##### Operational Manual-Dairy Development for formation of

##### Dairy Cooperative Society (DCS) under State Owned Priority Dev.(SOPD)

##### Objective:

###### Assam is having small-scale milk producers who have .the potential to meet the required increased demand in milk and milk products in growing urban centers where there is a demand. Due to agro climatic condition production potential are there. The Artificial Insemination (AI) programme and animal health care services amongst the rural dairy farmers of the state taken up by the Animal Husbandry & Veterinary Department. But improvements are required for integrating small holders and smallholder groups in the production chain and marketing chain. The main objective is to attract small holders into the supply cycle is to provide increased returns for their produce to stimulate production and encourage uptake of improved technologies. This applies marketing of milk from farm level where hygienic quality and safe milk is encouraged to be produced and marked right up to consumer level. This will also encourage value addition and other effective and adaptable technologies by organised groups of producers who collectively can take up the activities. The main aims to improve the livelihood of dairy farmers through organizing them in to Dairy Cooperative Societies and providing them both forward and back ward linkages in order to make them more competitive and to give them remunerative price for their produce. It will also look at ways and means to improve the existing traditional milk markets.

**Geographical area**: 21districts of Assam as listed below:

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| 1. Goalpara, | 2.Bongaigaon | 3.Kamrup, | 4. Darrang | 5. Lakhimpur |
| 6. Dhemaji | 7.Dibrugarh | 8. Tinsukia | 9. Sivasagar | 10. Jorhat |
| 11. Golaghat | 12. Nagaon | 13. Morigaon | 14. Cachar | 15. Karimganj |
| 16. Hailakandi | 17. Hojai | 18. Charaideo | 19. Majuli | 20. Biswanath |
| 21. Nalbari |  |  |  |  |

**Broad Investments**:

* Formation & Registration of Dairy Cooperative Societies(DCS)
* Training and Capacity building of the dairy farmers on DCS management
* Awareness building on clean & hygienic milk production
* Support for hygienic milk production and milk products.
* Support milk testing equipments to DCS
* To develop system of organized milk procurement & marketing
* To create cold chain facility in the milk potential areas.

###### Implementing partners and their roles and responsibilities

**Govt**: Scheme approval and release of fund

**A.H. & Vety Deptt**: Technical services such as A.I. facilities, animal health services, fodder development etc.

**Dairy Development**: Providing support to DCS, development of infrastructure and running of milk preservation, and marketing facilities, arrangement of training programme.

**Institute of Cooperative Management** (ICM): Conduct training of DCS President and Secretary on DCS management for 2 weeks.

**NGOs**: Social mobilization, dissemination of information, selection of milk potaintial villages, selection of milk clusters, formation of DCS & others

**District Dairy officials**: Guide to NGO for formation of DCS, delivering technical support, organization of milk routes, registration of DCS & inspection etc.

**DRCS/ARCS officials**: Provide existing Dairy Cooperative Societies list & for Annual Auditing etc.

**Dairy farmers:** Rearing of milch cattle & adopting milk production as prime livelihood source of income.

**DCS**: Organized procurement of milk from the producers, quality test of milk & marketing, timely payment to the producer’s members against supply of milk, maintainance of books & records of the DCS etc.

###### Sequencing & Scheduling of Activities:

|  |  |  |  |
| --- | --- | --- | --- |
| **Sl. No.** | **Activity** | **Implementing Authority** | **Schedule** |
| 1 | Selection of the district | DDD | Completed |
| 2 | Selection of NGO & approval and engagement | District office & DDD | Within first & second month |
| 3 | Induction training to NGO on DCS formation for one day | DDD | With in 2nd/3rd month |
| 4 | Selection of poteantial villages and Collection of existing DCS list from the Dairy officer, DRCS/ARCS of the respective districts | NGO in consultation with DVO,VAS & Dairy officials | Within third month |
| 5 | Preparation of IEC materials | DDD | Within third month |
| 6 | Survey for collection data, Awareness campaign, dissemination of information about the programmes and social mobilization | NGO | Within third month |
| 7 | Selection of dairy farmers and will form a procurement committee for successful trial run for one month for milk collection & marketing. | NGO | Within third month |
| 8 | After successful trial run, the applicants of the proposed DCS will submit the application for registration | NGO in consultation with District Officer of DD | Within fifth month |
| 9 | Those who have signed the application for the registration of the DCS, the Registrar may appoint a promoter Board for period of one year from the date of registration | District Dairy Officer | Within fifth month |
| 10 | The regular Board is constituted within the above mentioned period in accordance with the provisions of the Act and forwarded to Registering authority for approval | Promoter Board / District Dairy Officer | Not exceeding one year |
| 11 | Selection of DCSs cluster, milk route and marketing linkage of the DCSs | NGO in consultation with District Officer of DDD | Within fifth month |
| 12 | Training of DCS President, CE/Secretary on DCS Management for two weeks | NGO in consultation with ICM/DDD | Within seven month |
| 13 | Orientation visit of farmers to kamdhenu DCS, Bajali / Sitajakhal DUSS for three days | NGO | Within seven month |
| 14 | Tendering for Procurement of furniture, stationary, clean milk production kit, milk testing equipment etc. | District office/DDD | Within third month |
| 15 | Finalization of tenders etc | District office/DDD | Within fifth month |
| 16 | Distribution of milk testing equipment, furniture, stationary, clean milk production kit, milk can, milk procurement fund etc. | NGO, District Officer | Within eight month |

**Training & Capacity Building:**

1. **Training of farmers:** Exposure visit to local Dairy Cooperatives, practical training on DCS formation, training on quality and clean milk production, training on credit linkages, training on environmental issues etc.
2. **Training of village level functionaries:** Training to start milk routes and co-operative formation.

**Criteria for Selection of Potential Cluster:**

* 1. In the area at least 50% farmers should rear milch cattle as supplementary or full time business activity.
  2. There should be availability of veterinary service center like Veterinary Dispensary/ Regional AI Center/ AI Sub-center etc. including farm inputs within the radius of 5 km.
  3. The area should preferably be near to the market and there should be an existing marketing network.

**Criteria for Selection of Dairy farmers:**

1. The dairy farmer should have at least one milch cattle.
2. He or she should be experienced on livestock rearing for not less than one year.
3. He or she should be interested to consider livestock rearing as source of livelihood &to adopt milk production as prime livelihood/source of income.
4. At least 25% dairy farmers should be from women section of the community.

**Social Mobilization to Strengthen Groups:**

**NGO**: Social mobilization, capacity building, formation of DCS, facilitates participatory approach for planning and implementation.

**Develop Content & IEC Materials:**

Content development and IEC materials for dissemination of information on each component, its process planning, implementation and monitoring would be done by the Coop. Wing, Dairy Development

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