

## Mother Dairy to expand value-added segment in West Bengal, eyes Rs 500 crore turnover from east in 5 years



Mother Dairy Fruit & Vegetable Pvt Ltd, a wholly owned subsidiary of the National Dairy Development Board (NDDB), said it is set to expand footprint in West Bengal over the next five years, augmenting manufacturing capacity of value-added dairy products and reaching out to more districts.

The company's value-added dairy offerings, including ice-cream, curd and butter, are at present available across 10 districts of the state, and it aims to double the count to 20 districts within five years.

The company aims to tap over 30,000 outlets from the current count of around 17,000 in the next five years, said Sanjay Sharma, Business Head Dairy Products, Mother Dairy Fruit & Vegetable.

## Goa Dairy plans to source cow milk from Karnataka



Goa Dairy is considering procuring cow's milk from Karnataka to meet its daily demand. Before 2012, the dairy used to get milk from Maharashtra and Karnataka as local supply was not sufficient. Goa Dairy is facing a similar situation now.

The dairy has stopped supply of full cream (high fat) milk in the Goan retail market for a fortnight. Dairy's officer on special duty (OSD) Kashi D Naik said they cannot afford the sale of milk as the supplier has hiked the price.

Naik said that typically milk production dips in the lean season which continues till July and after that production will rise in the flush season. "For at least this season, we are planning to procure cow's milk from Karnataka Milk Federation to meet our daily needs," Naik said.

## Project Gir Varanasi to usher in 'white revolution' in Uttar Pradesh



In order to increase milk production in Uttar Pradesh, Project Gir Varanasi was launched at Dugdh Utpadak Sahkari Sangh, Ramnagar. The benefit of the project will percolate to the owners of milch animals, especially small and marginal farmers.

Department of animal husbandry and dairying (DAHD) has planned to implement Project Gir for next five years in Varanasi with the provision of Rs 36.5 crores.

Under the Rashtriya Gokul Mission 450 Gir cows, which have already been inducted from the breeding tract of Gir cows, are going to be distributed to the beneficiary farmers soon. The NDDB will establish 5,000 pregnancies using IVF embryos produced using high genetic merit cows and semen from best of the males.

## Dairy sector should focus on improving exports: Amit Shah

Union home minister and minister of cooperation, Amit Shah, encouraged the dairy sector to focus on improving exports. "The cooperative movement has made India Atmanirbhar. It has addressed the problem of nutrition successfully. India is already the biggest supplier of milk globally. However, the focus of cooperatives must now be on digitisation and improvement by reducing fodder costs and milk production costs. When quality improves and production costs are less, we can look at the export market," he said during his address. Shah also emphasised dairy cooperatives moving towards digitisation.



"Satish Marathe, director, of RBI, said, "India has emerged as the largest milk producer globally and our per capita consumption has gone up to 400g per person. Dairy cooperatives have a huge role to play here. Primary milk societies must be multipurpose societies that perform multiple functions. Computerisation and digitisation is the next step."

"The National Payments Corporation of India (NPCI) has come up with a payment gateway, which will enable several rural institutions to go the digital way. This will further enable digitisation of financial services and encourage more financial inclusion of dairy cooperatives," Marathe further added.

## Amul Dairy says bracing for sales disruption due to straws ban



India refused to waive an impending ban on straws that are packaged with small juice and milk beverage packs, stoking fears in the \$790 million industry .

Amul dairy group said it is bracing for disruptions and higher input costs for some products from July when the government's ban on plastic straws kicks in. Amul has not worked out any practical solution to replace the tiny plastic straws and the paper variant is not feasible, said R. S. Sodhi, Amul's managing director.

Prime Minister Narendra Modi is pushing to stamp out polluting, single-use plastic trash that chokes rivers. The government believes the tiny straws are a "low-utility product" and should be scrapped for paper straws or spout pouches.

"The intention of the government is good (but) the straws are not even 0.1% of total plastic consumption," Sodhi told Reuters. "The entire industry will be impacted." Sodhi's comments underscore the growing tensions in Indian drinks industry at a time when demand surges in the swelter summer season.

With the ban, supplies of such packs will be disrupted and manufacturers may shift to more expensive packaging solutions, thereby raising costs, Sodhi said, adding that Amul sells billions of such carton packs each year.

## Sri Lanka Looks to India for Milk after a 3-Decade Ban on Imports



Sri Lanka, which was previously opposed to allowing access to Indian dairy players, is now pleading with dairy players and policymakers in New Delhi to assist it in overcoming its current milk crisis.

In the midst of a severe economic crisis, Sri Lanka is running low on essential items, the majority of which are imported, including milk powder. Prices in retail markets have skyrocketed to Sri Lankan rupees 1,500-2,000 per kg, effectively putting them out of reach of the average person.

Notably, in the late 1990s, Sri Lanka pushed away from the National Dairy Development Board (NDDB), which had assisted the country in developing its dairy cooperative structure.

While India has extended a \$1 billion credit line to Sri Lanka for daily necessities such as medicines, according to advocate and policy expert Vijay Sardana, "they can approach the Commerce Ministry and NDDB to allow the purchase of dairy products through this line of credit."

NDDB nor Amul nor any other dairies, have received any communication from Indian authorities regarding potential dairy product demand from Sri Lanka.

## 25% increase in turnover for dairy major Milma

The Milma has recorded a 25% increase in its turnover in 2021-22. It increased its turnover (provisional) to Rs 4,300 crore from Rs 3,388 crore the previous year. In 2019-20, Milma's turnover stood at Rs 3,210 crore.

"The last two years have been really tough with the Covid-19 pandemic triggering an all-round crisis. But Milma has been able to come through unscathed, living up to the unflinching faith reposed on the network by thousands of farmers and loyal customers," said Milma chairman K S Mani.

Milma, along with its three regional unions, has achieved an all-time increase in procurement, distribution, turnover and profit in the last two years despite severe constraints imposed by the pandemic, he said. Milma stands out in the country's dairy sector as it passes on to farmers 83% of its revenue as price for milk, which is the highest in India, he added.

In 2021-22, Milma had extended to farmers Rs 7.95 crore worth of benefits by way of cattle feed subsidy and discounts, besides for the first time providing additional milk price to the tune of Rs 4.2 crore to farmers at the rate of rupee one on each litre of milk procured from them in March 2022.





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