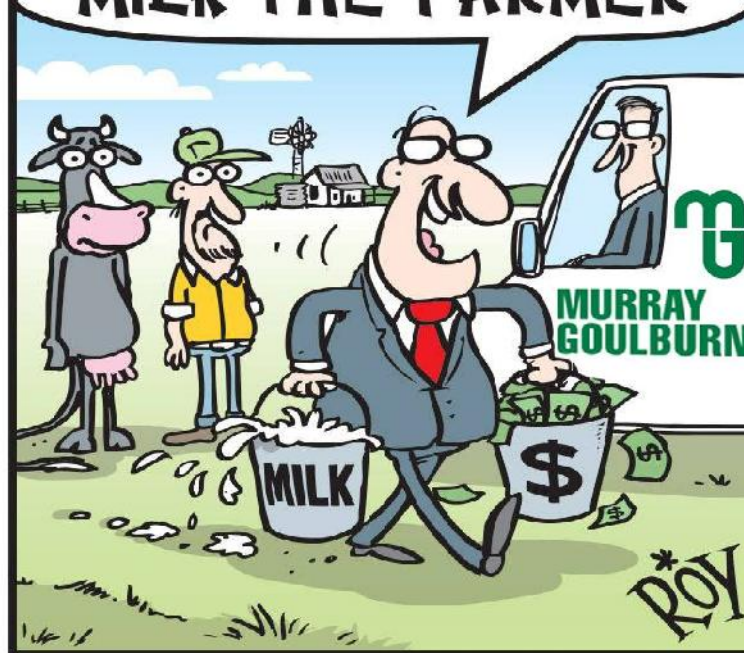


IT'S QUITE SIMPLE,
THE FARMER MILKS
THE COW, THEN WE
MILK THE FARMER







Sundarpukhuri Milk Co-Operative Society

***Seminar on SDG and
Doubling of farmers'
income***

8TH OCT 2018

PRESENTATION BY
DR M ISLAM BARBARUAH
VET HELPLINE INDIA PVT LTD

অসম চৰকাৰ



গৱেষণাৰ জৰ্জাৰী
GOVERNMENT OF ASSAM

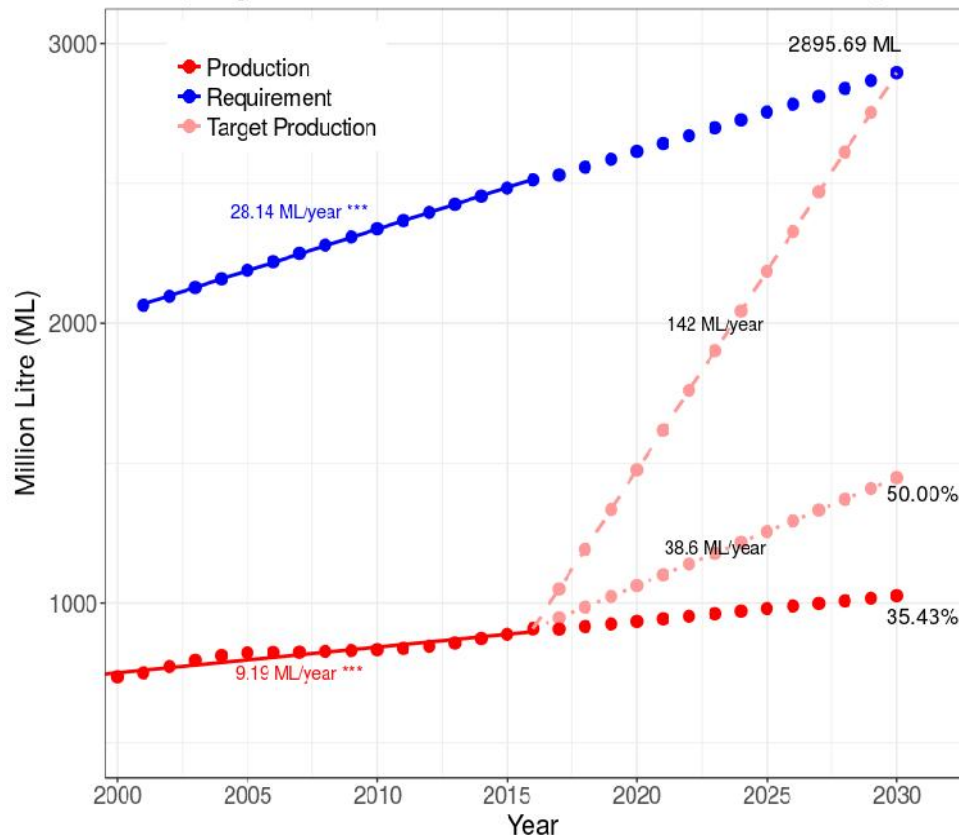
Animal Husbandry and Veterinary

The imperative to
ensure better price
realization by dairy
farmers in Assam.

