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Madhya Pradesh Govt. to sell goat milk at Rs. 30 per 200 ml



Madhya Pradesh government started the sale of goat milk on 'Janjati Gaurav Diwas' from Barwani on Monday. Animal Husbandry and Dairy Minister, Prem Singh Patel inaugurated it. The minister said it would give earning opportunities to the poor. The goat milk collected from the tribal dominated districts in Jabalpur and Indore division would be collected and sold in the first phase.

In Indore division, the goat milk would be purchased from tribals in Dhar, Jhabua and Barwani while in Jabalpur division the milk will be purchased from the tribal in Seoni and Balaghat districts. Government is purchasing it in a price range of Rs. 50 to Rs. 70 per litre. Indore and Jabalpur Dugdh Sangh are the agencies for it. It would be available in the milk parlour with a maximum price of Rs. 30 per 200 ml bottle. Experts pointed out that goat milk has rich nutritional values. It is rich in carbohydrates, protein, vitamins, calcium, magnesium and zinc among others. It improves the immunity power of the body.

Banas Dairy seeks approval to set up Sainik School in Banaskantha



The Banaskantha District Cooperative Milk Producers' Union Ltd that operates Banas Dairy in North Gujarat has submitted an application to the Union Ministry of Defence to allow it to set up a Sainik School in the state. "We have made an application to the Ministry of Defence about 15 days ago. The Sainik School will be set up by Galbhabhai Patel Charitable Trust operated by the Banas Dairy. The board members of the dairy and the trust are the same," Shankar Chaudhary, chairman of Banas Dairy, told.

Banas Dairy has earmarked Rs 20 crore for the project and is scouting for land near Palanpur. "We are planning to enroll students from Class 5 to 12 with the strength of 50 in each class initially. With the change in policy of the government, we will enroll both boys and girls," Chaudhary said adding that it will be among the 100-odd such schools that the Government of India proposed to set up across the country in October under public-private partnership.

Stellapps Tech wins 'Best Agri Start-Up in Digital Innovation' award



Stellapps Technologies was awarded the 'Best agri start-up in digital innovations' at Agri-Food Empowering India Awards for its effort in digitising the dairy sector in India. The award was presented by Prahlad Singh Patel, Minister of State for Food Processing Industries and Jal Shakti of India at New Delhi. The award recognises engineering excellence and innovative concepts in food processing technology, manufacturing, hygiene, food safety and technology research.

Stellapps has been recognised for its innovative tech solutions in digitising and strengthening the dairy farming processes. Ranjith Mukandan, CEO and Co-founder, Stellapps said, "We are honoured to receive the 'Best Agri Start-Up in Digital Innovation' at Agri-Food Empowering India awards 2021. The award is an acknowledgement of our efforts towards digitising the dairy ecosystem in India and has given us immense joy and motivation. We aim to contribute to the agriculture growth in India and empowerment of smallholder Indian farmers through our innovative solutions."

Govt launches 3-month campaign to provide Kisan Credit Card to livestock, dairy, fishery farmers

The Centre on Monday launched a nationwide campaign to provide the Kisan Credit Card (KCC) to all eligible animal husbandry, dairy and fishery farmers in the country and is targeting to enrol around two crore people in the next three months. Union Minister of Fisheries, Animal Husbandry & Dairying Parshottam Rupala virtually launched the 'Nationwide AHDF KCC campaign' from November 15, 2021, to February 15, 2022. In the Budget 2018-19, the government had announced extension of the KCC facility to animal husbandry farmers and fishermen to help them meet their working capital requirements.



Addressing the event, Rupala said the campaign aims to provide KCCs to all eligible animal husbandry, dairy and fishery farmers in the country and ensure that they get institutional credit. Speaking to reporters after the event, Department of Animal Husbandry and Dairying Atul Chaturvedi said the Centre is targeting to provide KCC to around two crore eligible animal husbandry, dairy and fishery farmers during the three-month campaign. Chaturvedi said the farmers can get a credit limit Rs 1.6 lakh on the KCC without any collateral. Jatindra Nath Swain, Secretary of Department of Fisheries, said the target is to provide to provide credit card facility to around 50 lakh fishermen in this campaign.

