



# **GOVERNMENT OF KERALA DAIRY DEVELOPMENT DEPARTMENT**



**STATE PLAN SCHEME 2025-26**

## **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  
: 2025-26**





## **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 Joint Director (Planning) will be the Head of KSDMIC

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.

**DPR : KERALA STATE DAIRY MANAGEMENT INFORMATION CENTRE  
: 2025-26**



The KSDMIC will be established and made functional with the technical support of College of Dairy Science and Technology, Thiruvananthapuram coming under KVASU

***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.

<b>KERALA STATE DAIRY MANAGEMENT INFORMATION CENTRE : 2025-26</b>					
<b>Sl No.</b>	<b>Particulars</b>	<b>Unit</b>	<b>Target</b>	<b>Amount/Unit (Rs. In Lakh)</b>	<b>Subsidy (Rs. In Lakh)</b>
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 - State Fodder Plan + Comprehensive Survey to study the Milk Procurement Pattern through DCS and other means.			Lumpsum	25.00
3	Furniture			Lumpsum	1.00
4	Library			Lumpsum	1.00
5	Travelling Expenses			Lumpsum	1.25
6	Workshop/seminar/Meeting Expenses			Lumpsum	3.00
7	Miscellaneous Expenses			Lumpsum	2.23
<b>GRAND TOTAL</b>					<b>50.00</b>

**DIRECTOR**



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**DPR : KERALA STATE DAIRY MANAGEMENT INFORMATION CENTRE  
: 2025-26**





## **GENERAL INTRODUCTION**

*The General Introduction part is covered in the initial part of the DPR document*

### **01.02 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.

#### **01.01. 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



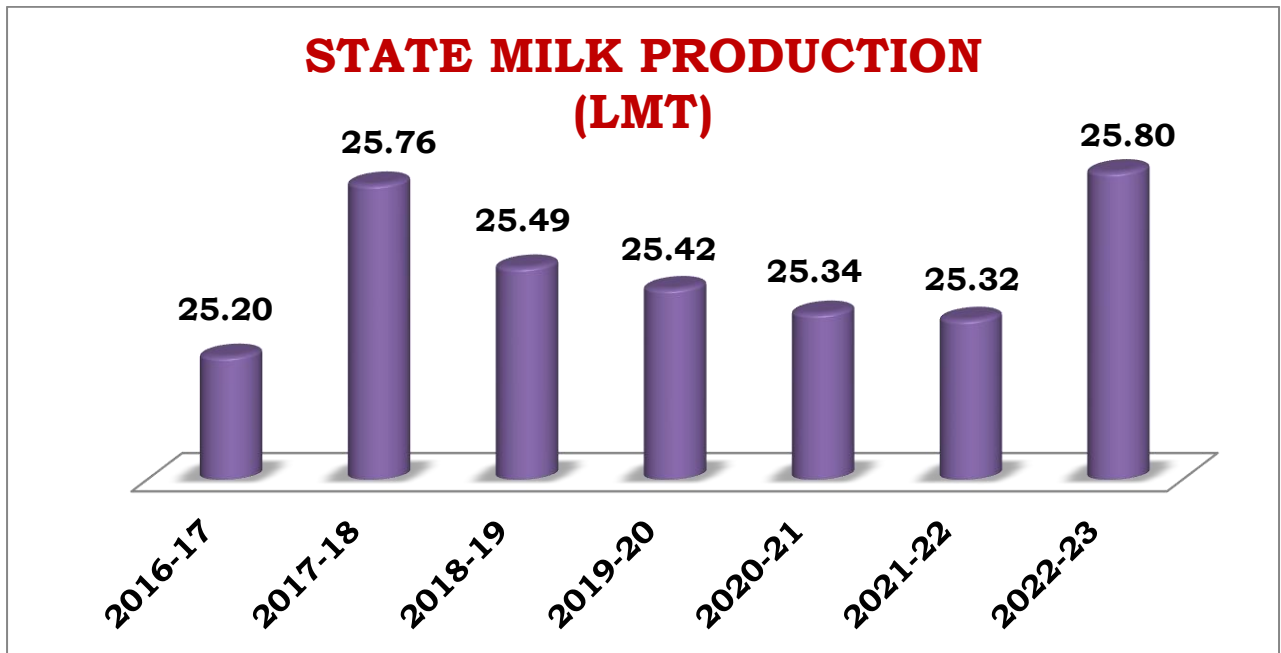
procurement through Co-operatives has declined by around 1.5 lakh litre per day.

