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## Agriculture Minister launched 'Amul Honey' marking the beginning of 'Madhu Kranti'

Agriculture Minister on Tuesday 28th September launched 'Amul Honey' and started National Beekeeping and Honey Mission (NBHM) to promote the production of honey and boost its exports. The government has approved Rs. 500 crores for NBHM for three years (2020-21 to 2022-23) keeping in view the importance of beekeeping as part of the Integrated Farming System in the country. The officials said 100 Farmer Producer Organizations of honey producers are being formed in line with the central sector scheme on FPOs. The officials said that NAFED, NDDDB and TRIFED have been involved in the process of forming FPOs for honey farmers.

The officials said that 'Madhu Kranti' is being achieved through the expansion of scientific and high-tech beekeeping under National Bee Board as part of NBHM. Referring to 'Madhukranti' portal, officials said that it seeks to bring all stakeholders including processors, traders on one platform.



## Amul's Dr. R. S. Sodhi & Jayen Mehta bag prestigious IAA Awards

International Advertising Association (IAA) has bestowed Dr. R. S. Sodhi, MD of GCMF with the "Business Leader of the Year" award and Jayen Mehta, Senior GM (Planning & Marketing) at GCMF with the award of the "Marketer of the Year". They have emerged winners in the FMCG-Food category, says a press release. The IAA leadership awards, which honor individuals in the fields of marketing, advertising, and media every year, were presented by Maharashtra Governor Bhagat Singh Koshiyari, the chief guest at the function.

After receiving the award Dr. R. S. Sodhi thanked IAA. Sodhi presented insights into the Amul campaign saying there are four Ps; the first P is a Product where the customer must say it was better than his expectations. Pricing should be affordable, and farmers must get the best price. For Promotion, we used umbrella branding to cut costs. Consistency in communication was the main pillar for Amul advertising and marketing strategy," he said, mentioning creative advertising in the language of a Particular Place as the fourth P.



## Aavin to fortify toned milk with vitamins A and D soon

Aavin milk consumers will soon get milk fortified with vitamins A and D, this follows a Union government directive to all state-controlled milk federations recently, subsequent to the revelation that eye-related problems were high among the poorer sections of the population due to the deficiency of these vitamins. Hence in a bid to boost the health of the population, state milk federations have been ordered to fortify their milk with both vitamins. Sources revealed that other than full cream milk which already has these vitamins, toned and pasteurized milk would be fortified with both the vitamins.

The process will involve diluting 10 litres of milk with one litre of a concentrate which would then be used in around 40,000 litres of milk, it was said. The concentrate was being procured from north India and would be sent to the districts from the milk major's federation office in Chennai. Soon, it would be made statutory for all dairies to fortify milk meant for sale with these vitamins, it was averred.

## National Commission for Women launches programme to train rural women in dairy farming

To empower rural women and make them financially independent, the National Commission for Women has launched a country-wide training and capacity building programme for women in dairy farming. The commission is collaborating with agricultural universities across India to identify and train women associated with dairy farming and allied activities in different aspects such as value addition, quality enhancement, packaging and marketing of dairy products, among others.



The first programme under the project was organized on 'Value Added Dairy products' for women SHG groups at Lala Lajpat Rai University of Veterinary and Animal Sciences, Hisar, Haryana in association with Haryana State Rural Livelihood Mission. Launching the project, NCW chairperson Rekha Sharma said financial independence is key to women empowerment. NCW, through the project, aims to empower women and help them achieve financial independence by training them in quality enhancement of dairy products, value addition, packaging and increasing the shelf life and marketing of their products.

The commission will provide training to women for enhancing their business and encouraging them towards entrepreneurship. NCW will also select trainers who will train women entrepreneurs, women-run milk-cooperative societies, women self-help groups etc. NCW aims to create a sustainable and replicable district level model in the dairy sector which can be adopted in dairy farming regions of the country.

## Cooperative Society to be amended soon: Union Cooperation Minister

Union Cooperation Minister Amit Shah said on Saturday that the Centre will soon bring amendments to the Multi-State Cooperative Society Act and a new policy for the cooperatives is on the anvil. He added that the question that cooperatives are a State subject could be responded to in legal terms but the newly created Ministry will work in tandem with the States and "there will be no friction".

The formation of the Ministry of Cooperation was announced on July 5 and Home Minister Amit Shah was allocated the portfolio during the Cabinet expansion. Mr. Shah said the Centre was also planning amendments to the laws that govern the Primary Agriculture Credit Society (PACS) following which the States will be sent an advisory and they will also have to amend the relevant laws.



## Start-up: Stellapps collaborates with Airtel Payments Bank to offer accessible banking services to small dairy farmers

Stellapps, a leading dairy-tech startup, has joined hands with Airtel Payments Bank to enable cashless payment transfers to small dairy farmers and contribute to digital financial inclusion in the country. Stellapps offers holistic financial management programs across the dairy value chain, with special programs designed to improve financial inclusion for dairy farmers through its mooPay FinTech Platform. However, a significant challenge for farmers has been the long travel to reach the nearest ATM or bank branch for withdrawing the payments.

Airtel Payments Bank will now onboard the new partner milk collection centers of Stellapps as banking points. With milk collection centers operating as a banking point, farmers and other residents in the neighborhood will no longer have to travel long distances. Through these banking points, they will be able to open a bank account, withdraw and deposit cash, earn interest on savings, access Aadhaar Enabled Payments, get government pension schemes, and make bill payments.

Onboarding of the centers as banking points will happen in a phased manner. Through this collaboration, both entities aim to provide easy access to formal banking services to over one million small dairy farmers from around the country. The partner ecosystem has been piloted in Uttar Pradesh (Varanasi & Kanpur) and Madhya Pradesh (Gwalior). Over 120 milk collection centers are now also operating as Banking Points.

