

## Livestocks sector needs more investments: Parshottam Rupala



HYDERABAD: With agricultural diversification through animal husbandry emerging as one of the primary drivers of growth in rural incomes, there is a need for higher infusion of public investment and technology in the animal husbandry, livestock and dairy sector said Union fisheries, animal husbandry and dairying minister Parshottam Rupala.

He said this while inaugurating the grand startup conclave on animal husbandry and dairy sector here on Tuesday that was organised by the department of animal husbandry and dairying along with the National Dairy Development Board (NDDB), Startup India, CII and Telangana animal husbandry department.

This event, which brought together entrepreneurs, investors, and industry experts, had keynote speeches by prominent industry leaders, interactive sessions, panel discussions, and presentations by successful start-ups.

## Government to soon launch seed traceability system: Agriculture Minister



Agriculture Minister Narendra Singh Tomar said the government will soon launch a seed traceability system to ensure the availability of good quality seeds to the farmers.

"This will curb the pilferage in the seed trade sector," Tomar said addressing a two-day Indian Seed Congress organized by the National Seed Association of India here in the national capital.

Farmers will benefit from its launch and the people doing good work in the seeds sector will also get help, an official statement quoted Tomar having said at the event.

The government is concerned about obstacles faced in the seeds sector. The suggestions have been received from the stakeholders on the seed traceability system, he added.

Taking into account the rising population and the challenge of climate change, Tomar said everyone engaged in the farm sector should be ready to meet the future needs of India and the world.

## Madurai district makes Aadhaar must for buying Aavin milk cards



Madurai district co-operative milk producers union of Aavin has announced that consumers should submit Aadhaar for purchasing milk cards from Friday onwards. However, the new norm does not apply to the rest of the state.

The milk card consumers are given full cream milk at a subsidised price of Rs 46 and standardised milk (green) at Rs 41 a litre. The actual prices of the two variants are Rs 60 and Rs 44 respectively. Milk cards are to be renewed from the 1st to the 15th of every month.

"Most of the milk procured by the Madurai union is sold through retail shops and Aavin outlets. The share of milk through the milk card is negligible. The district unions are empowered to take decisions on their own to protect the interest of farmers," said an official from Aavin.



## Double whammy of heatwave and El Nino to hit agriculture sector



India had an above normal monsoon in the last 4 years. Climate phenomena predict an El Nino in 2023. Unfavourably, heat waves are forecast in March to May at 3 to 5 degrees above normal. India will inevitably experience a severe pre and post-monsoon syndrome that will affect agriculture and pose a health hazard.

Heat waves can cause crop damage and reduce the production of the winter crop in FY23. However, foodgrain cultivated is limited from March to May. Additionally, we are supported by a strong level of reservoirs, timely

cultivation, and robust irrigation. Rabi cultivation in FY23 is very good minimising the impact. However, an abnormal increase in temperatures will impact crops, fruits, vegetables, and animals in states especially in the northern region, as reported in 2022. The Union Health Ministry has issued a warning of heat waves in March to May.

El Nino can also affect the Kharif production of FY24. As per the US government's weather agency, the National Oceanic and Atmospheric Administration, in its February forecast, it predicted that El Nino could return as early as June. As per IMD, El Nino would be at the "neutral level" during the next three months. Its real impact on the southwest monsoon could be assessed only by April, when they provide the first long-term forecast for monsoon.

El Nino conditions usually lead to lower-than-normal rainfall and uneven distribution. Accrual of El Nino varies from two to seven years; the average is 3 to 4 years, leading to an 9.7% drop in normal rainfall and a -5.7% fall in kharif foodgrain production.

The national weather bureau said that there is a high probability of above-normal maximum temperatures over most parts of the country in March, April, and May, warning of heatwaves. The number of states facing frequent heatwaves has doubled to 20 since 2020, according to official data, pointing to the impacts of climate change. The govt. has urged states to keep a vigil on food stocks to control prices and prepare bigger procurement operations to support the farmers and in anticipation of the El Nino effect next year. In those, the most affected sectors will be FMCG, fertilizer, sugar, dairy, and rural consumptions like two wheelers.

## Milma's ambitious powder plant nearing completion at Moorkanad

The work on an ambitious milk powder plant being set up by the Kerala Cooperative Milk Marketing Federation (Milma) at Moorkanad near Valanchery in Malppuram is in full swing. The plant is expected to be commissioned by June.