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

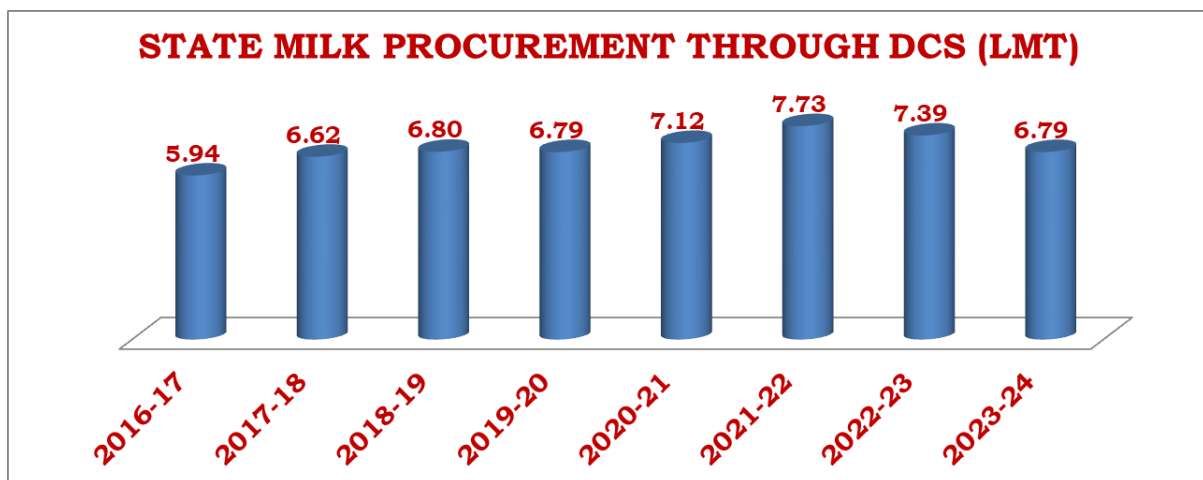
- Transportation problems during lockdown period have caused difficulty for farmers to pour milk to nearby procurement centres of Dairy Co-operatives. When compared to the last year, same season, there is a reduction of 1.5 lakh litre per day in milk procurement
- In case of rural farmer who depended 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.

**01.02. INSUFFICIENT DATA MANAGEMENT**  
**IN DAIRY SECTOR**

As per the Economic Review Statistics, the milk production in Kerala from 2015 to 2023 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 to 3.0 Lakh in 2023-24, 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 2025-26. 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. A detailed discussion regarding the survey has been conducted with the Department of Economic and Statistics for finalizing the survey and for developing the mobile application and web portal. Also they agreed to deliver their expertise for conducting the survey. 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. 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 stake holders
- 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 MGNREGA, 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, 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 Service 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 members

- ❶ The Government Secretary, AH and Dairy as the Chairman/Chairperson of the Committee
- ❷ The Chief (Agriculture) - State Planning Board
- ❸ The Director-Dairy Development Department
- ❹ The Joint Director (Planning ) of Dairy Development Department
- ❺ Nominated Joint Secretary, Finance Department
- ❻ Faculty Dean (Dairy Science) - KVASU
- ❼ The Managing Director-KCMMF

The Joint 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 controlling the activities, doing the overall supervision cum monitoring, and



Deputy Director (Planning) & AD/SMS Dairy will be assisting the Joint Director (Planning) for co-ordinating 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

<b>Sl No.</b>	<b>Designation</b>	<b>Responsibility</b>
01.	Joint Director (Planning)	Convenor, Co-ordination of entire activities
02.	Deputy Director (Planning)	Assisting the Joint Director (Planning)
03.	Assistant Director (IT Cell) – Additional Charge	In charge of day-to-day activities of the centre
04.	DEO (PROJECT CELL)	Supporting Assistant Director (IT) in all activities
05.	Clerk (IT Cell)	Office Works
06.	Contract Staff (Research Associate – Subject Expert, Research Associate – Data Analyst, ,System Administrator / DB Manager, Data Entry Operator	For data collection, analysis, compilation and for doing day to day activities, system related works and all other activities of KSDMIC
07.	Janitor/Casual Sweeper	Caretaker cum cleaning

### **Qualification Norms**

#### **01. RESEARCH ASSOCIATE - SUBJECT EXPERT ( No. of Post - 01)**

**Basic Qualification :-** B.Tech in Dairy Technology from a recognised university with minimum of 5 years of Post-qualification experience in dairy industry

**Desirable :-** M.Tech in any stream of Dairying with 2 year experience in Dairy Industry

Or

MBA in Agri Business Management with 2 year experience

Experience in usage of Data Analytical Tools will be an added advantage



## 02. RESEARCH ASSOCIATE – DATA ANALYST (No. of Post – 02)

**Basic Qualification:** - Post Graduate in Data Science / Statistics / Agri Statistics with minimum of 2 year experience in data analysis in a reputed firm / project / institution

Experience in usage of Data Analytical Tools will be an added advantage

## 03. SYSTEM ADMINISTRATOR / DB MANAGER

**Basic Qualification:-** B.E / B.TECH in Information Technology / CS or its Equivalent from recognised / reputed institution

**or**

MCA

**Experience:**

Minimum 3 years of post-qualification experience essential

### The applicant

- Shall be familiar with concepts of MIS projects, Networking protocols, LAN Management, IP addresses and class, Subnetting, ILL links, Trouble shooting, in other web and network administration aspects
- Shall possess knowledge and skill in Data Base Management Systems like PSQL / MySql, backup management .
- Shall have knowledge of all PostgreSQL Database replication/backup & recovery/mirroring and failover.

