



GOVERNMENT OF KERALA

DAIRY DEVELOPMENT DEPARTMENT



PLAN SCHEME 2022-23

DETAILED PROJECT REPORT

**KERALA STATE DAIRY MANAGEMENT
INFORMATION CENTRE (KSDMIC)**

HEAD OF ACCOUNT: 2404-00-102-69 Plan

PLAN OUTLAY : Rs. 50.00 Lakh

**DPR : KERALA STATE DAIRY MANAGEMENT INFORMATION CENTRE
: 2022-23**





EXECUTIVE SUMMARY

KERALA STATE DAIRY MANAGEMENT INFORMATION CENTRE

HEAD OF ACCOUNT: 2404-00-102-69 Plan

PLAN OUTLAY: ₹ 50.00 Lakh

The Kerala State Dairy Management Information Centre was established on 2021 as per the Government Order G O (Rt) No. 75/2021/DD dated 29.09.2021. The KSDMIC is proposed to be an epicentre for data collection, data migration, data processing, data analysis and data management aiding planning activities of the Dairy Development Department. The KSDMIC also intends to integrate the departmental activities pertaining to Fodder Development, Nutrition-Feeds and Fodder, Utilization of Non-conventional feed stuffs for dairy animal feeding as well as indigenous dairy products. The proposed centre will be managed by an advisory committee consisting of The Government Secretary, AH & Dairy as the Chairman of the committee and The Chief (Agriculture) - State Planning Board, The Director-Dairy Dev. Dept., The Joint Director, Planning of Dairy Development Department, Nominated Joint Secretary-Finance Department, Dean, Faculty of Dairy Science, KVASU and The Managing Director-KCMMF as the members in the committee. The Deputy Director (Planning) will be the Head of the KSDMIC as per the GO (Rt) No.97/2021/DD dated 19.11.2021.

Proper integration, management and professionalism in the activities of the Department are the need of the hour. The KERALA STATE DAIRY MANAGEMENT INFORMATION CENTRE (KSDMIC) will be engaged in data collection, processing of data pertaining to various dairy development activities of the state. The proposed KSDMIC will be instrumental in better project planning of the Department. Better integration of the dairy development activities with different department/agencies/stakeholders like AH, Dairy Development, KVASU, KCMMF, KLDB, Kerala Feeds, MPI, Brahamagiri Development Society, Charitable institutions in dairy sector etc. will be a main agenda in establishing KSDMIC. Thus the proposed KSDMIC shall be instrumental in the holistic dairy development of the state.

Thus the proposed KSDMIC shall be an epicentre for data collection, data migration, data processing and data management for aiding the future planning activities of Dairy Development Department.



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**DPR : KERALA STATE DAIRY MANAGEMENT INFORMATION CENTRE
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01. INTRODUCTION

Agriculture sector plays a strategic role in Kerala's economy. It has also contributed to a structural change in the economy. However, in recent years, the agriculture sector in Kerala has been facing challenges with respect to growth because of risks and uncertainties arising out of variability in climate, fluctuations in commodity prices and constraints in marketing the produce. The Gross State Value Added (GSVA) from agriculture declined from 12.37 per cent in 2013-14 to 9.44 per cent in 2020-21.

The Covid-19 pandemic in 2020-21 affected Kerala's agricultural sector in multiple ways. Fall of demand and disruption of supply chains resulting in major income losses for the farmers, lack of availability of workers especially migrant workers, affecting the functioning of a number of processing units in agriculture, income losses for agricultural institutions in the public sector, and the adverse impact on the export-oriented spices and the plantation crops of the global trade slowdown contributed to losses in the agricultural sector.

The all-India growth rate of agriculture and allied sectors has been fluctuating (Table.1). In 2020-21, growth in agriculture, forestry and fishing declined to 3.6 per cent from 4.3 per cent growth in 2019-20.

Table 1: Growth rate in GVA in agriculture and allied sectors in India, 2013-14 to 2020-21

Year	Growth rate per annum (%)
2013-14	5.6
2014-15	(-)0.2
2015-16	0.6
2016-17	6.8
2017-18	6.6
2018-19	2.6
2019-20	4.3
2020-21	3.6 (P)

Source: National Accounts Statistics, 2021

Note: (P) Provisional



The share of crops, livestock, forestry and fishing sectors in Gross Value Added (GVA) of the country has been declining continuously since 2013-14. However, in 2020-21, as per the provisional estimates of national income, the share has increased to 16.38 per cent (Table 2). When most sectors were under significant stress during the Covid-19 pandemic, the agriculture sector was somewhat insulated. This could be due to the timely exemption of farming activities, uninterrupted harvesting, and smooth flow of commodities during the period.

