



**GOVERNMENT OF KERALA
DAIRY DEVELOPMENT DEPARTMENT**



STATE PLAN SCHEME 2023-24

DETAILED PROJECT REPORT

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

HEAD OF ACCOUNT:

**2404-00-102-69-34-OC-03-OTHER
ITEMS Plan**

PLAN OUTLAY: Rs. 50.00 Lakh

**DPR : KERALA STATE DAIRY MANAGEMENT INFORMATION CENTRE
: 2023-24**





EXECUTIVE SUMMARY

KERALA STATE DAIRY MANAGEMENT INFORMATION CENTRE

**HEAD OF ACCOUNT: 2404-00-102-69 -34-OC-03-Other
Items**

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.

The Financial Outlay of the Centre is shown below.

KERALA STATE DAIRY MANANGEMENT INFORMATION CENTRE					
Sl No.	Particulars	Unit	Target	Amount/Unit (Rs. In Lakh)	Subsidy (Rs. In Lakh)
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 and other means.	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

DIRECTOR



CONTENTS

1. INTRODUCTION

2. OBJECTIVES OF THE KSDMIC

3. NEED AND JUSTIFICATION

4. ACTIVITIES OF KSDMIC

5. MANAGEMENT OF KSDMIC

6. INFRASTRUCTURE FACILITIES

7. FINANCIAL OUTLAY

8. EXPECTED OUTCOME

**DPR : KERALA STATE DAIRY MANAGEMENT INFORMATION CENTRE
: 2023-24**





01. INTRODUCTION

The livestock sector contributes in numerous ways to the socioeconomic development of rural households. As the distribution of livestock is more equitable than that of land, livestock production has a positive effect on farm income and, as a result, helps poverty alleviation in rural areas. It is one of the major sources of income for most farmers, provides key inputs to agriculture, contributes to the health and nutrition of the households, and enhances welfare options for the rural economy. The livestock sector is among the most promising in the agriculture and allied sectors. The Government provides substantial allocations to improve the sector's performance in terms of productivity enhancement, disease control, fodder production, value addition, and adoption of scientific breeding practices. India's livestock sector is one of the largest in the world.

Dairy Development in India has played a key role in upliftment of Indian Economy especially the rural economy of the country. Dairying has been a significant part of rural Indian household since ages, generating a steady source of income and providing nourishment to the family. The Dairy Co-operative movement of India, spearheading our country to become global leader in milk production, is a role model worldwide. The growth and development of dairy industry in the country can be further escalated with up scaling of dairy education and innovative research approaches.

01.1 Dairy Sector – National Scenario

Unlike the developed countries, small and marginal farmers have been the driving force of the dairy sector in India. In an era of declining farm income and drop in employment opportunities, dairying and animal husbandry has emerged as an important subsector of India's Agriculture. Further the complementarity of co-operatives and private organizations in the industry has aided in bringing sophistication and efficiency in the entire value chain. Owing to the increasing demand for dairy products driven by the growing population, higher purchasing power of the customers, increased focus on nutrition and growing aversion for unbranded and loose products, milk production in India is set to reach approximately 628 MMT in the next 25 years (ie. Till 2047). The dairy sector plays a vital role in achieving Sustainable Development Goals – especially SDG-1, SDG-3, SDG-5, SDG-8 and SDG-10 thereby plays a significant role in transforming lives of agrarian sector.



