

Patna Dairy Project — Growth Story

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To envisage the growth of Dairying, in the state of Bihar, under “Operation Flood-I” (OF-1), a One Lakh litre per day capacity “Feeder Balancing Dairy” (FBD) and 100 MT per day capacity “Cattle Feed Plant” (CFP) were set up in Patna. The Bihar State Dairy Corporation positioned a multi disciplinary Procurement & Inputs wing in 1975 after their recruitment and training. A Spear Head Team (SHT) was deputed from National Dairy Development Board (NDDB) from the same year for helping the Corporation in organizing and developing the Cooperatives. Further, to augment dairy activities & speed up the growth, the State Government requested the NDDB for taking over the infrastructure created on management basis. The NDDB took over the management of the infrastructure with effect from 1st October, 1981 under the banner of Patna Dairy Project (PDP).

Alongwith the organisation of milk procurement activities and management of both the plants on commercial lines, NDDB took special care to develop

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the Vaishal Patliputra Dugdh Utpadak Sahkari Sangh Ltd. (VPDUSS), the milk shed level cooperative for taking over the project once the Dairy Board withdraws its management. NDDB handed over the arrangements of PDP to VPDUSS with effect from 1st July, 1988.

Present Status

The area of operation covers five districts: Patna,



Vaishali, Nalanda, Sheikhpura and Saran. Milk is collected through more than 85 BMC (with the total capacity of 3.16 lakh), and one chilling centre (at Hajipur, capacity: 60 KL). The central dairy, Feeder Balancing Dairy, has the capacity of 3.0 Lakh lit per day and that of Hajipur Dairy is 1.0 Lakh lit per day. At Feeder Balancing Dairy, Patna, we have one 10 MT powder

plant and newly constructed 20 KL ice cream plant. The union has also established another 30 MT powder plant at Hajipur. Apart from manufacturing and marketing five different varieties of milk, we also manufacture *Ghee*, Table Butter, Ice Cream, *Dahi* (Plain & *Misti*), *Lassi*, Mango *Lassi*, Mattha, Paneer, Rassogulla, Gulabjamun, Chamcham etc.

Patna Dairy Project is ISO 22000:2005 certified organisation, first dairy in the eastern part of India. We

are also Quality Mark Certified organisation (by NDDDB).

Organisation of Dairy Co-operative Societies and Milk Procurement

There are 2756 functional village level dairy co-operative societies (DCS) procuring about 4.30 lakh kgs



of milk per day. There are 790 nos of Women Cooperative Societies exclusively managed and run by rural women folk.

A remunerative price is paid to the milk producers for the milk poured by them in the DCS. Apart from the amount paid towards cost of milk, milk producers are benefited through the bonus earned by the DCS and the Milk Union. The money flowing to the rural areas through laying a pivotal role in economic upliftment of

the rural areas.

Till the end of March, 2018, the membership of the dairy co-operatives has reached 1,66,515 in which women members are 38,162.

Technical Inputs Program

The technical inputs include quality cattlefeed, artificial insemination of milch animals for breed and productivity enhancement, vaccination, deworming, distribution of improved varieties of fodder seed etc. These inputs are provided to the milk producers in their villages at cost. The key technical inputs are:

Artificial Insemination Program

The total number of Artificial Insemination (AI) Centres has reached 650 at the end of March, 2018. These AI Centres had done about 2.787 lakh AI's till March, 2018 using best quality frozen semen available in the country. This program has provided opportunity to the local youth for self employment at village level itself and this program has proved its usefulness in improvement of breed of the milch animals and increasing the milk production.

