

Amul's Pashudhan is opening an alternative business for farmers, eBay style



Amul's Milk Producers' App, "Pashudhan" a free application for dairy producers of Amul. The app facilitates buying and selling of cattle online by entering details like the location, price, productivity, breed, age and photo or video.

The app was launched two months ago by Amul for its members. Since then, posts of over 900 cattle for sale have been uploaded on it. Orders worth Rs 5 crore have already been placed via the app.

As and when the farmers get to know about it, they start using this platform. It is a wonderful tool for transparent cattle trade, which was earlier completely dependent on references and commission agents. This directly connects the buyer and seller, thereby providing transparency and savings on commission," said Shamalbhai Patel, chairman of Gujarat Cooperative Milk Marketing Federation (GCMMF).

Australia approves commercial release of GM variety of Indian mustard



Even as India awaits clearance of genetically modified mustard, the regulatory authority in Australia approved the commercial cultivation of the genetically modified Indian mustard species called 'Brassica juncea' for herbicide tolerance a few weeks ago.

Scientists said this is, perhaps, the first time a genetically modified variety of Indian mustard has received commercial approval anywhere in the world.

So far, the canola (*Brassica napus*) is perhaps the only genetically modified mustard variety that has been cleared for commercial application.

"The indigenous GM mustard variety has been developed by Deepak Pental and a team of scientists at University of Delhi and funded entirely by National Dairy Development Board and Department of Biotechnology, India," Choudhary said.

SAFAL to Revolutionize Credit Provisions and Spur Agriculture Economy: Odisha CM



Chief Minister Naveen Patnaik launched a Common Credit Portal SAFAL, a Simplified Application for Agricultural Loans.

Launching the portal, the Chief Minister said that the application can revolutionize credit provisions for farmers and agri-entrepreneurs.

Expressing delight over the launch of the portal, the CM said that the application is a one-stop-solution for farmers and agri-entrepreneurs to avail formal sector credit from Public and Private sector banks, Regional Rural Banks, State Cooperative Banks and Small Finance Banks.

With this facility, the CM said, farmers and agri entrepreneurs will have access to more than 300 term loan products being offered by 40 plus partner banks.

Dairy fintech start-up DGV to provide farmers access to institutional credit



Digivridhi Technologies partners with Amul to provide last-mile financial access. Digivridhi Technologies Private Limited (DGV), India's first integrated dairy fintech and marketplace platform, will provide dairy farmers access to institutional credit with an objective to ease and digitalise the dairy value chain.

DGV has entered into a partnership with GCMF (AMUL) to create the last-mile financial access infrastructure for 36 million dairy farmers in Gujarat. A company statement said the partnership should be seen from the fact that 70 per cent of dairy farmers depend on informal credit.

DGV provides dairy farmers banking, financial services and insurance (BFSI) access starting with simplifying payments to them for the milk they pour at village-level societies. They are provided access to like digital cattle loans, insurance and a marketplace to discover quality bovines. DGV PAY and DGV MONEY will form the basis of financial inclusion for dairy farmers and dairy micro-enterprises in a simple and seamless way, the statement said.

Founded in 2019 by rural digital banking and payments veteran Ragavan Venkatesan, DGV works with some of India's leading co-operatives dairy unions and their respective milk co-operative societies and farmers. It provides them access to payments, liabilities, and asset products in partnership with the Federal Bank.

Agriculture minister urges ASEAN to support India's efforts to increase production and consumption of millets

Ahead of the International year of millets in 2023, Union Minister for Agriculture and Farmer Welfare, Narendra Singh Tomar on Wednesday urged the ASEAN member countries to support India's efforts to increase the production, processing, value addition and consumption of millets.

Addressing the 7th ASEAN-India Ministerial Meeting (AIMMAF) on Agriculture and Forestry, the minister said that India is promoting nutritious cereal products for the health and nutrition of the people. "Nutritious cereals help in the creation of nutritious, with low resource requirement and more efficient agri-food systems."



Tomar also emphasized on the mutually close regional cooperation with ASEAN to ensure sustainable and inclusive growth for agricultural development in the region. The minister committed to enhancing India's cooperation with ASEAN in food security, nutrition, climate change adaptation, digital farming, nature-friendly agriculture, food processing, value chain, agricultural marketing and capacity building.

During the meeting, the member countries reviewed the progress made by the implementation of various programmes and activities under the medium-term action plan of ASEAN-India Cooperation (Year 2021-25).

Researchers validate immunity-boosting ability of 'curcumin compound' against mastitis in cattle



In a major breakthrough in creating immunity in cattle against infectious diseases including mastitis, researchers of the Transdisciplinary University of Health Sciences & Technology (TDU), Bengaluru, have successfully validated the immunomodulation ability of a natural phytochemical compound with curcumin as the active ingredient.

