

# STRENGTHENING THE INFRASTRUCTURE OF ALVA MILK SOCIETY



Alva Village is situated in the area behind L&T Knowledge city, Vadodara. It is a small village with a population of about 1600 people. The population is divided into 283 households out of which 249 households own milch animals. Their family income primarily depends on milk sales.

To enrich the life of the villagers and help to improve their livelihood, LT&E has helped install a Bulk Milk Chiller (BMC) in the local milk collection centre. This is in line with a more scientific way of milk collection and indicates progress and modernisation of the process of milk collection. It ensures better quality of the collected milk and reduces wastage. Positive results impact the villagers, the mother dairy plant and the society in general. Higher income would lead to a better quality of life for the villagers and would lead to holistic rural development. The impact of this installation is life-long for the village and maintenance cost would be minimal.

### Current Process in Alva Village

- Villagers (Milk producers) milk the cattle.
- They travel to their village collection point.
- Their milk is tested for fat content and impurities and they get a printed receipt for the same.
- The milk producers then decant the milk into bigger cans.
- The bigger cans are transported to the Dairy plant at a fixed time daily in open vehicles.

### Process after installing the BMC

- Farmers (Milk producers) milk the cattle.
- They travel to their village collection point.
- Their milk is tested for fat content and impurities and they get a printed receipt for the same.
- The milk is then transferred to the Bulk Milk Chiller directly.
- There is no human intervention and wastage or any other loss.

### Issues Solved

- Milk loss by pilferage and wastage during transportation will be prevented.
- The conversion of milk to unnecessary sour curd during transportation is avoided.
- District Centres (DC) get Rs. 5.00/lit more for the milk price than the normal rate.
- Fat loss during transportation will be avoided as middlemen add water to dilute the milk.
- Milk producers get more time to milk the animals.
- District Centre profit margin will rise 5 % more than normal and that will be transferred to milk producers thus enabling more income to a household for the same investment.

“The procurement of milk from such village societies improves and the transportation cost of raw milk also gets reduced since it is taken to the dairy, for processing in a chilled environment”

*Pankaj Shah  
Managing Director, Baroda Dairy  
Times of India, May 2015*