

SUCCESS STORY OF JAGRITI MAHILA KISAN CLUB, PAPALOTA

<u>S. No.</u>	<u>Item</u>	<u>Brief Content</u>
1.	Name	JagritiMahilaKisan Club, Papalota
2.	Address	Village Papalota PO Domehar Tehsil Arki, District Solan (H.P) Gram Panchayat: Domehar Development Block: Kunihar
3.	Area of success	Dairy Farming and Dairy Enterprise
4.	Name of the Organization	MahilaKisan Club, Papalota
5.	Specific activity	<ul style="list-style-type: none">• Milk procurement, packaging and sale.• Paneer production and sale
6.	Total Area of activity	One hectare
7.	Total investment	One crore
8.	Total output/gains	13 lakhs per month in sale of milk and panner
9.	Net profit	Rs 60000 / month
10.	Membership	<ul style="list-style-type: none">• NABARD• JagritiMahilaKisan Club• MahilaMandal Group At Local Level
11.	Awards and recognition	08 th Feb 2008- JagritiMahilaKisan Club was awarded annual prize by Finance Minister, Mr P Chidambaran for the exemplary work done In 2010- Smt KiranKaundal was awarded a prize amount of Rs 10000 by the horticulture minister Sh NarenderBragta for the commendable work done.

12	Success story (150 words)	<p>JagritiMahilaKisan Club is the most fitting example of the saying “Where there is a will, there is a way”. The women folk of Papalota always dreamt of self-sustenance. They got motivated by the idea of working together in a united way to achieve their goals. In one of the meetings of MahilaMandal group, after getting information from NABARD officials, the women folk came forward and formed a Self Help Group. After further facilitation by NABARD, the JagritiMahilaKisan Club set up a society and purchased high breed cows. A milk plant was set up in Village Papalota where these women started processing and advertising the milk products. Gradually, as per the demand and market dynamics, the group expanded the project and started procuring milk from neighboring villages too. The milk collected was tested for quality by the standard protocol. A milk testing laboratory was set up in the farm to undertake this process. According to fat percentage, the milk was divided, pasteurized and sold in two different categories: - GauAmrit Gold having fat % of 4.5 and traded at the rate of Rs 22/ packet. The other brand wasGauAmritPure which is pure cow milk and wasvended at the rate of Rs 20/ packet. In addition there was also demand for paneer. The products were sold in market places of Shimla, Solan,Arki and nearby locations. On an average, presently the sale of milk is Rs 40,000 liters in a month. Paneer making fluctuates as per demand and is sold at the rate of Rs 220/kg</p>
13	Impact	<p>Dairy farmers are enthused chiefly by other people’s attainment. Farmers, largely, have perception that there is no money in dairy farming, and many dairy producers together endorse their thoughts and feelings. Young people think that getting started is just too difficult and often don’t have a long-term vision for what they want monetarily. <u>However JagritiMahilaKisan Club</u>, against all odds, being an <u>all women group</u>,powerfully demonstrated opportunity in profitable dairy farming to secure quality life. The Group since 2009,has proven their ability to not just survive, but to thrive, even despite of very tough conditions. Controlling costs and understanding profitability were paramount in their success.Thus, the achievement of “JagritiMahilaKisan Club” is due to their inspiration for success; their realization of a lofty goal; and their blueprint strategy for how to get there. They are a continuous source of inspiration, hope, realization and provide a blueprint with benchmark</p>

JAGRITI MAHILA KISAN CLUB

		<p>measures to all those who nurture a dream to achieve accomplishment in organized dairy entrepreneurship and to those who want to acquire self-sustenance.</p>
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जागृति महिला विकास समिति (पंजीकृत)
की कार्यसमिति



