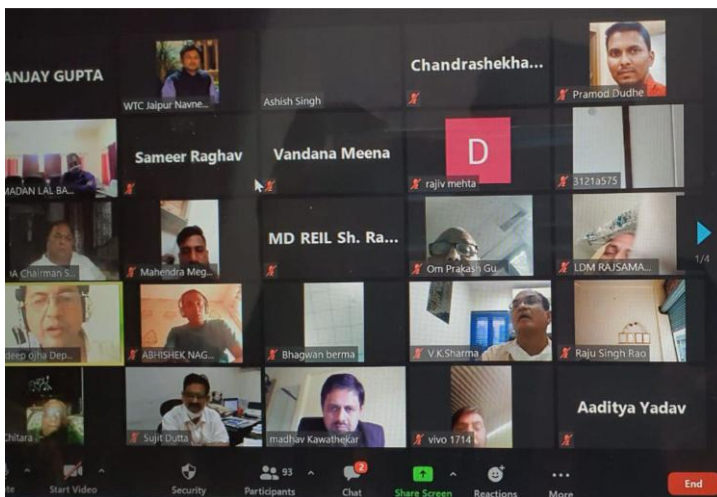


## Technological advancement imperative to boost growth in the Dairy Sector

Given the demand supply gap that persists in the milk consumption pattern in India, the government resorted to tax free imports of milk powder & butter oil. Despite best efforts, the current growth rate in milk production is only 3.8% compared to 4.0 % plus in 1990s. In order to assess the possible solutions for the above problem and analyze the business opportunities that have developed due to the technological advancements, WTC Jaipur collaborated with MSME DI Jaipur, Ministry of MSME, Government of India, Rajasthan Electronics and Instruments Limited (REIL) Jaipur and Indian Dairy Association (IDA), Rajasthan State Chapter to organize a webinar on 'Business Opportunities and Technological Advancement in Dairy Value Chain' to explore viable potential for entrepreneurs in Dairy Value Chain.

Mr. Rakesh Chopra, Managing Director, Rajasthan Electronics and Instruments Limited (REIL), said that "Rajasthan Electronics & Instruments Ltd. (REIL) has a prominent place in the electronics industry of Rajasthan. The Company is a joint venture between the Government of India & the Government of Rajasthan, through their respective institutions. The Company was conferred the status of a 'MINI RATNA' by the Department of Public Enterprises, Ministry of Industry, Government of India in 1997 on account



of its good all-round performance and excellent products." Mr. Chopra further added "to provide an impetus to the dairy processing industry and provide smart and affordable technologies to new entrepreneurs, REIL has developed various testers as well as analyzers like the Electronic Milk Tester, Automatic Electronic Milk Tester, Electronic Milk Analyzer-SL-30 (EMA SL-30), Electronic Milk Analyzer-SL-20 (EMA SL-20), Electronic Weighing Scale, Electronic Milk Adulteration Tester (EMAT), Electronic Milk Adulteration Tester with Analyzer (EMAT+), Somatic Cell Counter, etc"

Mr. Rahul Saxena, Chairman, Indian Dairy Association (IDA), Rajasthan State Chapter opined that if India has to emerge as a leading exporting nation, it is most important to develop proper production, processing and selling infrastructure, which is proficient in meeting international quality requirements. He was also of the idea that a complete strategy for producing quality and safe dairy products should be framed with a suitable long-term plan in place.

Dr. Ashish Kumar Singh, Principal Scientist, National Dairy Research Institute (NDRI), Karnal, Haryana, in his speech highlighted that, one of the most important objectives of NDRI is to provide R&D support for dairy development programmes as they work in close liaison with various national and international developmental agencies. He also mentioned that the Institute catalyses close interactions among scientists, students, farmers and dairy industry for orchestrating dairy development process in a harmonious manner. Further, Dr. Singh shared that the Institute has three major areas of R&D activities viz. 1) Dairy Production 2) Dairy Processing 3) Dairy Extension and Management. All these R&D activities are

managed through 13 Research Divisions/Sections. “The Institute also has an Agricultural Technology Information Centre (ATIC), Business Planning and Development (BPD) unit, Krishi Vigyan Kendra, Dairy Training Centre and Artificial Breeding Research Centre”, informed Dr. Singh.

Guest speaker Mr. Madhav Mohan Kawathekar, General Manager- Business Development, Nichrome India Ltd., Pune, explained how technology has boosted the development of the dairy sector. Representing Nichrome India Ltd., he mentioned that its fast packaging machines for milk, dairy products and other liquids offer reliable, hygienic, efficient and accurate liquid packaging solutions. He further mentioned that, equipped with advanced servo technology and continuous mechanical filler, Nichrome’s Filpack Servo 10 offers versatile milk packaging solutions and also offers a flexible and wide-range of liquid filling machines products.

Earlier, Mr. V.K. Sharma, Director, MSME DI Jaipur, Ministry of MSME, Government of India in his key note address and Mr. Pradeep Ojha, Dy. Director, MSME DI Jaipur, Ministry of MSME, Government of India, while sharing the theme of the program urged new entrepreneurs to venture into dairy sector and benefit from multiple schemes offered by Ministry of MSME, Government of India.

Dr. Sujit K. Dutta, Joint Commissioner, The Department of Animal Husbandry and Dairying (AH&D), Ministry of Fisheries, Animal Husbandry & Dairying, Government of India, while explaining the role and developmental function of the department, mentioned that it is responsible for matters relating to livestock production, preservation, protection from diseases and improvement of stocks and dairy development. It is also responsible for matters relating to the Delhi Milk Scheme and the National Dairy Development Board. “The Department advises State Governments/Union Territories in the formulation of policies and programs in the field of Animal Husbandry and Dairy Development. The main thrust areas are, development of requisite infrastructure in States/UTs for improving productivity, preservation and protection of livestock through provision of healthcare and strengthening of central livestock farms (cattle, sheep and poultry) for development of superior germ plasm for distribution to States.” mentioned Dr. Dutta.

Distinguished Guests and speakers also responded to several queries during the webinar and ensured support to participants going forward.

Vote of thanks was proposed by Mr. Navneet Agarwal, Assistant Director-Trade Promotion, World Trade Center Jaipur.

The webinar was held on September 25, 2020.