.67
March	2.73	4.22/8.4	161/97	12.35
April	2.26	4.25/8.37	161/97	9.87
May	2.12	4.32/8.42	166/98	

Project Outcomes

- The cumulative project investment is Rs.49 crores
- Investment in capital assets, working capital requirement training & survey costs and operational deficits
- Establishment of state of the art Dairy Plant, Cattle feed plant, and Mineral mixture Plant
- Personal Digital Assistant (PDA) based animal Nutrition programme
- A milk procurement volume of 10,000 it. per day during 2008-09 and an EOP target of 90,000 it. per day
- Organized milk Procurement and Marketing System for Jharkhand