The performance of the agriculture sector in the State showed an improvement in 2020-21 over 2019-20. According to data from the Directorate of Economics and Statistics (DES), year 2020-21 showed an increase in the share of agriculture and allied sectors in total GSVA (at constant 2011-12 prices) of the State. It increased from 8.38 per cent in 2019-20 to 9.44 per cent (Table 2). The contribution by crop sector also increased from 4.32 to 4.96 percent during the period.

Table 2: Share of agriculture and allied sectors in GVA/GSVA National and State level, constant prices 2011-12

Year	Share of Agriculture and allied sectors in Total GVA (India) (%)	Share of Agriculture and allied sectors in GSVA (Kerala) (%)
2013-14	17.8	12.37
2014-15	16.5	11.92
2015-16	15.4	10.74
2016-17	15.2	9.96
2017-18	15.1	9.61
2018-19	14.6	9.03
2019-20	14.8	8.38 (P)
2020-21	16.38 (P)	9.44 (Q)

Source: National Accounts Statistics 2021, GoI; Directorate of Economics and Statistics, GoK
Note: (P) Provisional, (Q) Quick

Livestock sector is an important subsector of agriculture and plays a prominent role in the socio-economic development of the country. The sector plays a significant role in generating employment in rural areas, particularly among landless, small, and marginal farmers and women, besides providing nutritious food to millions of people.

About 20.5 million people in India depend upon livestock for their livelihood. The sector contributes 16 per cent of the income of small farm



households as against an average of 14 per cent for all rural households and provides livelihoods to two-thirds of the rural community. It also provides employment to about 8.8 percent of the population in India. The percentage of area used for all types of livestock farming in India was 1.69 per cent. As per the estimates of National Accounts Statistics (NAS) 2020, the contribution of livestock in total agriculture and allied sector GVA (at constant prices) has increased from 28.63 per cent in 2018-19 to 29.35 per cent (2019-20). The contribution of the livestock sector was 4.35 per cent of total GVA in 2019-20.

Rural women play a significant role in animal rearing and are involved in operations such as, feeding, breeding, management, and health care. The livestock sector has emerged as one which generates employment and income security to women through micro enterprises. Women constitute 71 per cent of the labour force in livestock farming. In dairying, 75 million women are engaged as against 15 million men, while in the case of small ruminants, the sharing of work with men is almost equal. The need for technology up gradation and skill enhancement through capacity building programmes are felt across the sector.

India's livestock sector is one of the largest in the world. As per the 20th Livestock Census (2019), the total livestock population in the country is 535.78 million showing an increase of 4.6 per cent over Livestock Census 2012. It includes 302.79 million bovine population (cattle, buffalo, mithun and yak), an increase of 0.93 per cent over the previous census. The total number of cattle in the country is 192.49 million in 2019, showing an increase of 0.8 per cent over the previous census.

In Kerala, the livestock sector is prominent and is one of the fastest growing sectors in the rural economy. The share of livestock in Gross State Value Added (GSVA) at constant prices from agriculture sector shows an increase from 27.8 per cent in 2019-20 to 28.21 per cent in 2020-21. Its share in total GSVA of the State has also increased by 2.66 per cent in 2020-21.

As per the 20th Livestock Census, the livestock population in the State was 38.36 lakh. The reason for decline is the reduction in the population of other animals, especially domestic dogs, rabbits, donkeys, and elephants (which form the major share) by 14.69 percent. The poultry population is 298.18 lakh, which accounts for 3.5 per cent of total poultry population in the country. The sector registered 25 per cent increase over the previous census. The growth rate of poultry population in Kerala is higher than the growth rate recorded at the national level (16.81 per cent).