Assam State Veterinary Roadmap Project

Production Vs Requirement of Milk

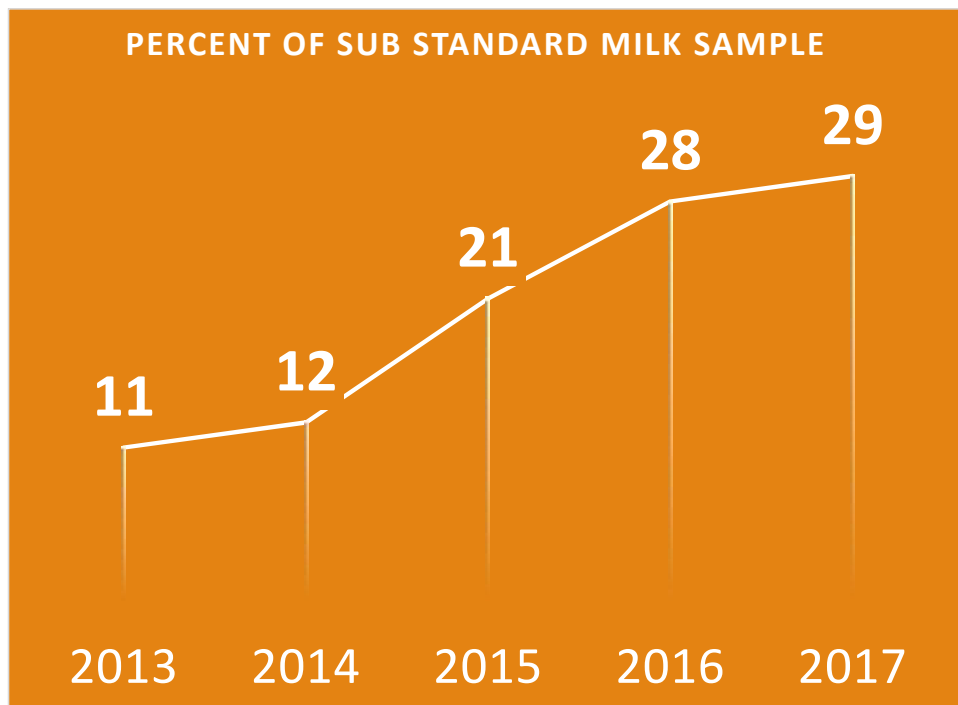
(Projections for 2030 based on data untill 2016-17)



Basis of all these analysis is ICMR recommendation and government sample survey of production data.
No single comprehensive demand study for local produce in last 10 years!

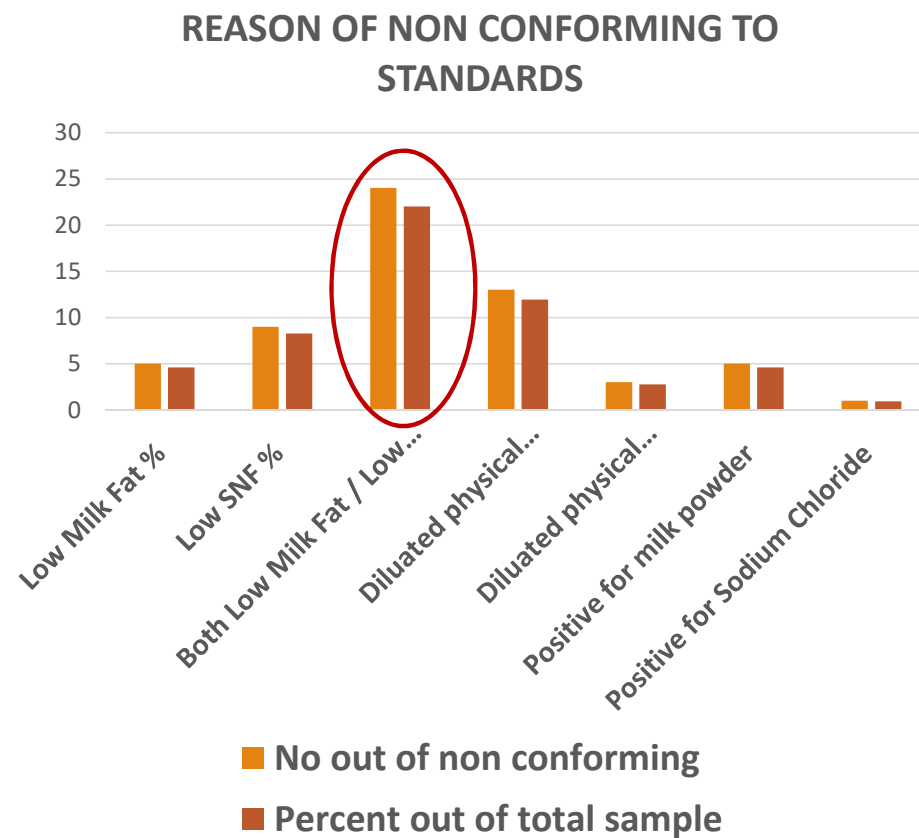
Data: Sample Survey, Dept of A H and Veterinary-Assam, Govt census report, ICMR

