

# **Dugdh Sankalan Sathi Mobile App**

Published On: 17-06-2023

### **Dugdh Sankalan Sathi Mobile App**

**Why is in news?** Union Minister of Heavy Industries Dr.Mahendra Nath Pandey Launches "Dugdh Sankalan Sathi Mobile App" to Transform Indian Dairy Industries

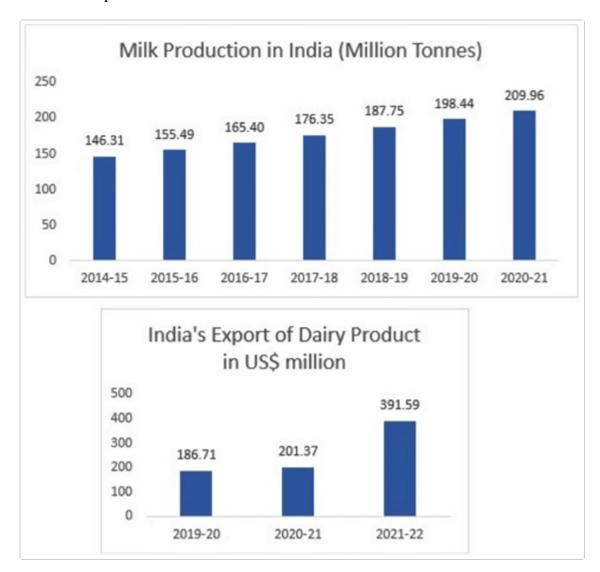
- Union Minister of Heavy Industries unveiled the ground-breaking "Dugdh Sanakalan Sathi Mobile App" at Mussorie, Uttarakhand.
- This innovative application, designed and developed by Rajasthan Electronics & Instruments Limited (REIL), Jaipur, a "Mini Ratna" Central Public Sector Enterprises under the Ministry of Heavy Industries, is poised to make a lasting impact on the Indian Dairy Industries by addressing key challenges in the milk collection process.
- This mobile app aims to improve the quality of milk, foster transparency among stakeholders, and streamline operations at the grassroots village level, including Milk Cooperative Societies.
- Speaking on the occasion, the Minister said "Through this App Ministry of Heavy Industry has taken a revolutionary step towards realizing the commitment of Government of India to **digitize the process and facilitate Direct Beneficiary Transfer to milk producers**".
- Recognizing the critical need for advancements in the dairy industry, REIL has developed a comprehensive cloud-based solution that leverages the latest state-of-the-art platform.
- This forward-thinking initiative reflects the Government of India's commitment for digitizing processes and facilitating direct beneficiary transfers of the government subsidies to milk producers.
- This application will be contextually active in the field to improve operations at the grassroots level across all partnerships including milk producers, milk co-operative societies, milk organizations and state federations.
- The "Dugdh Sankalan Sathi Mobile App" will bring significant benefits for all stakeholders involved in the milk collection process, including milk producers, cooperative societies, milk unions, and state federations.
- Key features and benefits of the app include:
- Increased transparency, efficiency, and empowerment among stakeholders
- Online monitoring of daily milk poured at Milk Cooperative Societies
- Real-time milk price updates from the cloud server, ensuring transparency and eliminating human errors
- Direct beneficiary transfers of milk payment and government subsidies to the milk producers' bank accounts through the app
- Push notifications for milk collection to the milk producers' app
- Multilingual app with support for English, Hindi, Punjabi, Telugu, and more
- Dairy Industry in India:
- The India dairy market size is projected to grow from 124.93 billion in 2023 to 227.53 billion by 2030, at a CAGR of 8.94% during the forecast period.
- In 2022, there was **39% jump in exports of dairy products**.
- India is currently the largest producer of milk and one of the world's largest exporter of dairy products. The Indian dairy industry **contributes 5% of national income** and directly supports over eight crore farmers.
- The major producers in India are **Uttar Pradesh**, **Maharashtra**, **Himachal Pradesh**, **Madhya Pradesh**, **Rajasthan**, **Punjab and Tamil Nadu**.
- Key export destinations Bangladesh, UAE, Bahrain, Malaysia, Saudi Arabia and Qatar.

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Moreover, the government has taken various initiatives/steps to the development of dairy industry in the
country, a few initiatives includes Rashtriya Gokul Mission, National Dairy Development Board, State
Cooperative Dairy Federation, National Programme for Dairy Development, Dairy Entrepreneurship
Development Scheme and so on.



#### **Challenges in dairy sector:**

- **COVID** It led to a crash in prices and demand destruction which led to the inability of dairy farmers to invest in their cattle.
- Lumpy skin disease (LSD) has led to a death count of 1.9 lakh cattle which made capital losses for dairy farmers.
- **Fodder inflation** According to ICAR scientists, fodder and feed account for 70 % of the cost of milk. Fodder inflation at 30% has been a critical factor for soaring milk prices.
- **Milk shortage** Dairy products demand is growing rapidly with rising population, incomes, urbanisation and changing diets.
- **Investment** There is a need for investment in supply chains in this capital intensive business.
- Cooperatives They revolutionised dairying, but due to a variety of factors their success has not gone beyond Gujarat and Karnataka.
- The private dairy sector has surpassed the combined capacity of the dairy cooperatives and government dairies in the past 20 years" 2022-23 Annual Report of the Ministry of Animal Husbandry and Dairying.

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