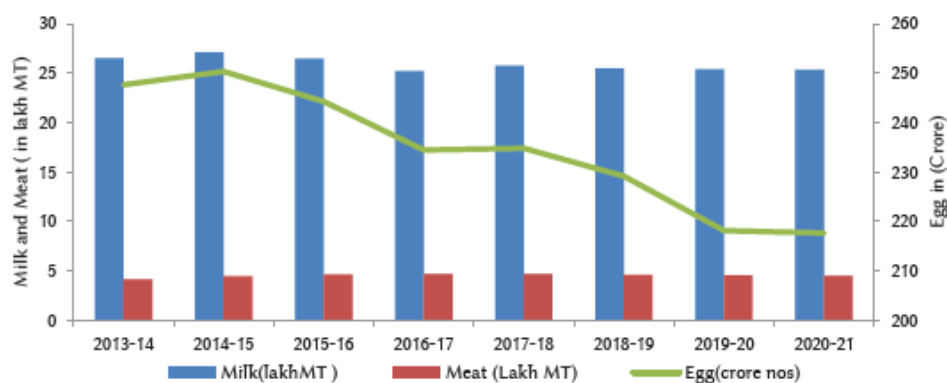
While considering the data on the GSVA in the livestock sector, the overall growth pattern in the last decade shows that there was period of



growth between 2011-12 and 2014-15, and then a decline. In real terms, there was an absolute decline in the GSVA by ₹20,388 crore between 2014-15 and 2018-19. There was a moderate pickup of growth in the first year of the 13th Five Year Plan, but the heavy floods of 2018 and 2019 resulted in a sharp fall of GSVA in 2018-19 and 2019-20.

Milk production: India continues to be the largest milk producing country with 20.17 per cent share in total milk production in the world in 2019-20. At the national level, the milk production has increased from 18.78 crore tonnes in 2018-19 to 19.84 crore tonnes in 2019-20 registering a growth of 5.64 per cent, sustaining the trend over the past three decades. The highest five milk producing States are Uttar Pradesh (16.06 per cent), Rajasthan (12.89 per cent), Madhya Pradesh (8.62 per cent), Gujarat (7.71 per cent), and Andhra Pradesh (7.69 per cent), which together contributes 52.96 per cent of total milk production in the country. Kerala ranks 14th position among the major milk producing states in India. The per capita availability of milk has been increasing in India over the years and is 406 gram per day in 2019-20. The highest per capita availability is in Punjab (1,221 gram per day) followed by Haryana (1,115 gram per day).

Production of milk, egg and meat from 2013-14 to 2020-21



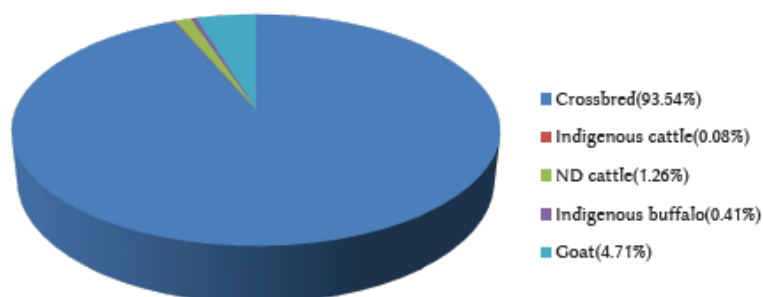
The species wise milk production shows that nearly 35 per cent of total milk production is contributed by indigenous buffaloes followed by 28 per cent by cross bred cattle. The indigenous cattle contribute 10 per cent of the total milk production. Goat milk shares a contribution of 2.95 per cent in the total milk production across the country.

The total requirement of milk in Kerala in 2020-21 was 33.37 lakh MT, but the supply was only 25.34 lakh MT resulting in a deficiency of 8.03 lakh MT milk. This necessitated an import of 2.51 lakh MT. Out of 25.34 lakh MT of milk produced in the State, major share was produced by cross bred cows (93.54 per cent). Indigenous cows produced only 0.319 lakh MT of



milk (1.26 per cent). The production of milk from goat was 1.19 lakh MT (4.71 per cent). The rest was contributed by non-descript cattle, indigenous buffalo and non-descript buffalo.

Species wise milk production in Kerala in 2020-21



Source: Animal Husbandry Department, GoK 2021

Even though the herd sizes are low, productivity of cattle in Kerala is higher than the national average. The average milk yield per animal in India for exotic or crossbred animal is 7.9 kg and for indigenous or non – descript animals is 3 kg per day. The corresponding figures for Kerala are 10.2 kg per day and 3 kg per day respectively. The productivity of 10.2 kg per day in Kerala for exotic/crossbred animals was the second highest among the Indian states after Punjab (13.4 kg per day). This advantage for Kerala was due to the high percentage of exotic/crossbred animals in the population compared to other states.

