

## Milky Mist partners with Dvara E-Dairy to adopt digital cattle management solutions



Tamil Nadu based Milky Mist, a leading dairy brand in South India, has partnered with Dvara E-Dairy Solutions to provide new-age technology solutions to its over 60,000 dairy farmers across the 13 districts in Tamil Nadu. Through this partnership, the company aims to augment the milk yield and production capacity of the farmers and improve their livelihood through the adoption of new-age technologies like Artificial Intelligence that Dvara E-Dairy is pioneering.

To address the challenges faced by the dairy farmers, Dvara E-Dairy will provide Milky Mist farmers with technological solutions like the Surabhi Score for Financial Access (SSFA) and cattle specific recommendations & Dvara Surabhi Index (DSI) to help them manage their cattle's health and adopt scientific methods to improve their procurement volume and enhance their income from dairying.

## Cattle-feed Raw Material to be brought in through Rail: Kerala Minister Chinchu Rani



The Kerala government is arranging with the Centre to use special trains that will bring raw materials for cattle feed to the state, Animal Husbandry and Dairy Development Minister J Chinchu Rani said.

The administration has completed talks with the Ministry of Railways to get concessions in the transport fare as part of the plan that will make cattle feed affordable to the farmers, said minister Chinchu Rani after inaugurating a facilitation centre (FACE) of Kerala Feeds Ltd (KFL) which will update the farmers with latest trends and scientific practices in milk manufacture.

Also, the government is considering to setup ways for mass manufacture of feeds for pet animals and birds, Smt Chinchu Rani said at the ceremony.

## Mobile veterinary ambulance clinics to begin functioning from May 7 : Bengaluru



Mobile veterinary Ambulance Clinics, an ambitious project of state government, will begin functioning from May 7 said Karnataka Animal husbandry minister Prabhu Chauhan.

Chauhan Said, In the first phase, out of 275 ambulances, 70 will be flagged off. There are 2.90 crore livestock in the state like cows, buffaloes, sheep, goats and pigs. One vehicle is provided for every lac of these animals.

A separate call centre is established for coordination of these vehicles and personnel. If the farmers call toll free number 1962, treatment will be provided at their door step. Every vehicle will have veterinary doctor, assistant and driver-cum-grade D worker. Cattle Sanjivini project was implemented in order to make it convenient for the livestock farmers to protect, take care of the health of their livestock.

## Dairy farmers reiterate demand for milk price hike : Thiruvananthapuram

Dairy farmers have demanded a hike in milk price in the midst of rising production cost, and the government has convened a meeting of farmers and farmers' representatives in Thiruvananthapuram on May 10. Farmers have also scheduled a protest march to the State Secretariat on May 12 to highlight their woes.

The Ernakulam Regional Cooperative Milk Producers' Union (ERCMPU) had earlier demanded that milk price be raised by at least ₹5 a litre to help farmers tide over the crisis. The rise in cattle feed price too is a matter of concern, according to the union.

ERCMPU chairman John Theruvath said he had submitted a memorandum to the State government to consider a raise in milk price to support dairy farmers. One of the key demands is that the government step in to provide incentive for milk being procured in the organised sector. Besides, the government can also offer subsidies for cattle feed, he said.

BMr. Theruvath said there had been a dip in procurement from the previous levels when it outsourced sales. However, recent weeks have seen ERCMPU sales soar to 4.62 lakh litres a day, including curd, while the procurement level was 3.66 lakh litres. Milk is being imported from other States, with the milk union incurring ₹8 per litre loss in terms of transport cost, he added. The union is also incurring a loss of around ₹4 lakh a day on that count.



## Govt warns action against people stocking straw, stops transportation to other states: Dehradun



State fisheries and animal husbandry minister Saurabh Bahuguna has ordered strict measures which include action against people stocking hay and straw and those involved in its black marketing. "Immediate steps were required as the matter is linked to farmers. Orders have been issued to take action against people stocking straw or were involved in black marketing," Bahuguna said.