Analysis: Assam State Veterinary Roadmap Project 2017 -18



**Data: State Public Health Laboratory,
Commissionerate of Food Safety, Assam**

Analysis: Assam State Veterinary Roadmap Project 2017 -18



**Data: National Survey on Adulteration of Milk,
2011, FSSAI, Assam**

Cost of Production of Milk : What information do we have and how reliable they are?

Average cost of production of Milk in Assam

Rs.12.95/- per lit (Guwahati,FARMER,2007)  28.55 per lit (Barpeta,Meghali et al,2014)

Work in Progress

Cost and Returns in Milk Production: Developing Standardized Methodology and Estimates for Various Production System

A 2015 DAHD project report by CPGS, CAU -Meghalaya

Developing a system for regular monitoring of demand, milk standard and cost of production focusing at local production is essential to assist farmers in getting better price.



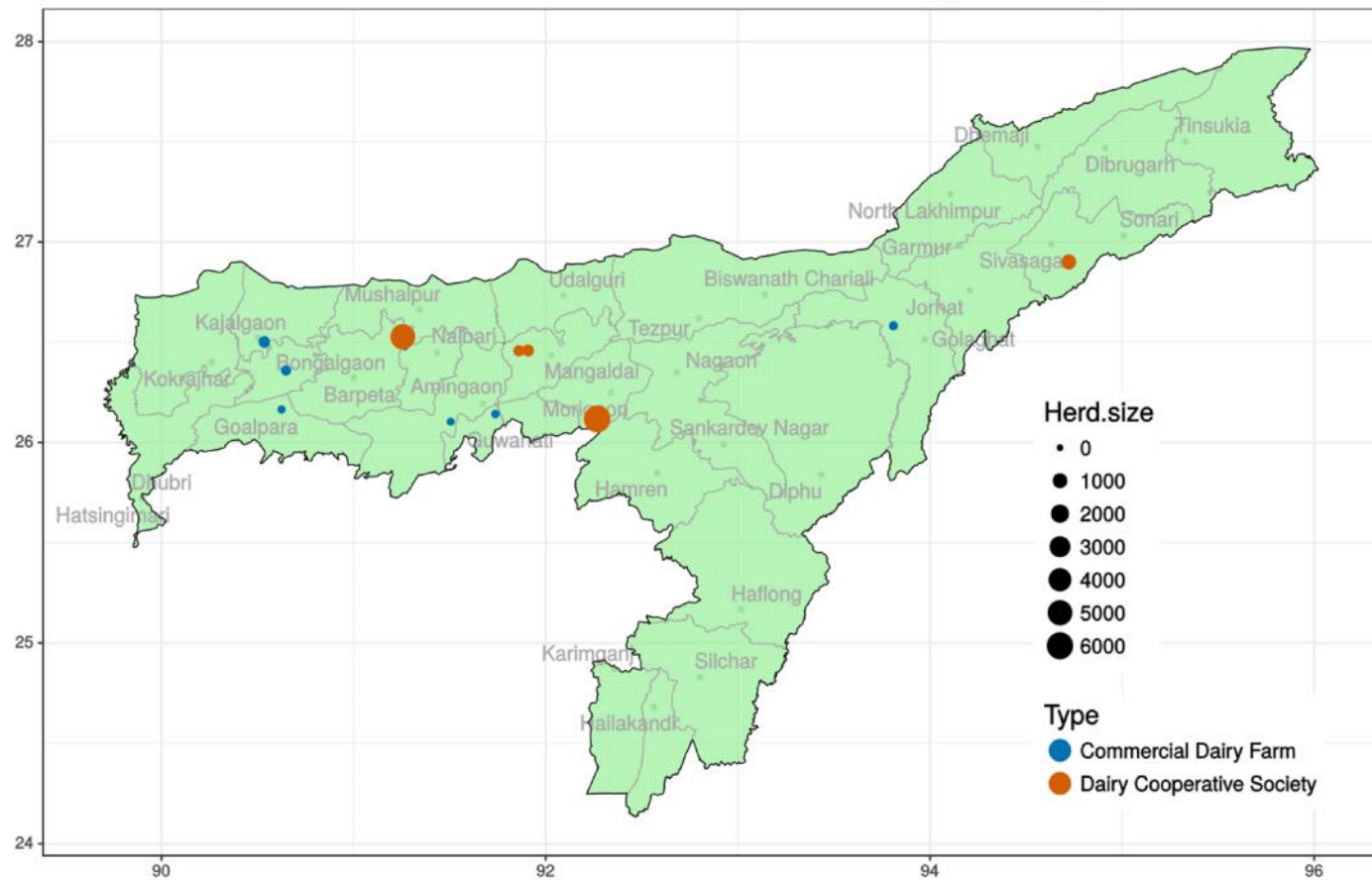
1 Set up of state level committee to support development of a system of knowing the demand, standards and cost of production and declare minimum milk price specific to standards for market to respond.