5.94 Lakh Metric Tonnes of Milk (16.27 Lakh Litre per Day) was procured through Dairy Co-operatives during the year 2016-17, whereas 7.12 lakh Metric Tonnes of Milk (19.5 lakh litres per day) is the corresponding figure for the year 2020-21. At the same time the milk procurement through Dairy Co-operatives of the state have marked a record figure during the year 2021-22. For the first time ever in the history of the state, the per day milk procurement through Dairy Co-operatives crossed 21 lakh litre per day during the Financial Year 2021-22 (Highest Recorded Procurement on December 2021 and it was 21.84 LLPD). This hike is a positive indicator as far as the Animal Husbandry and Dairy Development activities of the state is concerned and is a narration of the various development activities undertaken by the Government to nurture the Sector.



01.01. IMPACT OF 2018 & 2019 FLOODS IN ANIMAL HUSBANDRY AND DAIRY SECTOR

The worst flooding in living memory inundated large parts of the state, in addition to causing landslides across the fragile Western Ghats mountain range. This was one of the worst floods the state has ever witnessed. The animal husbandry sector also witnessed heavy brunt encompassing loss of cattle, buffalo, goat, pig, chicken, duck etc. and loss to fodder plots, cattle sheds, farms and much more. The loss in this sector alone accounts to nearly Rs 172 Crore. This includes loss incurred due to death of livestock, destruction of animal sheds, damage to feed, fodder and hay, infrastructure loss etc. It is estimated that 5163 adult cattle, 5193 calves, 541 buffalo, 1228 heifers, 6380 goats, 1053 pigs, 11.43 lakh chicken and 4.64 lakh ducks, 20000 quails, 50 rabbits were reported dead or missing. Loss due to animals is estimated as Rs 84 Crore. The loss due to damage of animal sheds, feed, fodder plots, infrastructure and other resources of farmers accounts to about Rs 60 crore. Infra-structure loss to 214 Dairy Co-operative Societies, milk production loss due to flooding and loss incurred to Veterinary Institutions merged together to about 27 Crore. Milk value loss accounted to around Rs 384.26 lakh. When compared to 2018 floods, the casualty of 2019 flooding was less. The loss to the Dairy sector was around 37 crores.

01.02.COVID 19 PANDEMIC – EFFECT ON DAIRY SECTOR

Due the Covid 19 Pandemic, almost all the sectors have received a setback, industry and agriculture in no way an exception to this. Financial instability and unemployment is an outcome of this pandemic virus. Dairy Industry is also in a negative slide due to the Covid 19 impacts. The Business today on June 2020 reported that, in India, the milk sales has dropped by around 30%. The rural marketing of fluid milk has dropped by 18%. Due to transportation and marketing difficulties, the revenue through sale of milk products has also reduced considerably. Both Co-operative and Private sector in the country is showing negative growths during the last 2 months. When compared to March 2019 & April 2019, the milk procurement through Co-operatives has declined by around 1.5 lakh litre per day.



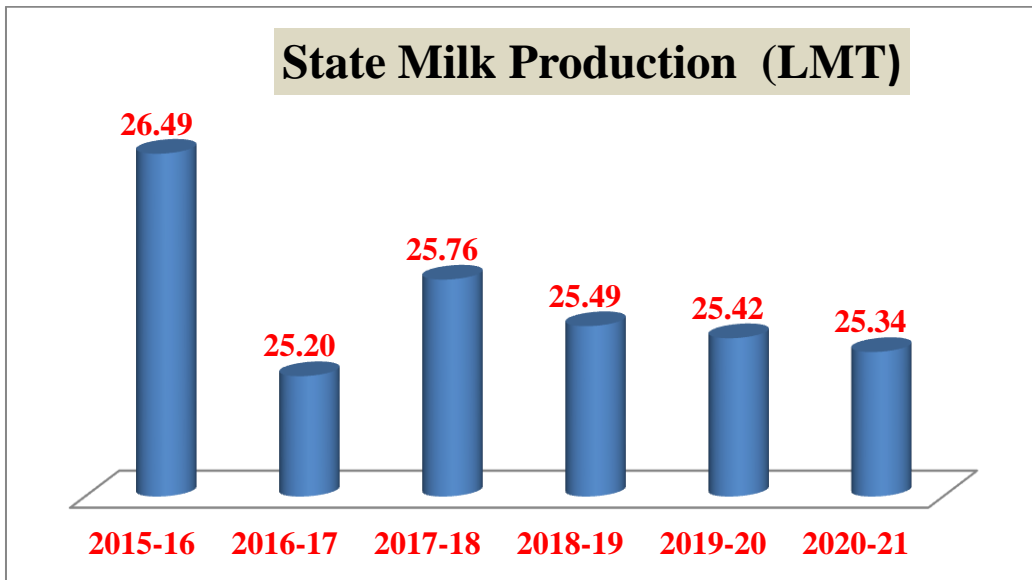
Some of the immediate impacts the Kerala Dairy Sector faced due to Covid 19 pandemic are:

- Transportation problems during lockdown period have caused difficulty for farmers to pour milk to nearby procurement centres of Dairy Co-operatives. When compared to the last year, same season, there is a reduction of 1.5 lakh litre per day in milk procurement
- In case of rural farmer who depended largely on household sales of milk for their revenue, rural marketing was significantly affected due to the lockdown criteria and transportation issues.
- Milk sales outlet had to be shut down for few days during lockdown. This has significantly affected the daily sales volume of milk in the state. Consumers found difficulty in reaching the shops for buying milk on a day to day basis.
- The sale of milk products also reduced considerably during the Covid 19 lock down period
- The Dairy Plants were almost flooded with fluid raw/processed milk.
- The non-availability of milk powder conversion plants in Kerala Co-operative sector and reluctance of neighbouring states like Tamil Nadu and Karnataka to receive milk from Kerala for milk powder conversion made the situation worse.
- The private sector found it almost impossible to market milk during the Covid 19 lockdown period. Hence the Dairy Co-operative sector had the opportunity to cater 100% market demand in the state.

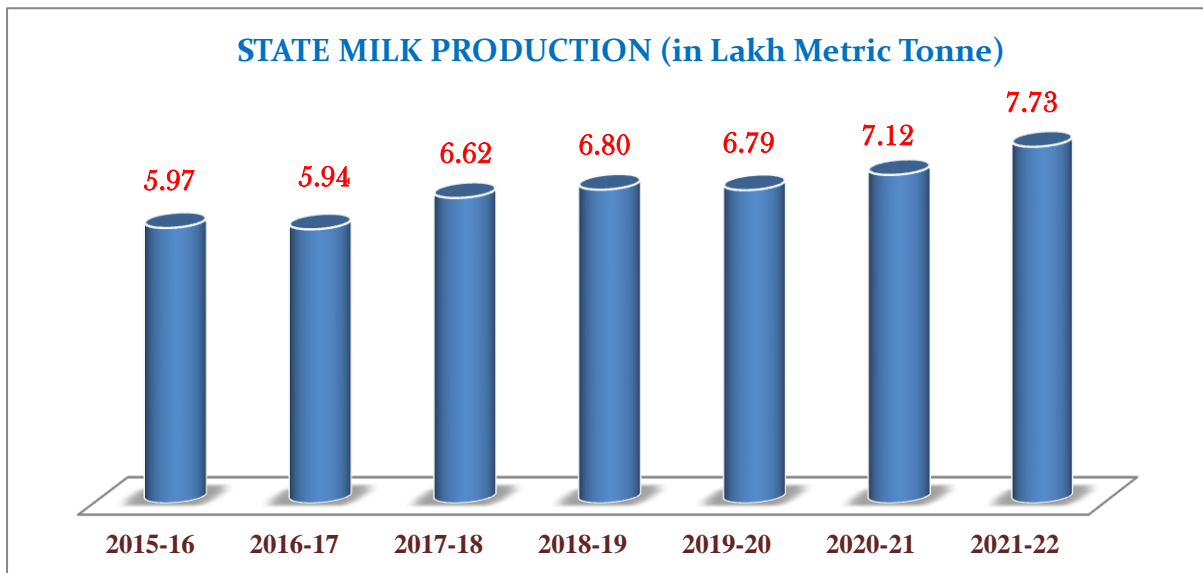
01.03. INSUFFICIENT DATA MANAGEMENT

IN DAIRY SECTOR

As per the Economic Review Statistics the milk production in Kerala from 2015 to 2021 is as follows:



Milk procurement through DCS as per the Department during the above said years is as follows:



From the above charts, the milk procurement through the Dairy Cooperative Societies shows an increasing trend, but in the meantime the overall state production shows a declining trend in the last few years, which seems to be doubtful for many experts.