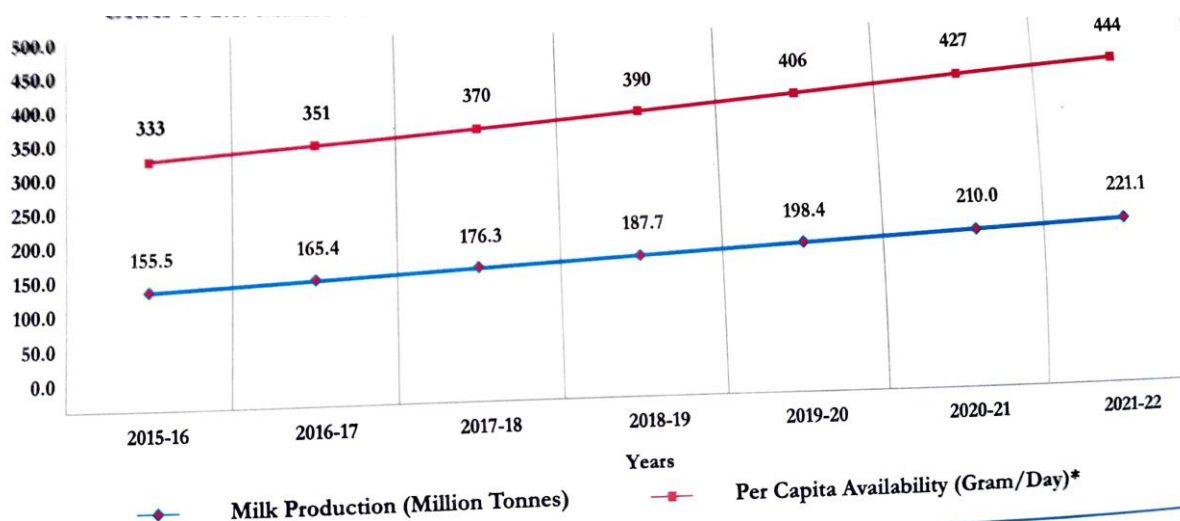
India has been the leading producer and consumer of dairy products worldwide since 1998 with a sustained growth in the availability of milk and milk products. Dairy activities form an essential part of the rural Indian economy, serving as an important source of employment and income. India also has the largest bovine population in the world. However, the milk production per animal is significantly low as compared to the other major dairy producers. Moreover, nearly all of the dairy produce in India is consumed domestically, with the majority of it being sold as fluid milk. On account of this, the Indian dairy industry holds tremendous potential for value-addition and overall development.

India is ranked 1st in milk production contributing 24 % of global milk production. There is a consistent increase in milk production of the country over the last few years. The milk production has increased from 209.96 MT in 2020-21 to 221.06 MT in 2021-22 registering a growth of 5.29 %. There has been a steady increase in per capita availability of milk since 2015-16. The per capita availability has increased from 333 gms per day in 2015-16 to 444 gms per day in 2021-22. The milk production from exotic / cross bred cattle has increased by 6.16 % and indigenous / non-descript cattle has increased by 6.13 % when compared to previous year. The milk production of buffaloes increased by 4.44 % when compared to previous year

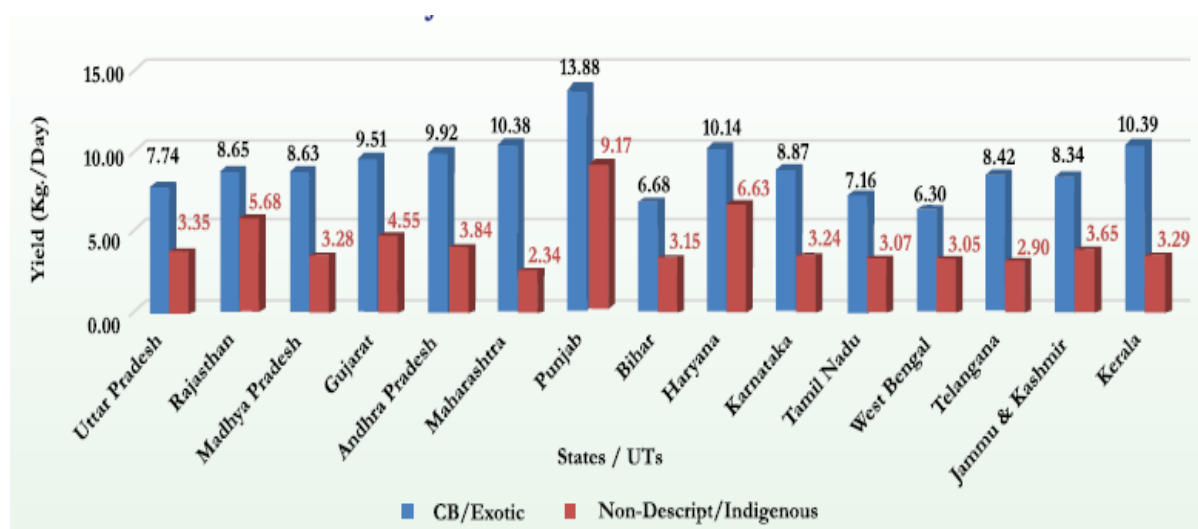
The highest five milk-producing states in India in 2021-22 were Rajasthan (15.05 per cent), Uttar Pradesh (14.93 per cent), , Madhya Pradesh (8.60 per cent), Gujarat (7.56 per cent), and Andhra Pradesh (6.97 per cent), which together contributed 53.11 per cent of total milk production in the country (Basic AH Statistics 2022 by DAHD, GOI). Kerala ranks 15th among the milk-producing states in India. The per capita availability of milk has been increasing in India over the years and is estimated at 444 grams/day in 2021-22 (Basic AH Statistics 2022 by DAHD, GOI). The highest per capita availability is in Punjab (1,271 grams per day) followed by Rajasthan (1150 grams per day). Kerala's per capita availability is 197 grams per day (Basic AH statistics 2022, DAHD, GOI). The species-wise milk production in the country shows that nearly 33 per cent of total milk production is contributed by indigenous buffaloes, followed by cross-bred cattle (nearly 30 per cent). The indigenous cattle contribute 8.82 per cent of the total milk production in the country. Goat milk contributes 2.98 per cent of the total milk production (provisional figures www.indiastat.com).



