

DAIRY VALUE CHAIN MODEL IN SEONI DISTRICT OF MADHYA PRADESH : AN INNOVATIVE APPROACH BY SHG

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ABSTRACT : Dairying is an important enterprise in the agrarian Indian economy, with value of output from milk group exceeding the same from rice and wheat. Madhya Pradesh is the 7th largest producer of the milk in the country and contributes over 6 percent to country's total milk production. However, the major part of milk is marketed through unorganized sector in the state with low market efficiency ratio. Farmers of Barghat Block of Seoni district formulated a self help group named as Bahuayami Krishi kalap Sahkari samiti and with the help of Krishi Vigyan Kendra (KVK) they developed an innovative kind of Dairy Value Chain model. Initially farmers engage in milk production individually and facing problem in marketing and discussed with KVK Seoni, after training developed Institutional (Organized) Milk Marketing System for supply of Milk and milk product in Local Market of Seoni district. After a period of time when the volume of their savings grew, these groups were registered with Societies as Prachi Bahuayami Krishi kalap Sahkari. Due to Development of Institutional (Organized) Milk Marketing System farmers can easily sale the milk in market. The farmers also get better returns and employment, making their living standards better. After the implementation of the programme, Milk was converted into Paneer and khoa earn Rs. 6450/- per day and supply the product in Nagpur and Jabalpur city. The society is regularly investing the share of profit for generating the facilities of logistics support for further improvement in the efficiency of model. The model can be replicated throughout the country and the marketing efficiency can be improved to a greater extent.

Key Words: Dairy, Value chain model, SHG.