

SUCCESS STORY OF Dadhol Agricultural Service Cooperative Society (DESCO) BILASPUR (HP).

S.NO.	ITEM	BRIEF CONTENTS
1	Title	UP-LIFTMENT OF FARMERS THROUGH DAIRY ACTIVITIES.
2	Location	Village & P.O. Dadhol, Tehsil Ghumarwin, District Bilaspur.(HP)
3	Name of the Organization	Milk chilling cum processing plant -Dadhol Agricultural Service Cooperative Society (DESCO)
4	Background of the case.	Inception of DASCO in District Bilaspur (H.P) was held on 22 June 1955 with 13 active members under the guidance of Sh. Shamsheer Singh Patyal with Rs 130 working capital. Till 1990 DASCO dealt with PDS and agricultural loan. In 1992 byelaws were amended and diversification of mandate was done and it started dealing with banking, agriclincs, insurance and co-operative development. In 1995 it became zero loss institution with 5 percent dividend which reached up to 18 percent in 2016. In 2011 DASCO decided to go/invest in prominent sectors like dairying, tourism, health, transport and education. Up to 31 March 2017 DASCO has attracted 2517 active members with working capital of Rs. 48 crore and turnover/rolling money of Rs. 145 crore. DASCO has strength of 31 employees. Till date Society has grabbed 3 national wards and secured 1st positions many times in state.
5	Description of the Project including source of funding.	DASCO stepped down in dairy industry in 2011 with a plan of Milk chilling cum processing plant which was estimated to Rs 3 Crore 48 lakh. However project got executed 6 years later on 1st March 2017 with capital investment of 4 and half crore INR. DASCO got component of 2 Crore 8 lakh INR from Integrated Co-operative Development Project of Govt of India. Land acquired for the plant is around 5.5 bigha. A very beautiful and scientifically designed Milk Chilling cum processing unit has capacity of 15000 lpd milk collection and processing and potential can be raised three times if work would be done in shifts.
6	Technology/Improved practice adopted.	Animal Husbandry department Govt. of H.P has actively participated technically and giving proper guidance to DASCO members regarding scientific ways of animal husbandry. It also guided them to raise better breeds for maximize milk production with balanced nutrition, management and scientific rearing. Department of animal husbandry in the operational area of DASCO is providing quality health services to animals and motivating them through awareness camps organized by DASCO or Department itself. DASCO members were advised in camps for Azolla feeding, making of UMMB Bricks, Fodder treatment to enhance the quality of milk.
7	Implementation of the Project.	Currently DASCO has active members consists of 35 villages with about 11500 populations. Society has also established agricultural

		<p>lab, PDS shops and one mall for its members. On 1st of March 2017 DASCO was able to collect only 40 litres of milk/day from around 10 families and now in the month of August 2017 milk collection reached around 2200 litres /day from around 500 families. Sixteen employees are working in the plant for its smooth functioning and proper maintenance. DASCO has employed dairy technologist, lab technicians with high standard lab and equipment's which are ensuring quality of milk and its products.</p>
8	Working Capital for the Project.	About 4.5 Crores.
9	The economics of running the Project.	<p>The current scenario holds this venture as economically viable. This project is currently going through initial phase as it has yet to achieve the daily milk collection. The organization is working for the up-liftment of the farmers through dairy activities and trying to provide better marketing facilities at their doorsteps and better purchase rate for their milk. Also trying to resolve unemployment problem or livelihood from Animal Husbandry.</p>
10	Benefits accrued from the project and future plan.	<p>DASCO has started to sell its products with its brand name i.e DASCO. Processed Milk is sold out in three categories:</p> <ol style="list-style-type: none"> 1. Full cream milk 6% 2. Toned milk 3% 3. Double toned milk 1.5% 4. Standard Milk 4.5% <p>DASCO has setup physical, chemical and biological lab in its plant to ensure best quality of products. Tests for fat %, SNF, Adulterants, laminar flow, bacterial counts are done here.</p> <p>DASCO is also preparing high quality curd, Paneer and Ghee and selling these products in local market and adjoining districts through retailers.</p> <p>Benefits to the Livestock Owners</p> <ol style="list-style-type: none"> 1. The farmers are getting better rates for their Milk. 2. Now Marketing of the Milk is no problem to them as the Milk is collected from their Doorstep, both in morning and evening. <p>Since milk collection is done from all corner of district so it has become all season milk collection unit which in turn becomes permanent market for livestock owners to sell out their animal's milk. It has potentially improved the mind-set of livestock owners and set animal husbandry as source of livelihood further raised their per capita. This venture of DASCO has uplifted dairy practices in and around and pushes for sustainable animal husbandry.</p>