***Understanding and bridging the gap in product quality is essential
ensure better price realization by farmers!***



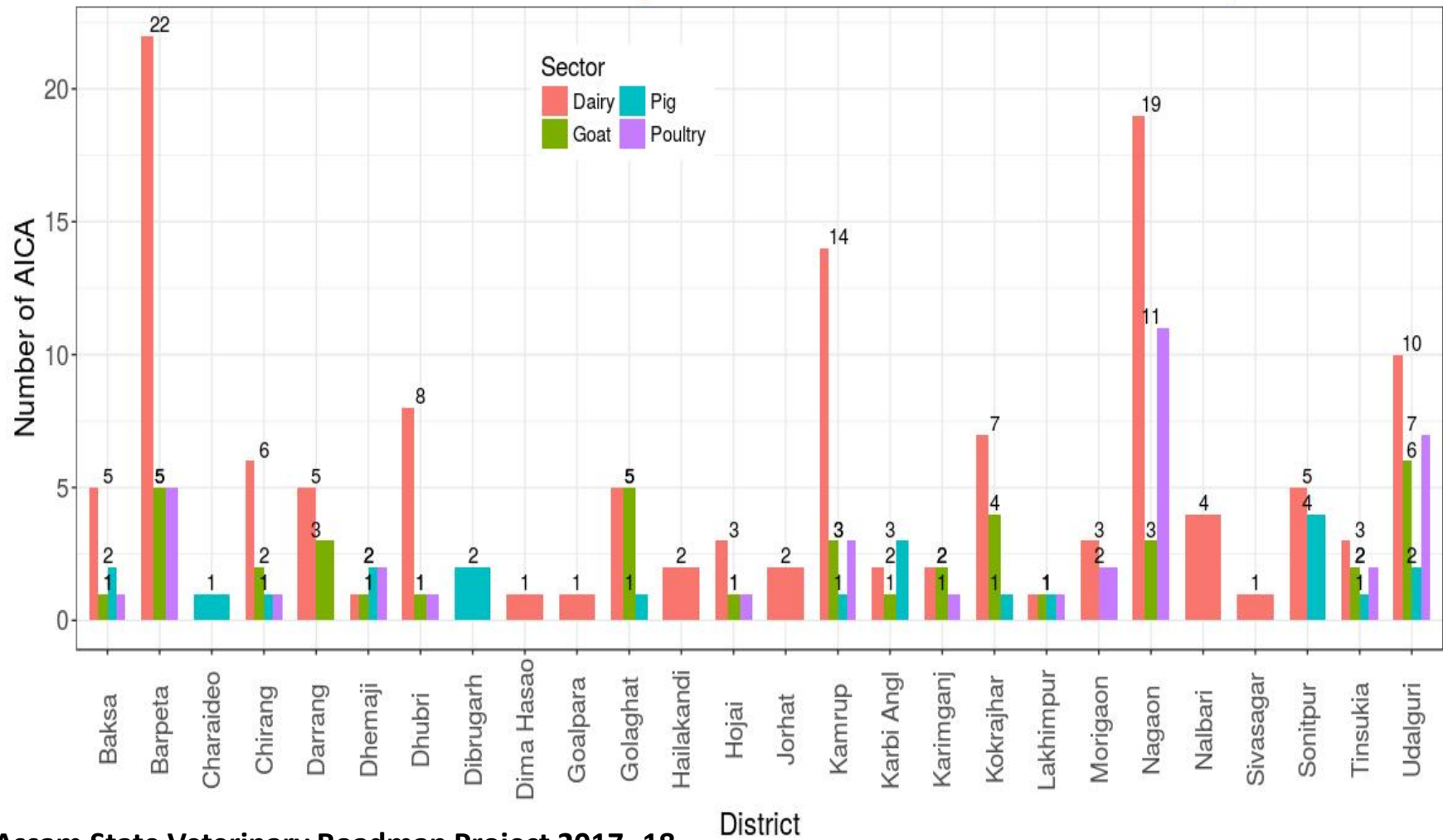
2 Develop mechanism to regularly assess area / production system wise microbiological quality of milk and to understand practices that may be the reason of non-conforming standards (Fat, SNF, SCC etc.).