The ₹130-crore unit will be the biggest dairy plant in Milma's history. According to Milma Chairman K.S. Mani, the plant will give an impetus to Milma's growth in the State.



Swedish multinational Tetra Pak is busy erecting a heavy milk conversion machinery at the Moorkanad plant being set up in 12.5 acres. Milma has chosen fully automated machines with the latest configurations. Tetra Pak will help Milma run the plant for the initial two years.

The plant will have capacity to produce 10 metric tonnes of powder a day by processing one lakh litres of milk. "We can stretch this up to 1.3 lakh litres," said Mr. Mani. Milma would consider outsourcing milk from neighbouring States like Karnataka and Tamil Nadu for powdering. "We made a deal with some parties in those States to supply milk for conversion," he said.



## HP Wool Federation paving way for upliftment of pastoralists



With sheep rearing in Himachal Pradesh becoming a significant component of the rural economy, the state government is initiating measures to uplift the livelihood of the pastoralists.

The HP Wool Federation spokesperson said that sheep rearing has become an important source of livelihood for a large percentage of small and marginal farmers and those engaged in sheep rearing in rural and tribal regions of the state.

“It is a matter of pride that some private players are also investing in the organic certification and other certifications like RWS (Responsible Wool Standards) of the Himachali wool in some parts of the state and catering to the small markets in the West,” he said.

The total sheep population of the state as per the Livestock Census 2019 is 7,91,345 wherein the exotic breed accounts for 72,821 and the number of indigenous breeds stands at 7,18,524, he added.

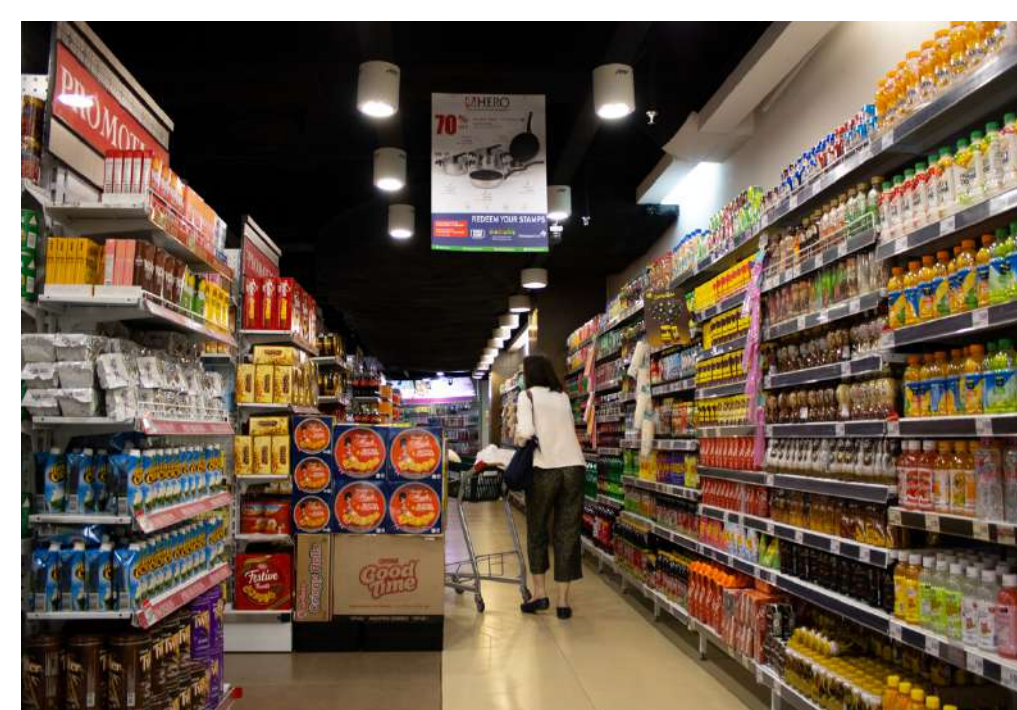
Being a reliable source of income to the shepherds through the sale of wool, animals, its meat, manure, milk, and skin, the Himachal Pradesh State Wool Federation, an apex cooperative institution, is playing a major role in strengthening the pastoralists with an aim to save wool growers from exploitation by the middlemen and traders, he said.