The decision comes in the wake of a rise in the price of straw used to feed cattle. One of the major steps taken to ensure a fair price of straw includes the prevention of the use of hay and straw in brick kilns and other industries.

The Minister ordered that fodder should not be given for industrial use for the next 15 days. Currently, the transportation of straw generated in districts to other states has been stopped.

The government has also ordered to immediately stop the burning of stubble. The order highlights that cattle owners have been dealing with a fodder scarcity as Haryana and some other states have stopped straw.

## CSR funding for skilling, and education in 2022

A significant percentage of companies in India plan to increase their corporate social responsibility funding towards skilling and education in 2022, says a survey. According to the survey, that covered over 100 companies across the country, nearly 70 percent expressed an intention to increase their CSR (Corporate Social Responsibility) spending for education/skilling in the next fiscal.

The survey indicated that companies are keen to dedicate funds towards projects that can create maximum impact and companies are directing the majority of their funds towards imparting employability skills to school or college dropouts (22.8 percent), women (20.4 percent), and people with disabilities (18 percent).

Around 95.83 percent of companies direct their CSR funds towards education, vocational skilling, and livelihood improvement, followed by 50 percent towards health, eradicating hunger, poverty, malnutrition, safe drinking water, and sanitation. Close to 45.83 percent of funds are also dedicated to initiatives that promote gender equality, women empowerment, old age homes, and reducing inequalities, the survey titled 'Aligning education and skilling in the CSR agenda.'

In fact, organizations that invest their funds in multiple arenas also dedicate a portion towards education 46 percent of the respondents stated that they deploy more than 50 percent of their funds towards skilling and education.



The optimism for CSR programs toward skilling and education is expected to continue in 2022. Around 85 percent of companies have already revamped their CSR initiatives aligned to COVID impact. Moreover, 80 percent of companies have taken up special initiatives already to monitor and measure impact closely and 40 percent are even spending more to analyze the impact better.

Centre of Excellence for Dairy Skills in India has started its project implementation to support the unemployed/unskilled youth in the dairy & Agriculture sector. Understanding the need for skill development in rural areas, CEDSI has special provisions for the CSR foundations which would act as a catalysing agent in making a significant impact at the ground level.

Reach out to **CEDSI** for skill building / advisory programs which would strengthen and empower rural India.

## START UP STORY Sid's Farm : A journey of an IITian into Dairy industry



Kishore Indukuri, an alumnus of IIT, Kharagpur and the University of Massachusetts, came back to Hyderabad, his home town, after a six-year stint with Intel. In 2013, he set up Sid's Farm, arranging funds on his own, with a herd size of 20 cows and buffaloes and started to supply milk directly to consumers in Hyderabad. It currently procures around 27,000 litres of milk daily from farmers around Hyderabad.

The dairy start-up has a range of products in cow and buffalo milk segment. "Initially, when I was looking for quality milk, we found there were not enough players in the segment. Thus, we thought of focussing on the quality aspect of milk," says Kishore Indukuri.

Kishore Said "Sid's Farm products are aimed at the premium milk market which is estimated at around one lakh litres daily in Hyderabad, and at around five lakh litres and eight lakh litres in Bengaluru and Delhi- NCR, respectively". From a turnover of Rs 44 crore in 2020-21, the firm's revenues reached Rs 64.5 crore in 2021-22. It aims to procure more than 50,000 litres of milk in the current fiscal.

## CEDSI Organized a Milk Quality Training Program for the Employees of Prabhat Dairy of Lactalis group

Centre of Excellence for Dairy Skills in India(CEDSI) organised a three-day milk quality training program in Ahmednagar, Maharashtra for the employees of Prabhat Dairy of Lactalis group India. The training was imparted in the Regional language. The training program was designed to upskill the efficiency of the quality department and ensure good quality milk production.

CEDSI Industrial Training program increases the work efficiency of employees contributing to the growth of the organization.





## Centre of Excellence for Dairy Skills in India

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- ✓ Consultative and advisory services to help members
- ✓ Consulting and advisory services to help members
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