Milk Production & Per Capita availability of milk



Milk Productivity of CB/Exotic and Non-Descript/Indigenous

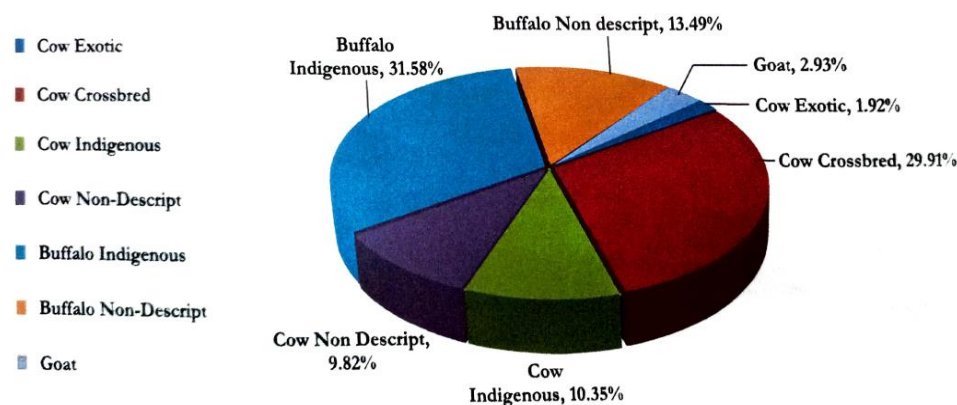


Out of the total milk produced in the country, about 46 per cent of milk is either consumed at the producer-level or sold to non-producers in the rural area. The balance 54 per cent of the milk is the marketable surplus available for sale to consumers in urban areas. The total size of dairy market was about ₹11.35 lakh crore in 2020. The dairy market has been growing at about 15 per cent per annum in last 15 years and is expected to reach a market size of about ₹26 lakh crore by 2026 as per IMARC (International Market Analysis Research and Consulting Group) 2021 report. The liquid milk market represents about half of the total dairy market in the country. Of the total liquid milk market, the share of



organised sector has increased from 32 per cent to 41 per cent in last three years. It is estimated that the share of organised sector would reach to 54 per cent by 2026 (Annual Report 2021-22, Department of Animal Husbandry and Dairying, GoI)

Species wise share to total milk production of the country

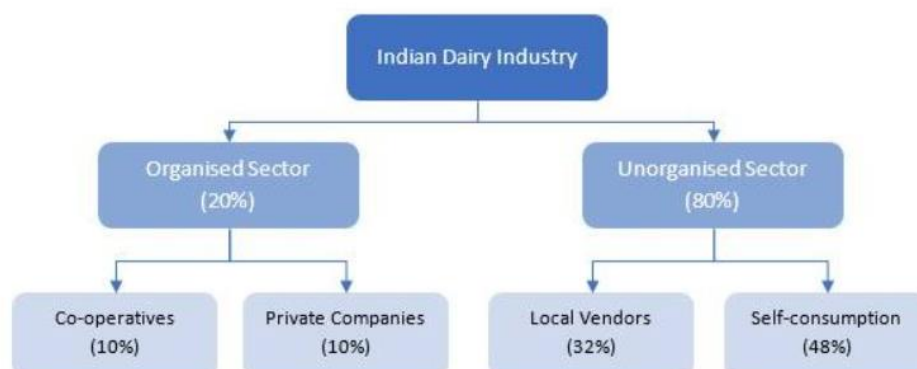


Above graph shows the contribution of milk production by cattle, buffalo and goat. Nearly 31.58 % of the total milk production in the country is contributed by indigenous buffaloes followed by 29.91 % by cross bred cattle. The indigenous cattle contribute 0.53 % of the total milk production in the country whereas non-descript buffalo contribute 13.49 % of the total milk production in India. Goat milk share is 2.93 %. Exotic cow contributes 1.92 % of the total milk production.