Also the milk coming from outside the state has reduced from 5.5 Lakh in 2015-16 to 1.5-2.0 Lakh in 2021-22, which also shows that we are on a positive trend. Now in co-operative sector of the state, all the three regions are self-sufficient and one of the Regional Unions viz. MRCMPU has reached all-time record collection of milk. They are facing difficulty to collect the



entire quantity of milk produced by the farmers, as there is no facility for milk powder conversion in Kerala State.

So in order to avoid this type of data uncertainty, we have to get the accurate data. For avoiding such type of uncertainty/doubtfulness, the Kerala State Dairy Management Information Centre (KSDMIC) will be helpful to a greater extent.

As of now, there is no relevant data on the consumption of milk and milk products in the state. Also, there is a huge inflow of milk from neighbouring states, for which also accurate data is not available. These data have to be collected, compiled and updated on regular basis. A specialized comprehensive survey to an amount ₹.25.00 Lakh has been earmarked along with this Scheme under Dairy Department for the year 2022-23. The initial process of the survey has already started. The format for the survey has already prepared with the support of the Department of Statistics. A detailed discussion with Animal Husbandry Department was conducted for the finalization of the survey proforma. The mobile application and the web portal of the survey will be done by IITMK. Through the KSDMIC we can expect to compile and update the data on timely manner.

Sustainable dairy development is possible through effective planning process, which also requires accurate data as its foundation. In order to assess the demand and availability of all the resources in dairy sector, a perfect data compilation is essential. GIS based data collection is the most modern technique which can be used for the effective and low cost planning process. GEO mapping is one of the on-going schemes of Dairy Development Department. In that project asset mapping as well as facilities mapping were envisaged. Unified software another project for the Dairy Co-operative accounting as well as for the management of dairy farmers. The software development is in progress with NIC. This will include the enormous data from farm level to the consumer level and can be used for planning as well as stakeholders.

The significance of data collection, compilation and management is justified from the above mentioned facts.

02. OBJECTIVES OF THE KSDMIC

- To act as a repository for accessing information and data by all stakeholders
- To integrate the data pertaining to departmental activities related to fodder development, nutrition feeds and fodder, utilization of non-



conventional feed stuffs for dairy animal and indigenous dairy products.

- To carry out data collection, processing activities and R & D pertaining to the areas like milk production and procurement, indigenous dairy products, Subhiksha Keralam and adaptability of milch animals to various types of housing systems.
- To act as an epi centre for data collection, evaluation and report generation between Dairy Department, Animal Husbandry, Agriculture, Economic and statistics department, Research Institutions like KVASU and PSUs like KCMMF, KLD Board, Kerala Feeds Limited, Meat Products of India and NGOs like Bhramagiri Development Society and other stake holders.
- To study the convergence with financial institution and other development departments like MNREGA, NORKA, etc.
- To undertake a comprehensive survey for studying the milk procurement pattern in Dairy Co-operative Sector and also in other relevant sectors.
- To collect, store, compile, analyse and utilize of data related to dairy sector.
- To impart technical support and services to Entrepreneurs
- To support the activities of Dairy Development Department like preparing a master Dairy plan, master fodder plan, annual evaluation of plan schemes etc.

03. NEED AND JUSTIFICATION

Sustainable dairy development is possible through effective planning process, which also requires accurate data as its foundation. In order to assess the demand and availability of all the resources in dairy sector, a perfect data compilation is essential. Proper integration, management and professionalism in the activities of the department are the need of the hour. The proposed KERALA STATE DAIRY MANAGEMENT INFORMATION CENTRE (KSDMIC) will be engaged in data collection, processing of data pertaining to various dairy development activities of the state, engaged in R & D activities pertaining to the areas like milk production and procurement, indigenous dairy products, Subhiksha Keralam and adaptability of milch animals to various types of housing systems etc. Better integration of the dairy development activities with different department/agencies/Stakeholders like AH, Dairy Development, KVASU, KCMMF, KLDB, Kerala Feeds, MPI, Brahamagiri Development Society, Charitable institutions in dairy sector etc. will be a main agenda in



establishing KSDMIC. Thus the proposed KSDMIC shall be instrumental in the holistic dairy development of the state.