किरण कौंडल
प्रधान



पदमा पाल
उप-प्रधान



शकुंतला पाल
सचिव



कमलेश
कोषाध्यक्ष



सरस्वती देवी
सदस्या



निर्मला देवी
सदस्या



सावित्री देवी
सदस्या



पूनम पाल
सदस्या



सीता पाल
सदस्या



निर्मला देवी
सदस्या



मंजू देवी
सदस्या



रामेश्वरी देवी
सदस्या



बन्ती देवी
सदस्या



धनवंती देवी
सदस्या



शशि प्रभा
सदस्या



लीला देवी
सदस्या



निशा पाल
सदस्या

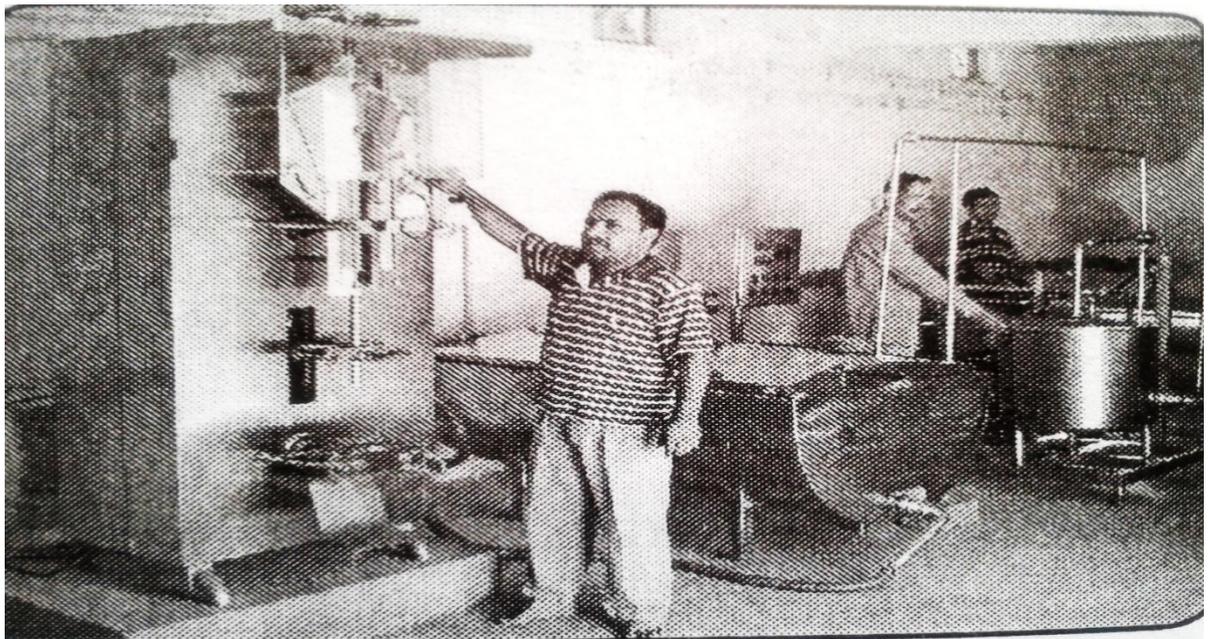


चम्पा पाल
सदस्या



मीना पाल
सदस्या

DOODH GANGA PROJECT LAUNCHED IN 2009



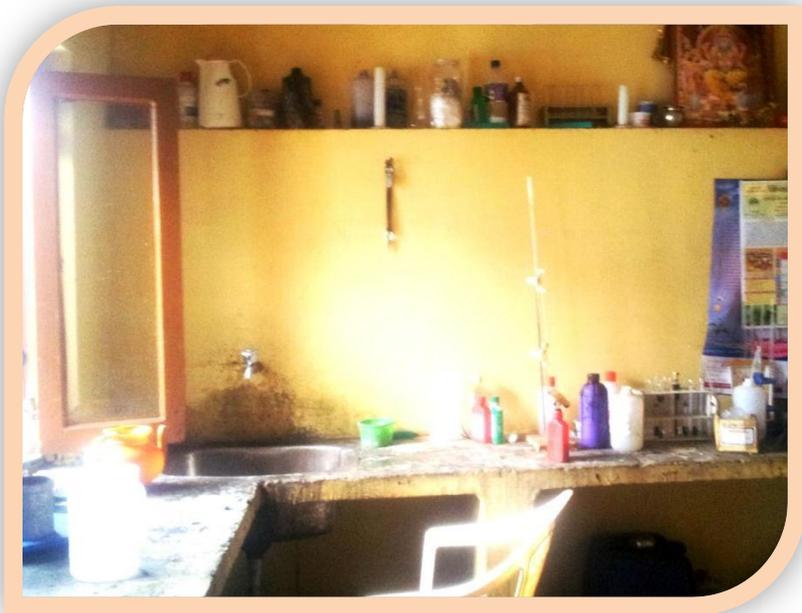
DAIRY ACTIVITIES IN NEWS

ACTIVITIES OF JAGRITI MAHILA KISAN CLUB





MILK TESTING & PROCESSING



FINISHED DAIRY PRODUCTS



GAU AMRIT GOLD



PANEER



GAU AMRIT



AWARDS & RECOGNITION