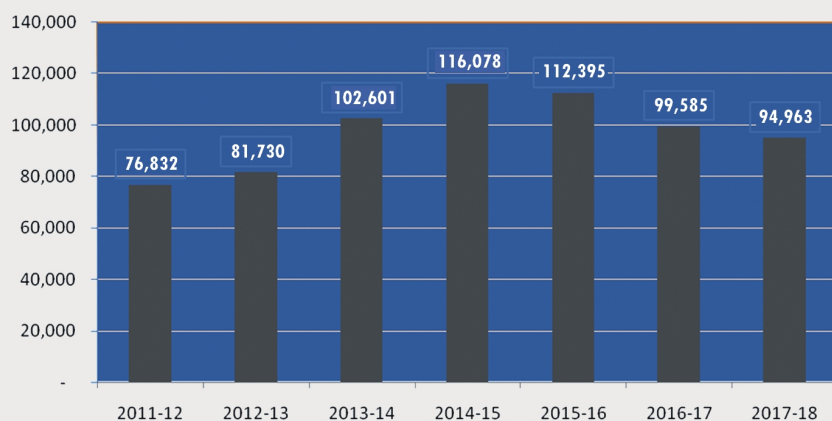
Animal Health Program

The main activities include prophylactic vaccination against Foot and Mouth disease (FMD), Haemorrhage Septicemia (HS) and Black Quarter (BQ) diseases, deworming, Mastitis Control programme, organisation of Veterinary/Infertility camps and Veterinary first aid treatment of animals in the villages. Till March, 2018, 2.32 lakh animals were vaccinated and 1.547 lakh animals were dewormed and 1.244 lakh first aid cases were treated.

Processing Infrastructure

The central dairy plant, Feeder Balancing Dairy has the milk processing capacity of 3.0 lakh lit per day. At this unit, we have 10 MT powder plant, 20 KL capacity ice cream plant, 15 MT Capacity *Dahi* Plant, 3.0 MT capacity *Ghee* Plant, 3.0 MT capacity sweets manufacturing unit, 5 MT capacity paneer manufacturing unit, 1 MT capacity Table Butte manufacturing unit. The Hajipur Dairy has the handling capacity of 1.0 lakh lit per day. At Hajipur we have 30 MT capacity powder plant also. The Cattle Feed Factory at Patna has the manufacturing capacity of 300 MT per day.

Milk Procurement ('000 Kg)



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Marketing of Milk & Milk Products

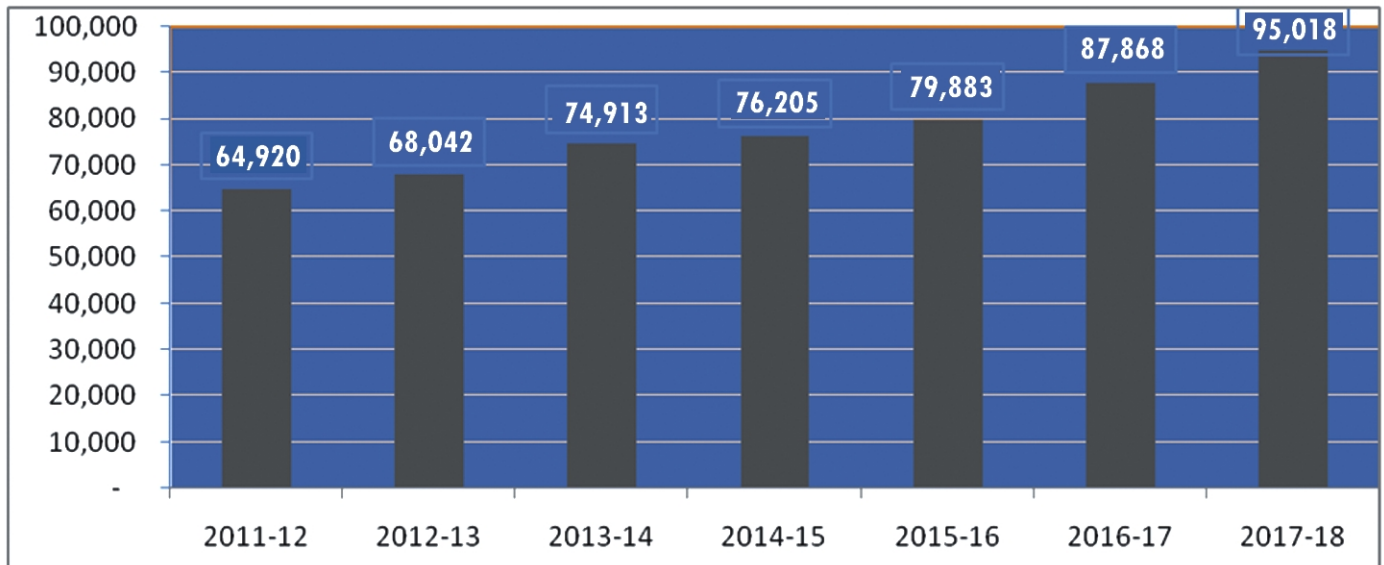
Total number of retail outlets are 2570 and the



total number of whole day booths are 127.