04. ACTIVITIES OF KSDMIC

- ▶ Collection, processing and analysis of data regarding milk production and procurement in the state
- ▶ Dairy Planning and Management through data analytics
- ▶ Dairy Data Bank Storage and Knowledge Centre
- ▶ Study on demand availability and consumption pattern of milk and milk products
- ▶ Projection of available data to ascertain the Month wise milk production of the state
- ▶ Collection and evaluation of data received from districts with regard to fodder cultivation
- ▶ Integration with LSG Institutions for ascertaining availability of barren land/ unutilized land for fodder development activities
- ▶ Developing a MIS for ascertaining the dairy farming pattern in Kerala regarding the data base of farmers rearing
 - a) Only one milch animal
 - b) 2 milch animals
 - c) 3-5 milch animals
 - d) 6-10 milch animals
 - e) 11-20 milch animals
 - f) 21-50 milch animals
 - g) 51-100 milch animals
 - h) Above 100 milch animals
- ▶ Study on the availability and utilization of feeds and fodder
- ▶ Compilation of data related to dairy co-operative sector
- ▶ Act as a centre for research on indigenous dairy products, feeds and fodder and conduct studies on the adaptability of milch animals to various housing patterns
- ▶ Processing the data collected by Project Cell of Dairy Development Department from various sub offices like Dairy Extension Services Units, QC units, Dairy Training Centres, etc.
- ▶ Integration with KILA and Line Departments like Agriculture/Animal Husbandry/KLD Board/KVASU, etc.- their data collection and further data processing



- ▶ Integration with KCMMF and Regional unions of Kerala and Other NGOs for data collection, data processing with regard to Dairy Sector of the State.
- ▶ Integration with data management system of Kerala Dairy Farmers' Welfare Fund Board
- ▶ The proposed KSDMIC shall work hand in hand with the Project Cell under the planning wing of Dairy Development Department so as to ensure an effective and efficient data collection , data processing and data management system for Dairy Sector in the state
- ▶ Other data collection, data processing and data management activities that directly or indirectly aids a better planning and better management of dairying activities of the sector like supplyco, Marketfed, Consumer fed, etc.

05. MANAGEMENT OF KSDMIC

The proposed Kerala State Dairy Management Information Centre will be advised and reviewed by a committee consisting of following 8 members as per the GO (Rt) No.97/2021/DD dated 19.11.2021.

- 🕒 The Government Secretary, AH and Dairy as the Chairman/Chairperson of the Committee
- 🕒 The Chief (Agriculture) - State Planning Board
- 🕒 The Director-Dairy Development Department
- 🕒 The Joint Director(Planning) of Dairy Development Department
- 🕒 Nominated Joint Secretary, Finance Department
- 🕒 Faculty Dean (Dairy Science) - KVASU
- 🕒 The Managing Director-KCMMF
- 🕒 The Deputy Director (Planning) will be Head and Convenor of the KSDMIC, who will be an ex-officio member of the committee.

The management committee will be responsible for the policy decisions for the smooth running of the organization. Regarding the management of KSDMIC at Directorate, Joint Director (Planning) will be doing the overall supervision and monitoring, and Deputy Director (Planning) will be coordinating the activities of KSDMIC. The Assistant Director (IT Cell) will be in charge of the activities of KSDMIC. The IT Cell of directorate will do the supervision of works related to data analysis and compilation.



05.01. HUMAN RESOURCES

The Human resource available with the KSDMIC is mentioned below

Sl No.	Designation	Responsibility
01.	Deputy Director (Planning)	Co-ordination of the activities
02.	Assistant Director (IT Cell) – Additional Charge	In charge of day-to-day activities of the centre
03.	DEO (DTC)	Supporting Assistant Director(IT) in all activities
04.	Clerk (IT Cell)	Office Works
05.	Contract Staff (Research Associates, Data Analyst, System Administrator)	For data collection, analysis, compilation and for doing day to day activities, system related works and all other activities of KSDMIC
06.	Janitor/Casual Sweeper	Caretaker cum cleaning

Note:

- A Research Associates' Qualification is B. Tech Dairy Science and Technology and 2 Research Associate Qualification based on graduate / post graduate in Data Science/ Statistics
- Qualification for System Administrator and Data Analyst required is B. Tech in Computer Science or B. Tech in Information Technology (Desirable - minimum 2 years of experience)
- One Data Entry Operator with Qualification of Diploma in Computer Application/ Post Graduate Diploma in Computer Application.