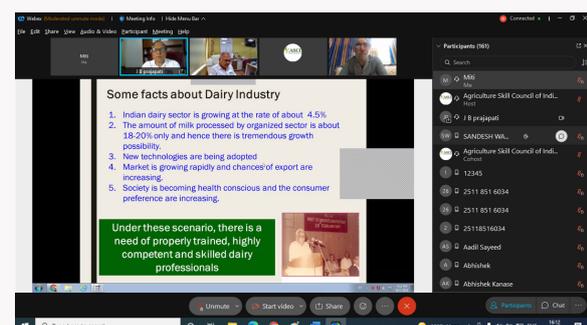
**Speaking on the partnership, Rahul Mallick, CEO - Stellapps FinTech and Value-Added Services says,** "We are very excited to partner with Airtel Payments Bank as it will strengthen our own service offering, help over one million dairy farmers with their banking needs and drive financial inclusion in the rural economy. Effectively financial inclusion and prosperity goes hand in hand. Stellapps through its network and partner dairies is enabling payments, credit and insurance directly to farmers and Airtel Payments Bank's assistance will provide products and services that have the potential to further increase farmer productivity and provide financial opportunities for them to further innovate and prosper."

**Mr. Ganesh Ananthanarayanan, Chief Operating Officer, Airtel Payments Bank, said,** "We are delighted to partner with Stellapps to enable cashless payment transfers for the small dairy farmers. Direct payments help farmers to be financially independent. Our unique and extensive distribution network allows us to offer the benefits of formal banking to these farmers. The initial success of this initiative has encouraged us to expand it nationally. This is in line with our stated philosophy of financial inclusion for all."



## CEDSI organized a webinar for students on Friday 1st October

Centre of Excellence for Dairy Skills in India organized a Career-talk webinar for the students of the Agriculture and Dairy sectors. The topic of the webinar was 'Career Opportunities with the Paradigm Shift in Agriculture & Dairy Sector'. Mr. J. B. Prajapati, Chairman, VKCoE, Institute of Rural Management, Anand, Dr. M. K. Jhala, Director of Research & Dean PG Studies, Anand Agriculture University and Mr. Satish Kulkarni, Vice President, Indian Dairy Association were the speakers in the webinar. The webinar mainly focussed on the current and upcoming job opportunities in both sectors as per industry requirements. Around 180 students from various Agriculture and Dairy Universities/Colleges across India joined the webinar.



## Rearing Gir cows of Gujarat gaining popularity among the dairy farmers of Ranchi, the milk has immense benefits

Ranchi, the capital of Jharkhand, is witnessing a new revolution in the past few years in the field of cattle breeding and dairying. The practice of rearing Gir cows of Gujarat has increased rapidly in Ranchi, which is generally reared indigenous cow, Freezen and Sahiwal cow. During the Corona period, the urge to raise Gir cows has increased among the dairy farmers here. However, due to the cost of Gir cow, few people are able to muster the courage to raise it. Mithilesh Kumar, a resident of Sambo in Dhurva Dam area of Ranchi has reared 65 Gir cows. According to him, in the year.



The Gir milk is sold at the rate of Rs 150 per liter in the local markets. Dairy farmer Kamal Kishore says that Gir cow gives about nine kilos of milk in a day. Along with nutritional value in their milk, it has the power to increase the immunity system in the body. Although he believes that it is a bit difficult to raise Gir cows of calm and friendly nature. The reason for this is that while raising them, special care is taken of cleanliness, vaccination and food. Gir cow is very beautiful and healthy to look at. However, those who have the male of the higher breed of Gir, they are also successful in breeding cows of the improved breed in their farmhouse.

## World Heart Day: Mother Dairy puts spotlight on heart health amongst youngsters

A digital film by Mother Dairy highlights the fact that today's adults, especially under the age of 40 years, are vulnerable to cardiovascular diseases and advocate and bringing a healthy positive change in one's daily routine. Staying true to its 'Zara Sa Badlaav' brand thought, Dhara—India's leading edible oil brand from Mother Dairy—has today rolled out a digital film on the occasion of World Heart Day 2021, advocating the importance of heart health, especially amongst young Indians under the age of 40 years.

The film points out the urgent need for physical exercise, reduced stress and enhancing the intake of oryzanol in daily diet as the key to heart health. It also shares an alarming message that 25% of heart attacks in Indian men occur under 40, which needs more awareness amongst the masses.

Elaborating on the initiative, Dinesh Agrawal, business head – Dhara, Mother Dairy Fruit & Vegetable Pvt. Ltd. said, "The modern-day course of life has inflicted various inconsistencies in our lifestyle and the events of the past two years have unfortunately compounded it. Dhara has always endeavored and supported healthy lifestyle practices such as usage of oil in moderation and adopting routine of physical exercise."

## Dharwad buffalo joins the hall of fame of celebrated indigenous cattle in India

Dharwad buffalo has another feather in its cap as it has recently been accorded national recognition by the ICAR-National Bureau of Animal Genetic Resources. This indigenous variety of buffalo now has an accession code number – INDIA\_BUFFALO\_0800\_DHARWADI\_01018. Henceforth, the code will be used for further research and study on this breed.

"The Dharwad buffaloes have been around for hundreds of years. It is indigenous to this area," VS Kulkarni, head of the animal husbandry department said. "We have been trying to get recognition for this breed of buffaloes, that deserved recognition, and finally the National Bureau of Animal Genetic Resources, acknowledged it," Kulkarni added.