The daily average milk marketing of pouched milk has reached 2.85 lakh litres per day in March-2018. The sale of different milk products are being marketed in all the five districts of its area of operation. Ice cream is being marketed in Bihar, Jharkhand, Uttar Pradesh etc.

Milk Marketing ('000 L)



Financial Performance

The increased milk procurement and marketing has contributed to the growth of turnover year by year. The turnover of 2017-18 was 537.11 crore.

Future Plans

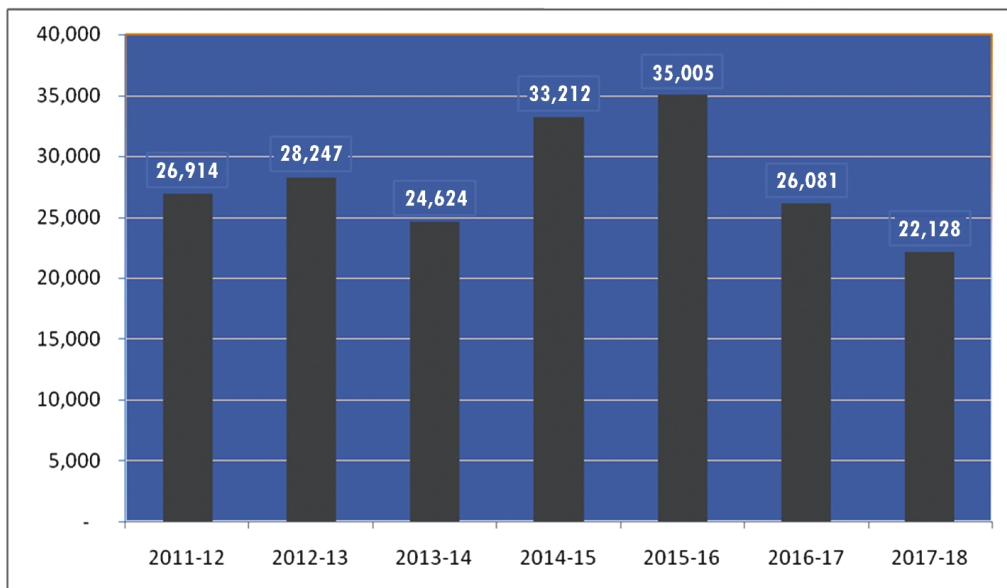
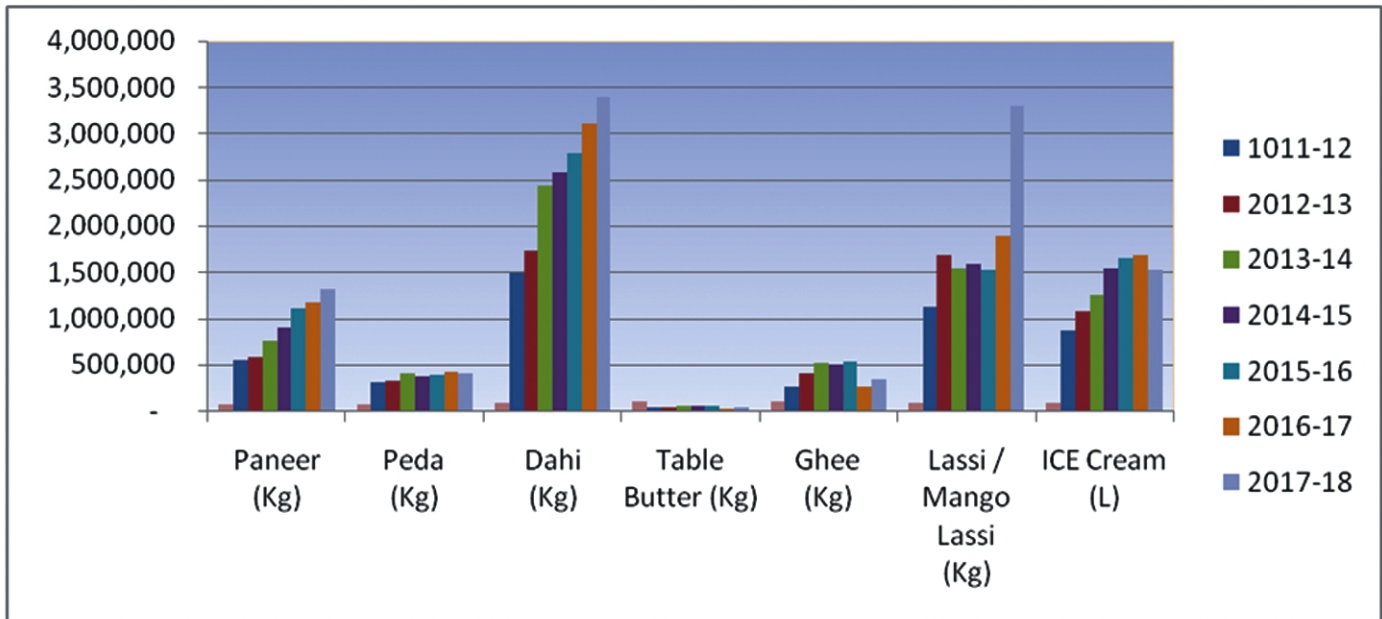
- Sterilised Flavoured Milk/*Lassi* in PP Bottles: 100,000 bottles per day
- *Rassogulla/Gulab Jamun/Chamcham*: 10 MT per day
- Hajipur Dairy: 400,000 LPD
- Liquid Milk & Automatic Products Manufacturing Plant at Chhapra: 400,000 LPD
- Milk Packing Line at FBD, Patna: 400,000 LPD
- Training Centre at Patna