The study was carried out in Thrissur district in Kerala as part of academia-industry interface. At a time when economic loss due to mastitis in India exceeds ₹13000 Crores annually, there is great relevance for the findings, the researchers pointed out. They also noted that there is no vaccination available against mastitis.

Ethnoveterinary practices based on the Ayurveda concepts were found to be very effective in managing infections without using synthetic antibiotics and thereby help in reducing antibiotic residues in animal products.

"The compound with curcumin can be used to control mastitis as a prophylactic measure during pre-partum and post-partum stage along with cattle feed under scientific management practices. This will create appropriate immunity against mastitis and facilitate increased milk production by 10 percent," according to the researchers. For the states like Kerala where more than 96 % cattle are crossbreds, control of mastitis assumes more significance, they add.

Government Limits Use of Herbicide Glyphosate Due to Safety Concerns

The government has restricted use of herbicide Glyphosate and its derivatives, fearing health hazards and risk to human beings/animals, a move opposed by an industry association AGFI citing endorsements from global studies and regulatory bodies.

Glyphosate and its formulations are widely registered and currently used in more than 160 countries, including the EU and the USA. Farmers across the globe have been using it for safe and effective weed control for over 40 years.



"The use of Glyphosate is hereby restricted and no person shall use Glyphosate except Pest Control Operators (PCOs)," said a notification issued by the agriculture ministry on October 25.

The companies have been asked to return the certificate of registration granted for Glyphosate and its derivatives to the Registration Committee for incorporation of the warning in bold letters "The use of Glyphosate formulation to be allowed through PCOs" on the label and leaflet, it said.

According to ACFI, the industry has already planned a label extension for use of Glyphosate 41 per cent SL formulation in six crops (cotton, grape, pomegranate, mango, and tomato). It is seeking permission for label extension on cotton and grape and the data generation is ongoing in other crops.

Dairying & Sustainable Development Goals

Centre of Excellence for Dairy Skills in India (CEDSI) helps the empowerment and betterment of Livelihood for farmers, wage workers, and other stakeholders in the Dairy & allied sector value chain. We have taken this initiative to aware all the stakeholders on how working in dairy sector would bring real change. Every week we shall publish about how each goal is associated with dairy & livestock and is bringing holistic sustainable development for all. This is the 8th article in the series.

Goal 8 : Decent Work and Economic growth

SDG 8, Promote inclusive and sustainable economic growth, employment and decent work for all. It focuses on Sustained and inclusive economic growth can drive progress, create decent jobs for all and improve living standards.

SDG 8 targets on

1. Sustainable Economic Growth
2. Diversify, Innovate and Upgrade for Economic Productivity
3. Promote Policies to Support Job Creation and Growing Enterprises
4. Improve Resource Efficiency in Consumption and production
5. Full Employment and Decent Work with Equal Pay
6. Promote Youth Employment, Education and Training
7. End Modern Slavery, Trafficking and Child Labour
8. Protect Labour Rights and Promote Safe Working Environments
9. Promote Beneficial and Sustainable Tourism

Livestock perfect partner for SDG 8

Livestock production makes a major contribution to the global economy, employing at least 1.3 billion people worldwide and providing livelihoods for 600 million poor smallholder farmers in developing countries. Livestock sector can boost economic growth in two main ways: by contributing directly to rural livelihoods and agricultural output; and through the sector's various productive linkages with other industries.



Vertical and horizontal multiplier effects from the livestock sector can boost economic growth in two main ways: by contributing directly to rural livelihoods and agricultural output; and through the sector's various productive linkages with other industries. Livestock economic growth models should therefore put particular emphasis on increasing labour productivity and focus on high-value-added and labour-intensive activities.

Given the population prospects, the capacity to create remunerative jobs is, and will continue to be in coming decades, one of the major challenges in combating poverty in developing countries. With growing demand fueled by income and population growth, particularly in urban areas, increasing livestock production in developing or emerging regions represents a major opportunity for stimulating local economies and rural livelihoods.

The livestock sector is characterized by being highly segmented between processing and production, and, within production, between commercial and subsistence farmers. Thus, the level of productivity in domestic factors of production, including labour, may differ between segments. Indeed, productivity tends to be higher among commercial producers, who are often better endowed with capital, land, technology and access to marketing infrastructure, and lower among subsistence farmers. Economic intuition would predict that growth in demand for livestock products would trigger a rise in output supply and inputs demand across all segments.

8 DECENT WORK AND ECONOMIC GROWTH



Conclusion :

SDG 8 promotes sustainable economic growth and full productive employment. Livestock economic growth models put special emphasis on increasing labour productivity and focus on high value-added and labour-intensive activities resulting in expansion of underemployment in rural areas.

Partner with CEDSI to Implement social development projects in alignment with SDG Goals



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