

A Success of producers Group in Conservation and Livelihood promotion of Hilly farmers

Introduction

The livestock sector has emerged as a vital sector for ensuring a more inclusive and sustainable agriculture system. India is blessed with a huge biodiversity of 43 indigenous cattle breeds and 16 Buffalo breeds which has survived over last hundreds of years in respect of their suitability for specific purposes in concerned local environment. In Tamilnadu, 05 indigenous cattle breeds (Kangeyam, Bargur, Umblacherry, Alampadi and Pulikulam) are unique; in those Bargur cattle is a breed of dairy cattle, native to the Bargur region of Bargur forest hills in Anthiyur Taluk of Erode District in Western Tamil Nadu in India. In recent times, several of the indigenous breeds population has been declined mainly due to their becoming uneconomical. Draught breeds utility has decreased because of mechanization in agriculture. In addition, existence of superior indigenous breeds can provide valuable research inputs for developing superior breeds. It is therefore important that Indigenous breeds of cattle are conserved, developed and proliferated.

KVK Intervention

Keeping this in view, ICAR KVK – MYRADA, Erode district took the initiative of bringing the importance of maintaining the Bargur breed, with the support of Erode District Collector to look for alternative way to conserve this native breeds. Since, there were no milk marketing facilities in the remote hill areas, it was decided to form milk producers group called “**Surabi milk and Agri products Producers Group**” and initially enrolled with 232 farmers and initiated the milk marketing by involving local rural youths.

The community managed resource centre (Marutham and Kurinji CMRC) promoted by KVK have facilitated the milk collection and marketing the products in the neighboring towns like Anthiyur, Gobichettipalayam and Sathyamangalam. KVK Provided capacity building programme on Clean milk production, Scientific feeding management – Mixed fodder cultivation and Azolla, EVM practices to manage diseases, Mineral mixture management of dairy animals and Milk value addition.

KVK interventions	Number of farmers benefitted
Training (No) – 8	458 Numbers
No of milk collection centre (sub centre number with capacity)	12 Centres (25-30 Litres per day /Centre)
Market outlets (number and places)	2 (Anthiyur and Gobi)
Accessories provided to the farmers	Milk procurement canes, Lactometer, 2- Digital Milk analyzing Machine, 320 Litres capacity Milk cane coolers- 2 numbers, Vehicle for Milk Transportation, Cream Separator, Curd Churning Machine

Surabi Milk and Agri Products Producers Group- Convergence

S.No	Particulars	No.of.Unit	Value (Rs)	Source/Sponsor
1.	Milk Cane Cooler	02	3, 94,592.00	District Administration Erode 1.Sakthi Masala Pvt Ltd, Erode 2. Mr.Kathiravan Bargur
2.	Insulated Sintex milk can (40 litres capacity)	08	33,984.00	District Administration Erode
3.	SS Milk cane (40 litres capacity)	08	45,312.00	District Administration Erode
4.	Milk Cane Cooler	01	2,36,826.00	1.Sakthi Masala Pvt Ltd, Erode 2. ICAR KVK, MYRADA
5.	SS Milk cane (40 litres capacity)	08	49,000.00	ICAR KVK, MYRADA (SCSP 2019- 2020)
6.	SS Milk cane (40 litres capacity)	08	45,312.00	ICAR KVK, MYRADA (Fullerton 2019- 2020)
7.	Digital Milk Analyzer	02 sets	1,02,417.00	ICAR KVK, MYRADA (SCSP 2019- 2020)
8	Butter Churning machine	01	6000	Surabi Milk & Agri Products Producers Group
9	Curd Churning machine	01	3000	Surabi Milk & Agri Products Producers Group
10	Gerber's Centrifuge method- Milk analyzer	01	7000	SMD Dairy, Erode
11	Cream Separator Machine	01	38,000	ICAR KVK, MYRADA (AESC)
12	Establishment of Milk cane cooler unit room		30,000	ICAR KVK, MYRADA Kurinji CMRC,Bargur.
13	Milk Collection sub centers	05 sets	15000	Surabi Milk & Agri Products Producers Group
14	i. Milk Cans	30	1,00,000	Surabi Milk & Agri Products Producers Group
	ii. Digital Milk Analyzer	01	40,000	Surabi Milk & Agri Products Producers Group
	iii. Ice Box	02	5,000	Surabi Milk & Agri Products Producers Group
	iv. Deep Freezer	02	70,000	ICAR KVK, MYRADA
	v. Panner Making Machine	02	36000	ICAR KVK, MYRADA
	vi. Two Wheeler	02	45,000	Surabi Milk & Agri Products Producers Group
15	Initial Establishment activities	-	5,00,000	Marutham CMRC Revolving Fund
		Total	20,27,443.00	

Outcome and Impact

- During one year period 45,000 litres Bargur Bufflao milk , 12,000 Litres Bargur cow milk procured and marketed by Surabi Milk and Agri Producers group
- This initiative straight away supported the producers to get additional income of Rs.10/- per liter of milk.
- The Bargur hill farmers are expressing that, Since the market avenue is created for their Bargur cattle and get better price, the farmers have decided not to sell their animals in future, instead they all planned to conserve the animal and to improve their livelihood.
- The value chain activity of KVK helps in increase the income of farmers and more importantly to conserve our Bargur Native breeds.
- Employment opportunities for Bargur hills rural youth and SHG's
- Farmers gets better price for their quality milk
- In order to scale up the milk marketing in Erode district, the milk outlet being established in 4 locations of Erode Town in order to market the A2 milk from Bargur cattles