Awards and Recognitions

- ISO 9001 Certification & HACCP Certification: 13th March, 2002.
- The Union received the “Best Public Utility Service And System Award” for the year 1982.
- “Best productivity Performance Award” for 2000-01, 2001-02, 2005-06 and 2006-07 by National Productivity Council, New Delhi.
- Silver Medal for Standard Vanilla and Chocolate Icecream in 2009 through participation in Great Indian Icecream Competition.
- The Chamber of Commerce Association of Patna honoured Patna Dairy Project by “Vanijyakar Ratna/Bhamashah Samman” in January 2010.
- Silver Medal for Standard Vanilla and Chocolate Icecream in 2010 through participation in Great Indian Icecream Competition.



Product Marketing (Kg)



Cattle Feed Sale ('000 kg)

- “Indira Gandhi Excellence Award” in 2013 by International Business council.
- Bronze Medal in great Indian Icecream Competition in 2013.
- Best Marketing Strategy Award by Comfed , Patna in 2012.
- The Indian Solidarity Council, New Delhi Awarded Patna Dairy Project “Rajiv Gandhi Samman Puraskar” in August 2015.

- Smt. Sharda Devi (Member Board of Director) was honoured as the “Dairy Women of the year Award” February 2016 by Indian Dairy Association, New Delhi.
- “Glory of India Award” by Global Achievers Foundation New Delhi on 10th June 2016
- The Managing Director of Patna Dairy Project has awarded with the Best Marketing Man of the Year on 27th of Nov 2016 by All India Congress Management.

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Our Mission

1. To make Sudha Brand a market leader by making Sudha Milk and milk products a consumers' delight and ensuring that the esteemed customers get value for money.
2. Consolidation of the DCSs already organised leading to increase milk procurement.
3. Further improvement in the involvement/participation of members in their Cooperatives.
4. Popularising all the Input Programme.
5. Increasing the throughputs and sale of both milk and milk products as well as cattle feed, By Pass Protein Feed and UMB.
6. Reducing further the handling losses and increasing the utilisation of plant capacities.
7. Optimising the utilisation of all consumables.
8. Human Resource Development through training, orientation etc to the employees at all levels for ensuring better motivation and involvement leading to all round progress of the organisation.

