

## **Jharkhand State Cooperative Milk Producers' Federation Limited (JMF)**

Jharkhand State Cooperative Milk Producers' Federation Limited (JMF) is going to organize a "Milk Producers' Meet" presided over by Sh Randhir Kumar Singh, Honourable Minister, Ag&SCD and AH&F at 11:00 AM on 6<sup>th</sup> July 2015 at Khelgaon, Ranchi. Honourable Chief Minister of Jharkhand, Shri Raghubar Dashas agreed to be the Chief Guest on the occasion. Shri T. Nand Kumar, Chairman, NDDB will be the guest of honour, beside a number of other dignitaries, who will be present to grace the occasion.

### *The Federation:*

The Jharkhand State Cooperative Milk Producers' Federation Limited (JMF) was registered under the Jharkhand Cooperative Societies Act 1935 in June 2013 with an aim to promote dairying and make the state self-sufficient in milk.

Considering the role of NDDB in providing financial and technical support to producer-owned, professionally managed institutions for dairy development in the country, Department of AH&F, Government of Jharkhand requested NDDB to take over the management of the newly formed Jharkhand State Cooperative Milk Producers' Federation Ltd. (JMF) and work towards dairy development in the State.

NDDB and Department of AH&F, GoJ signed an MoU on 1<sup>st</sup> March 2014 for NDDB to manage the newly formed Federation for a period of five years. According to the MoU, the entire control of cooperative dairy operations in the State including the newly formed Federation and its constituent Units/ Unions would rest with NDDB. In addition, to build and strengthen brand 'Medha', in the initial years a hybrid brand "Mother Dairy Medha" shall be used till such time as "Medha" brand is well established.

From August 2014, JMF took over the dairy operations, in a phased manner, in different districts and is currently working in nine districts of Jharkhand,

procuring milk by forming village based milk producers' groups. Milk is collected at the village level, where electronic facilities for milk sample testing and weighing are provided to check the quality of milk supplied by each farmer, to decide on price of milk. The price of milk increases with improvement in milk quality. The amount towards the milk supplied by farmers is deposited directly in to their bank accounts every 10 days. With a view to maintain the quality of milk, bulk milk coolers are being installed in villages, in a phased manner. The procured milk is processed in three dairies situated in Ormanjhi, Koderma and Deoghar and marketed as standard milk, toned milk, Tea Special milk under the brand name of "*Mother Dairy Medha*". The Federation is currently marketing products like Paneer, Dahi, Misti Dahi, Misti Lassi and other products like Salted Lassi, Peda, Ghee etc. will soon be launched in the market.

In order to improve milk production and reproductive efficiency of dairy animals in the State, JMF is providing quality cattle feed to its milk producers at subsidized rate, veterinary helpline service through "*Gaupalak Sahayata Kendra*", Productivity Enhancement Camps in villages by engaging experienced veterinary doctors, arrangement of training and workshop for the milk producers etc. To address the serious issue of mineral deficiencies specific to the State, the Federation is manufacturing Area Specific Mineral Mixture (ASMM) based on composition assessed through mineral mapping of the state conducted by NDDDB in 2014, at its mineral mixture plant (12 MT per day) located at Hotwar. Work is also in progress for 20 MT per day bypass protein plant at Hotwar, Ranchi, to improve the utilization of protein by the milch animals.

As a first step towards attaining self-sufficiency in milk and to expand the business of JMF, work is going on to establish a 50 thousand litre per day, expandable up to 1 lakh litre per day milk processing plant at Hotwar, with the help of NDDDB. It is planned that a total of 450 village based computerised milk collection systems along with 85 bulk milk coolers would be established till 2019, to support procurement of milk at village level. In addition, a 150

MTPD cattle feed plant would be established to provide quality feed to the dairy animals.