

## **NDDB takes dairy initiatives in Maharashtra**

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### **NDDB's innovative efforts have given the much needed confidence to milk producers**



National Dairy Development Board's dairy development initiative in Vidarbha and Marathwada in Maharashtra is gradually transforming the lives of rural people as it has started impacting social issues like gender inequalities and unemployment. NDDB's innovative efforts have given the much needed confidence to milk producers as they are getting the fair share of consumer price.

At the request of Govt of Maharashtra, NDDB and its subsidiary Mother Dairy Fruit & Vegetable Pvt. Ltd. (MDFVPL) is instrumental in safeguarding interest of the rural milk producers in Vidarbha and Marathawada.

Shri Dilip Rath, Chairman, NDDB conveyed that with guidance and support from Shri Nitin Gadkari, Hon'ble Union Minister of Road Transport & Highways and Shri Devendra Fadnavis, Hon'ble Chief Minister of Maharashtra, the Dairy Board is ensuring transparency & fairness in milk procurement operations and providing market access to the milk producers.

NDDB Foundation for Nutrition (NFN) has been distributing 200 ml of flavoured pasteurised toned milk (fortified with vitamin A and D) under Giftmilk programme to around 11000 children studying in 37 government schools in Nagpur district of the Vidarbha region.

The programme is being funded under the CSR assistance of Mother Dairy Fruit & Vegetable Pvt. Ltd. The Bhandara Milk union has been roped in as the supplier of milk. The programme schools consist of about 50% girl students and about 53% SC-ST students. Around 8 lakh units of milk have been distributed in the schools so far. Further, a proposal has been submitted to initiate the programme in Gadchiroli district of Vidarbha region.

At present, institution building activities, a transparent system of milk procurement and timely milk payment are being focused. Once the operations attain the scale and size required for a viable and sustainable business, setting up of a producer company would be facilitated by NDDB.