The Indian dairy industry is divided into the organized and unorganized segments. The unorganized segment consists of traditional milkmen, vendors and self-consumption at home, and the organized segment consists of cooperatives and private dairies. As per the Annual Report for FY19 of Dept. of Animal Husbandry, Dairying & Fisheries, Ministry of Agriculture & Farmers Welfare, GOI, co-operatives & private dairies still procure only about 20% of the milk produced in the country, while 32% is sold in the unorganized market and about 48% is consumed locally. About 40% of the milk sold is handled by the organised sector and the remaining 60% by the unorganised sector. However, in most of the developed nations, 90% of the surplus milk is processed through organized sector. With the increase in population, rise in per capita income, changing lifestyle, affordable aspirational food habits, export opportunities etc., the demand for milk is expected to rise. As per the Department of animal



husbandry and dairying, it is estimated that the demand for milk would be in the range of 200 - 210 million tonnes by FY22.



During the last five to ten years, India has seen dramatic shift towards consumption of value-added products such as cheese, yoghurt, UHT (ultra-heat treatment) milk, flavored milk, and whey. To tap the advantages of the changing consumer food preferences, most organized players are expanding product portfolios in the value-added segment. This segment offers high growth potential and better margins versus the liquid milk and Skimmed Milk Powder (SMP) segment. The value-added products overall contribute to ~35-40% of the total dairy market in India and commodity products together contribute to almost ~65% of market share. Furthermore, within the value-added segment, largest product category is ghee, having a market share of about 15-18% in the overall dairy market. While loose packets of curd is available locally, a key characteristic of emerging value-added products like UHT milk, flavoured milk, low-fat curd/yogurt, cheese and whey is that 100% of these products are sold through organized market. The value-added products market is under-penetrated, thus having tremendous scope for the growth and is expected to grow at much faster rate as compared with the commodity market.

The dairy industry in India is the largest globally, accounting for 24% of global milk production. The industry contributes 5% to the national economy and directly supports more than 8 crore farmers. India's dairy industry has grown significantly over the past 10 years, supported by various initiatives taken by the government. The nation's milk production increased at a CAGR of 6.2% from 146.31 million tonnes (MT) in 2014-15 to 209.96 MT in 2020-21.

The major production area of dairy products in India is Uttar Pradesh, Maharashtra, Himachal Pradesh, Madhya Pradesh, Punjab, Rajasthan and Tamil Nadu. Competition in the Indian dairy industry has always been



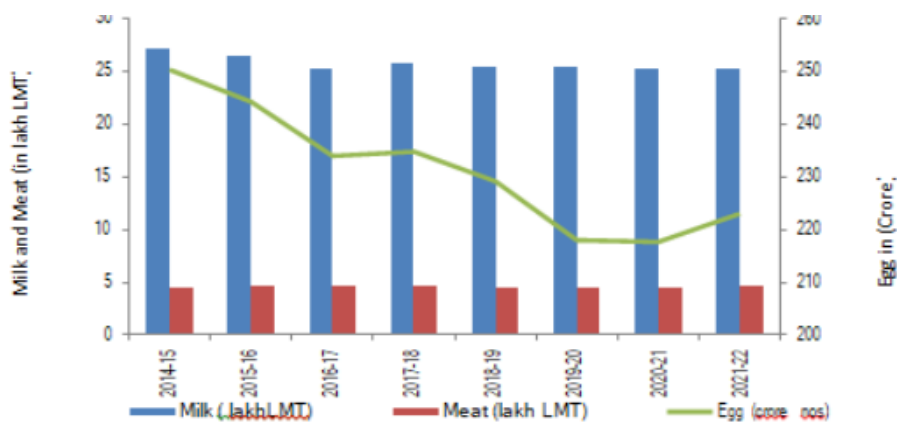
robust. Amul, Mother Dairy, Orissa State Cooperative Milk Producers Federation, Dudhsagar Dairy, Aavin, and Kwality Limited are some of the major players in the dairy industry in India.