Locations of a Few Prominent Dairy Enterprises



Analysis: Assam State Veterinary Roadmap Project 2017 -18

District wise Areas showing Interest in Commercial Activity (AICA)



Analysis: Assam State Veterinary Roadmap Project 2017 -18

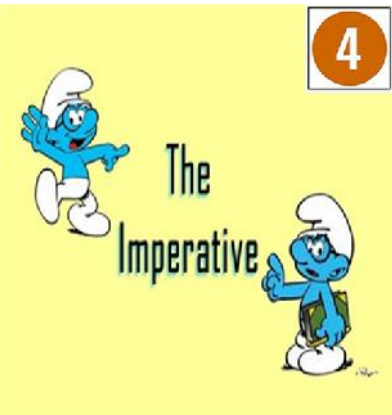
*Cluster growth and institution building for **collective actions** is essential for economies of scale, cost reduction & better price realization.*

3

Support governance of farmers' institutions, help increase ownership of dairy animals by members, facilitate cost reducing collective actions and creation of forward linkage infrastructures based on area focused need / environmental impact study.



Practices that enhance shelf life of milk prevents loss at farm gate and helps farmers for better price realization.



Create awareness on clean milk production and hygienic milk handling.

Infrastructure that ensure cooling, holding milk at a cold temperature and facility for transparent milk standards assessment supports aggregation and efficient marketing (or efficient raw milk procurement for processing) and thus better price realization for farmers!



Support farmers to get access to infrastructure like bulk milk cooling facility / Automatic Milk Collection unit.



Prevention of milk adulteration and illegal trading of imported milk and milk powder is essential to create market for local produce and thus better price realization by farmers!



Build committed team with health and food safety authority for implementation of law.