As per the decision and approval from advisory committee, the contract staff can be selected through interview and posted. The interview for the post of Research Associates has already been completed.



Along with the duties and responsibilities mentioned for the Research Associates in KSDMIC, he/she should support the PRO of the Dairy Development Department for the collection of news / videos/photographs regarding the various activities of the Districts.

06. DATA BANK CREATION – COMPREHENSIVE SURVEY TO STUDY THE MILK PROCUREMENT/PRODUCTION PATTERN THROUGH DCS AND OTHER MEANS

It is expected that out of the total milk production of the state, 29-30 % of the milk is being procured through Dairy Co-operatives. There are 3634 functional DCS in the state. The average collection of milk is around 21.29 lakh litre per day.

The success of any project implemented depends on the reliability of the source of data being applied in the project and Dairy Sector is no way an exception to this.

In order to scientifically plan the Dairy Development Projects the actual quantum / share of milk handled by the Dairy Co-operatives in comparison to the total milk production of the state has to be ascertained. Hence it is proposed to conduct a sample survey for ascertaining the following realities

- ④ The actual number of dairy farmers in the state
- ④ The ratio between the substantive farmers and Entrepreneurs in dairy sector of Kerala.
- ④ The share of milk procured by the Dairy Co-operative Sector in Kerala
- ④ The Prospective dairy farmers of the state.
- ④ The share of milk rurally sold in the state.
- ④ A study of urban market and rural dairy market
- ④ The scope for value addition of milk in Kerala Market.
- ④ Area under fodder cultivation
- ④ Period of Intercalving
- ④ Any other relevant subject pertaining to the Dairy Development sector of the state.

The survey is proposed to be carried out with the support Kerala State Economics and Statistics Department, IITMK or other Govt. accredited



agencies, Dairy Co-operative Societies. The manpower for this survey will be utilized from the staffs of Dairy Co-operative societies, Dairy Promoters, Women cattle care workers, Kudumbasree personnel's, etc. This will be done either through mobile application or through web portal. The Performa for the survey has already been finalized with the support of Animal Husbandry Department and Kerala State Economics and Statistics Department. The finalized Performa is enclosed along with this DPR as annexure .

07. FINANCIAL OUTLAY

As per the Budget Outlay 2021-22 of Kerala State Government, Rs. 50.00 lakh has been earmarked for implementation of scheme components under KERALA STATE DAIRY MANAGEMENT INFORMATION CENTRE with H.O.A – 2404-00-102-69 (Plan).

The financial outlay for the centre as follows

Sl No.	Particulars	Unit	Target	Amount/Unit	Subsidy (Rs.)
1.a	Research Associate/Subject Expert	No.	1	36000	3.60
1.b.	Research Associate	No.	2	36000	7.20
1.c.	System Administrator	No.	1	36000	3.60
1.d.	Data Entry operator	No.	1	21175	2.12
1	Total Wages of the Staffs for 10 Months	No.	5		16.52
2	Data Bank Creation - Comprehensive Survey to study the Milk Procurement Pattern through DCS			Lumpsum	26.00
3	Furniture			Lumpsum	2.00
4	Library			Lumpsum	1.00
5	Travelling Expenses			Lumpsum	1.25
6	Workshop/seminar/Meeting Expenses			Lumpsum	3.00
7	Miscellaneous Expenses			Lumpsum	0.23
	Grand Total				50.00

Saving in any one scheme component can be utilized for meeting the expenditure pertaining to any other scheme component listed above.



08. EXPECTED OUTCOME

The proposed KSDMIC is expected to provide reliable and accurate data pertaining to dairy sector as the base of envisaging various projects. This will enable effective and result oriented project planning in the department which will lead to accomplishment of its goals and objectives. The centre shall integrate the diversified activities of Dairy Development Department and shall integrate the dairy development activities with line departments/agencies like AH, KVASU, KCMMF, Regional Unions, KDFWFB, KLD Board, Kerala Feeds Limited, Meat Products of India, Brahamagiri Development Society and other institutions in the sector to ensure holistic dairy development in the state.

DIRECTOR