Ministry of Food Processing Industries signs MoU with Department of Animal Husbandry and Dairying



Department of Animal Husbandry & Dairying has signed a memorandum of understanding (MoU) with Ministry of Food Processing Industries on Wednesday for extending the benefits of various schemes to the beneficiaries by providing them credit support in establishing dairy processing, meat processing and animal feed plant.

The MoU will facilitate MoFPI and DAHD to work together to achieve the goal for income generation, sustainable development of the rural poor through the extension of benefits of various schemes to the beneficiaries whenever they require financial assistance for establishment/ extension/strengthening of quality control, dairy processing and its value addition, meat processing, and value addition infrastructure, animal feed plant and technology-assisted breed improvement farms without any limitation.

The MoU will corroborate both MoFPI and DAHD to facilitate the beneficiaries to avail the benefits under the PM Kisan Sampada Yojana and PM Formalisation of Micro food processing Enterprises Scheme of the MoFPI and dairy development schemes of DAHD. This will not only empower the beneficiaries of MoFPI and DAHD but also create awareness through their respective implementation support team on the benefits of various schemes being implemented by them at both the Central and State level. The convergence between MoFPI and DAHD will also encourage beneficiaries to avail benefits with facilitation for various activities which include Food Safety and Quality Assurance, dairy processing and value addition, meat processing & value addition, and animal feed, etc.

Start-up: Dairy-focused Neo-bank DGV gets \$3.1 million in first institutional funding

Digivridhi Technologies Private Limited (DGV), a dairy industry focussed neo-banking start-up has raised \$3.1 million in pre-Series-A round from Info Edge Ventures and Omnivore. Through its assisted digital platform, DGV is providing dairy farmers access to formal banking and financial services. DGV is currently working with some co-operative dairy unions and their respective milk co-operative societies and farmers, by providing them access to payments, liabilities, and asset products through its partnership with Federal Bank.

DGV was set up in 2019 by Ragavan Venkatesan, who previously was part of the founding team at both IDFC Bank and NPCI.

DGV's senior management includes Mukesh Ranjan, former RuPay Card Scheme and Jio Payments founding member, Ravi Singh, former NPCI HR Lead and Sorabh Mehta, former Business Lead at VISA Processing Services. "We are delighted to welcome Info Edge Ventures and Omnivore to lead our first institutional round. Info Edge Ventures' experience in scaling digital marketplaces, and Omnivore's deep experience in Agtech, will allow us to create a full-service platform for dairy farmers," said Ragavan Venkatesan, Founder and CEO, DGV.

Kitty Agarwal, Partner, Info Edge Ventures said the Indian dairy industry is the largest dairy market globally at \$145 bn, engaging more than 75 million dairy farmers. "Despite the huge size of this industry and its importance to our livelihoods, dairy farmers lack access to basic financial products and services and even struggle to access cash conveniently. DGV is building a neo-banking platform for these dairy farmers by digitising the entire payment stack using Aadhaar, National Payment Switch and Micro ATM technology with plans to build various financial products customised to credit, insurance and other needs of these farmers. We are very excited to partner with Ragavan, who is extremely passionate about bettering the lives of these dairy farmers and bringing much needed financial inclusion to them."



Second Batch of MAITRIs Flagged Off for Training At Bhatinda



Director Animal Husbandry Department Jammu, Dr. Sagar D. Doifode, today flagged off the second batch of 47 MAITRIs (Multipurpose AI Technicians in Rural India) for attending the three-month-long training programme at the Artificial Insemination Training Institute, Bhatinda (Punjab), here from Livestock Development Board Office complex Belicharana.

The MAITRIs are established under National Programme for Bovine Breeding component of 'National Programme for Bovine Breeding and Dairy Development. The MAITRIs will be multipurpose workers as along with their primary function i.e. Artificial Insemination they will also take up other important associated tasks in the rural areas viz Veterinary first aid, Vaccinations, Data entry in National database, Milk recording, distribution of Fodder seeds, Livestock Insurance, etc.

The Director further said that after completion of the training programme, the MAITRIs would be provided all the necessary support in terms of various AI inputs as well as monetary assistance for undertaking assigned works by the Livestock Development Board Jammu.