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.

01.02. Dairy Development in Kerala

As per the estimates of National Accounts Statistics (NAS) 2022, the contribution of livestock in total agriculture and allied sector GVA (at constant prices) increased from 29.33 per cent in 2019-20 to 30.13 per cent (2020-21). The contribution of the livestock sector was 4.90 per cent of total GVA in 2020-21.

In Kerala, the livestock sector is one of the fastest growing sectors of the rural economy. The contribution of livestock sector in total agriculture and allied sector GSVA (constant prices 2011-12), was 26.44 per cent (Quick estimates) (DES, 2021- 22). The share in the total GSVA of the State was 2.35 per cent in 2021-22. In real terms, GSVA in the Livestock sector at constant prices (2011-12), marginally increased from ₹11,701.86 crore in 2020-21 to ₹11,714.01 crore in 2021-22.

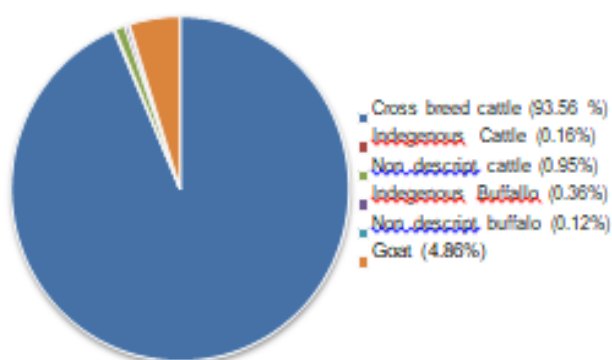


Source: Kerala State Animal Husbandry Department, CoK, 2022



The total milk requirement in Kerala in 2021- 22 was 33.51 lakh metric tonnes. But the annual production was only 25.32 lakh metric tonnes, which resulted in an average outside purchase of 1.34 lakh litres of milk per day. Out of 25.32 lakh MT of milk produced in the State, a major share was produced by cross bred cattle (93.56 per cent). Indigenous cattle produced only 0.04 MT of milk (0.16 per cent). The contribution of non-descript cattle was 0.24 MT (0.95 per cent). The milk production from goats was 1.23 MT (4.86 per cent). Indigenous and non-descript buffaloes contributed the rest (Department of Animal Husbandry).

Details of species-wise milk production in Kerala in 2021-22 is provided as below



Source : Economic Review 2022

Cross breed cattle (93.56 %) Indigenous Cattle (0.16%) Non-descript cattle (0.95%) Indigenous Buffalo (0.36%) Non-descript buffalo (0.12%) Goat (4.86%). Even though the herd sizes are low compared to major milk-producing states, cattle productivity in Kerala is higher than the national average. The average milk yield per animal in India in 2021-22 for exotic and crossbred cattle is 11.1kg per day and 6.98kg per day, respectively. For indigenous cattle and non-descript cattle, it is 3.08kg per day and 2.7kg per day, respectively (indiastat.com). The average yield from crossbred cattle in Kerala is 10.39 kg per day, the third highest among the Indian states after Chandigarh (11.98 kg per day) and Punjab (13.88 kg per day). This advantage for Kerala was due to high per cent of exotic and 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 7.39 lakh Metric Tonnes of Milk (20.25 lakh litres per day) is the corresponding figure for the year 2022-23. 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.