## 04. DATA ENTRY OPERATOR

**Basic Qualification:** Diploma in Computer Application/  
Post Graduate Diploma in Computer Application.

**Experience** : min 2 year experience in data entry operation



As per the decision and approval from advisory committee, the contract staff can be selected through interview and posted by following mandatory norms

As far as appointment of System Administrator /DB Manager and Data Entry Operator, appointment can either been done through NICSI or by way of selection through direct interview by an expert panel

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 – FORMULATION OF KERALA STATE FODDER POLICY AND/OR COMPREHENSIVE SURVEY TO STUDY THE MILK PROCUREMENT/ PRODUCTION PATTERN THROUGH DCS AND OTHER MEANS**

### **a. Formulation of Kerala State Fodder Policy**

The Kerala State Planning Board has already entrusted the Dairy Development Department to formulate and submit the Kerala State Fodder Policy.

As per the reports based on a study taken up by milma to analyse the production cost of milk in the state, the average gross cost of production of milk in the state was observed to be Rs.47.65. The corresponding net Cost of production was Rs.46.33. The actual Cost of production is far more than the procurement price (Rs.37.76) fixed for raw milk (Fat 4.2% and SNF 8.3%) in the state now. The Milma chart price (DCS to farmers) for milk having 4.2% Fat and 8.3% SNF is Rs 37.76, whereas the average net Cost of production is Rs 46.33. This means that the farmers in the sample households are sustaining a loss of Rs 8.57 per litre for the milk supplied in the village dairy cooperatives. It is recommended that a 5% profit margin over and above the net Cost may be ensured to attract more farmers to the APCOS network in Kerala. As per the study, the net Cost of production per litre among the subsistence farms (less than 4 cows) comes to Rs. 49.05/-, the medium-sized farms with 4 – 10 cows could produce milk at Rs. 49.33/-, and large-sized farms with more than 10 cows produce milk at the Cost of Rs. 46.68/-.



The high cost of milk production is adversely affecting the dairy sector of the state. This elevated cost factor in production is mainly attributed to the high dependence on compounded cattle feed. At present the compounded cattle feed is costing around Rs 1450 per bag of 50 kg. As per the present study by KVASU, the cost of milk is approximately around Rs 47.65 per litre of milk produced by a subsistence farmer. The high cost of production and thereby reduced profitability is adversely affecting the dairying activity of the state. More and more farmers are moving away from the sector and young entrepreneurs are getting reluctant to enter to the dairying sector.

Fodder development activities of the state need to be scientifically backed by a State Fodder Plan drafted based on the present scenario, availability of fodder, fodder requirements, gaps, cultivation pattern, distribution pattern etc.

As a part of formulation of State Fodder Plan, the present fodder availability of the state needs to be assessed (block wise / district wise/AEU level and Dairy Zone level) by way of a survey. The type of fodder presently cultivated and the area covered for fodder cultivation related to specific fodder varieties need to be analysed.

The formulation of state fodder plan by the Dairy Development Department will be technically supported by College of Dairy Science and Technology, Tvm coming under KVASU, KLD Board, KAU, College of Veterinary and Animal Sciences, Mannuthy of KVASU and Kerala Feeds Limited.

The Survey part coming under the study will be carried out with the support and help of Dairy Business Management and Extension wing experts of College of Dairy Science and Technology, Thiruvananthapuram coming under KVASU.

The services of Departmental officials, Dairy Promoters, Women Cattle Care Workers shall be utilized for completing the survey part in regard to formulation of Kerala State Fodder Policy



## **b. 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 3338 functional DCS in the state. The average collection of milk is around 18.60 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

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

The survey is proposed to be carried out with the support of either Kerala State Economics and Statistics Department, IITMK or other Govt. accredited agencies, Dairy Co-operative Societies and/or College of Dairy Science and Technology, Tvm coming under KVASU. The manpower for this survey is proposed to be utilized from the staffs of Dairy Co-operative societies, Dairy Promoters, Women cattle care workers, A-Help staffs and Pashusakhi Staffs of AHD, 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.



## 07. FINANCIAL OUTLAY

As per the Budget Outlay 2025-26 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

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7	Miscellaneous Expenses			Lumpsum	2.23
<b>GRAND TOTAL</b>					<b>50.00</b>

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

***The wages marked for System Administrator / DB administrator and Data Entry Operator is indicative. The rates furnished by NICS I can be expended for availing the services of System Administrator / DB administrator. Additional expenditure shall be met from the general savings of various other scheme components***



## **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**