Besides providing the technical and mechanical sheep shearing facilities to the breeders, the federation is also maintaining a revolving fund of Rs 133.39 crore earmarked for the procurement of wool from the shepherds alongside providing remunerative rates to them, he added. The procurement ranges from 125 to 150 MT depending upon the market, he said, adding that the sheep breeders are also provided on-the-spot payment for this.

## FMCG, dairy firms betting on strong double digit sales growth this summer

NEW DELHI: Demand for ice creams and cold beverages like Cola have surged because of the onset of early summer and sales are likely to grow in strong double-digits this season, according to top executives of FMCG and dairy firms.

The summer season will also get a tailwind in the form of an abatement of the pandemic with increased consumer mobility. This will also help the out-of-home (OOH) segment, where the companies expect a sharp rise in sales after a slump of two years.



Mother Dairy, one of the leading sellers of milk, dairy beverage products and Ice creams, said it is already "witnessing a surge in demand" with rising temperature and expects the trend to continue in the coming days. CG, dairy firms betting on strong double-digit sales growth this summer.

"For a category like ice creams, which is a highly infrastructure-led business, we have ramped up our production, cold chain infrastructure, refer vehicles and have invested in asset deployment at our consumer touch points to ensure shelf strength," said Mother Dairy managing director Manish Bandlish.

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Expecting a good season, companies have also increased their marketing spends on endorsements, brand campaigns etc targeting the consumers.

Beverage maker PepsiCo said it is "excited" about an early onset of summer and this could signify for the beverage sector in 2023. The company is "optimistic" that its portfolio of beverage brands will be able to meet consumer demand and to help them beat the heat, said PepsiCo India senior vice president, Beverages George Kovoor.

Similarly, home-grown FMCC major Dabur India said a warmer and longer summer would be good for its summer-centric products, particularly its beverages and glucose portfolio.

"We are already witnessing good demand for these products and have started building inventory for the same, both at the retail and stockist end," said Dabur India chief operating officer Adarsh Sharma.

According to Nuvama Croup executive director, Institutional Equities Abneesh Roy this year, summer would be positive for summer categories like ice cream, cola, fruit juices, beer, cooling hair oil. He expects "strong double-digit sales growth" in these categories.

## CEDSI in collaboration with ITC Sunehra Kal organized a Capacity Building Training Program for the Pashu Sakhi's

CEDSI organized a three-day Upskilling training program for the ITC Sunehra Kal Mission to skill train the Pashu Sakhis on small ruminants. This training programs not only helps the pashu sakhis to render their services in the community contributing to their livelihood as well as improving the livelihoods of small ruminant farmers in the region. The training program will cover various aspects of small ruminant management, including breed selection, feeding, health management, and marketing. The program was organised in the districts of Kota and Jhalawar in the state of Rajasthan.





## Who are we ?

“The Centre of Excellence for Dairy Skills in India (CEDSI)” an autonomous institution working under the aegis of the Agriculture Skill Council of India (ASCI) under the Ministry of Skill Development & Entrepreneurship, to help the empowerment and betterment of Livelihood of farmers, wage workers, and other stakeholders in the Dairy value chain.

CEDSI Membership will provide a unique platform for the industry leaders, policymakers, development practitioners, dairy scientists, researchers, students, and farmers to debate and discuss the issues of imminent importance to the dairy industry.



## Centre of Excellence for Dairy Skills in India

### Join Our Membership Drive and Get Benefits of

- ✓ Platform to interact with other members in the sector
- ✓ Networking opportunities with corporate leaders and government authorities
- ✓ Special costs of training in Skill India Certified Programmes
- ✓ Access to our Journal and Publications
- ✓ Expert advice in day-to-day operations and management of livestock /farm productions
- ✓ Free registration on the job portal and regular updates on job vacancies in the sector
- ✓ Recognize your organization with CEDSI Yearly Awards and Recognition
- ✓ Chance to reach across the board through advertising in our press releases, news and articles
- ✓ Consultative and advisory services to help members
- ✓ Consulting and advisory services to help members
- ✓ Periodic e-newsletter for the latest news, govt. announcement and schemes in dairy sectors
- ✓ Updates on training programs of CEDSI and access to the training calendar

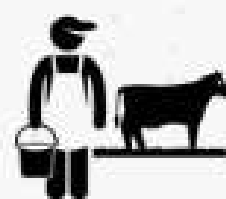
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