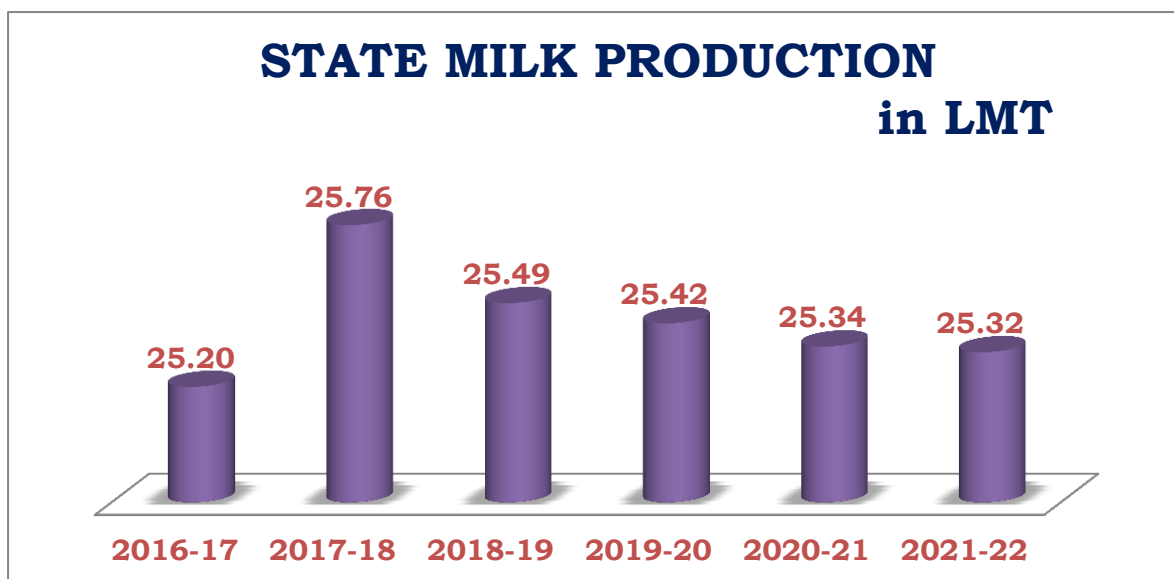
Some of the immediate impacts the Kerala Dairy Sector faced due to Covid 19 pandemic are:

- 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.

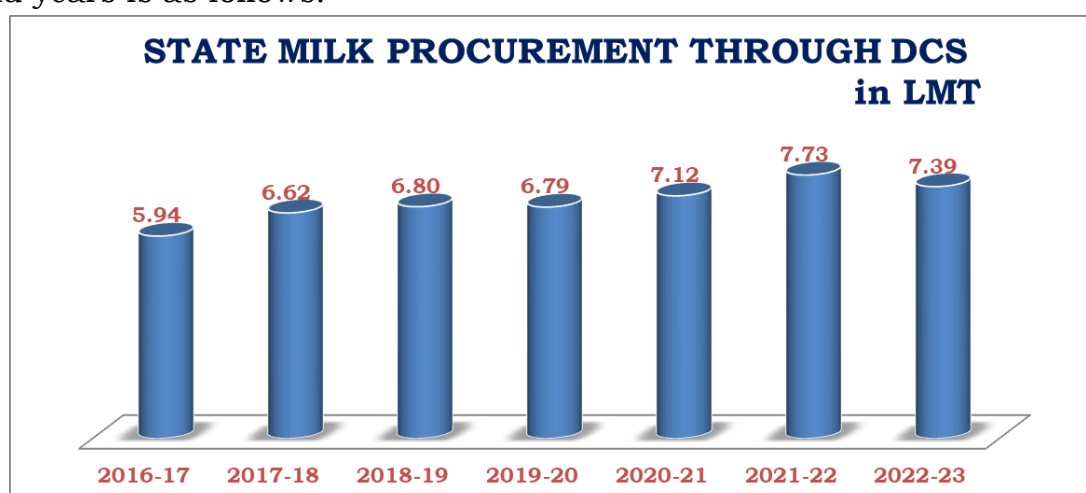
01.03. INSUFFICIENT DATA MANAGEMENT

IN DAIRY SECTOR

As per the Economic Review Statistics the milk production in Kerala from 2015 to 2022 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.

In addition, the milk coming from outside the state has reduced from 5.5 Lakh in 2015-16 to around 1.5 Lakh in 2022-23, 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 2023-24. 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 feedstuffs 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 KCMF, 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 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, KCMF, 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.

- ④ The Government Secretary, AH and Dairy as the Chairman/Chairperson of the Committee
- ④ The Chief (Agriculture) - State Planning Board
- ④ The Director-Dairy Development Department
- ④ The Joint Director(Planning) of Dairy Development Department
- ④ Nominated Joint Secretary, Finance Department
- ④ Faculty Dean (Dairy Science) - KVASU
- ④ The Managing Director-KCMMF
- ④ 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 (PROJECT CELL)	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 3618 functional DCS in the state. The average collection of milk is around 20.25 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 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 2023-24 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 – 2404-00-102-69-34-OC-03-Other items.

The financial outlay for the centre as follows

KERALA STATE DAIRY MANANGEMENT INFORMATION CENTRE					
Sl No.	Particulars	Unit	Target	Amount/Unit (Rs. In Lakh)	Subsidy (Rs. In Lakh)
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 and other means.			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