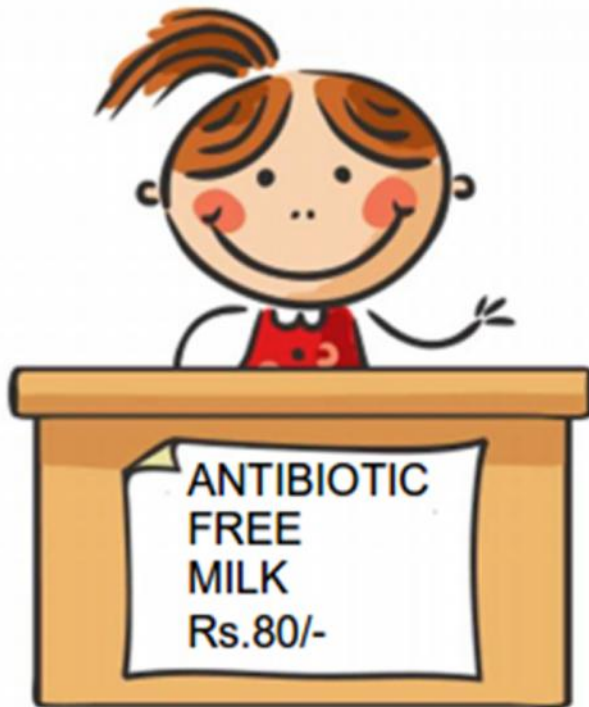


Price

Value

PRICE
IS WHAT YOU PAY
VALUE
IS WHAT YOU GET

WARREN BUFFETT





Bahor Sungar Doi(curd in bamboo tube) with Kumol Saul

Mass production to market led production is essential for better price realization ! Brands loyalty helps to handle price sensitivity and competitive promotion !



Help farmer institutions and entrepreneurs to access quality control labs, add value to their product, create and sustain brands by adhering to standards.





“Peda” from Bokaghat



“Pahala” –Rosgulla, Odisha



Courtesy: FB Post of Sanjay Sarmah

What about Assam's Orang Rosgulla?



***Promotion of
Cottage Milk Processing can be instrumental
in ensuring better price realization by
farmers !***



Explore GI registration of local specialties. Identify people in cottage milk processing value chain and support them to maintain food safety standards and scale up operation.

Other essential animal husbandry linked imperatives:

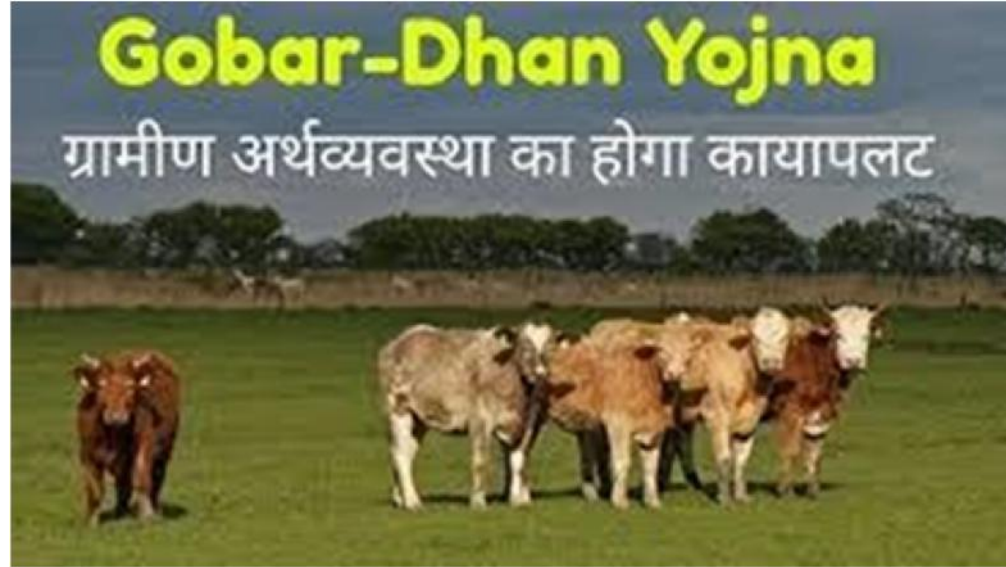
✓ **Strengthening of extension, credit, skill and insurance delivery:**
Based on local area assessment and focusing on actors across value chain

✓ **Feed quality regulation and promotion of “Pashu Pohan Yatra”:**
Focusing on green feeding and innovative fodder based technologies.

✓ ***Initiative to ensure shift from fire brigade approach of veterinary care:***
Support farmers on preventive care, data-based Health and productivity monitoring.

✓ ***Widening scope of breeding services beyond Artificial insemination:***
Support farmers for planned breeding strategies for his / her farm including handling of infertility and culling practices.

✓ **Functioning livestock market & Promotion of use of by products:**
e.g. Facilitation of stock replacement, Bio gas, market for Organic manure



Galvanizing Organic Bio Agro Resource Dhan



Kota Doria Cow Dung Cakes - Black

by Kota Doria

[Be the first to review this item](#)

Price: ₹ 100.00 **a** Fulfilled **FREE Delivery** on orders over

₹499.00. [Details](#)

Inclusive of all taxes

Only 1 left in stock.

Roadside dry cow dung trading, Zoo Road, Guwahati



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Thank You!

We help organizations conduct studies and implement development projects in the field of animal health care, animal welfare, livestock development, food safety and public health.

