

SPEnDP Success Story from the field

Change For The Better

A case on Suduwathura Aara Milk Collecting Center



“Before the project intervention, we had a small temporary shed to collect milk. We faced numerous difficulties due to lack of resources.

Smallholder Plantations Entrepreneurship Development Programme (SPEnDP) in Monaragala had identified the difficulties we faced when collecting and measuring the milk inside the temporary shed. SPEnDP has initiated the requirement of permanent center for collecting milk. On their proposal, new milk collecting center has constructed and handed over to the Suduwathura Aara milk producing society in October 2013.

The project has given the guidance and assistance to form a formal business group with milking farmers. In addition, the project has provided matching grants for the poor farmers to purchase high quality hybrid cattle and also given appropriate training on cattle management. After two years of commencing the operations of the milk collecting center (by October, 2015), the total membership has grown up to 50 and the total milk collection per day has drastically improved up to 325L. Most of the farmers who registered with the milk collecting center are getting well over Rs. 660/- per day on average. By providing us a new milk collecting center, we have given a way to develop and our livelihoods are now in safe reliable hands”.

(Geetha Priyanthi Kumari, Secretary, Babaragala Yaya Milking farmer Business group)



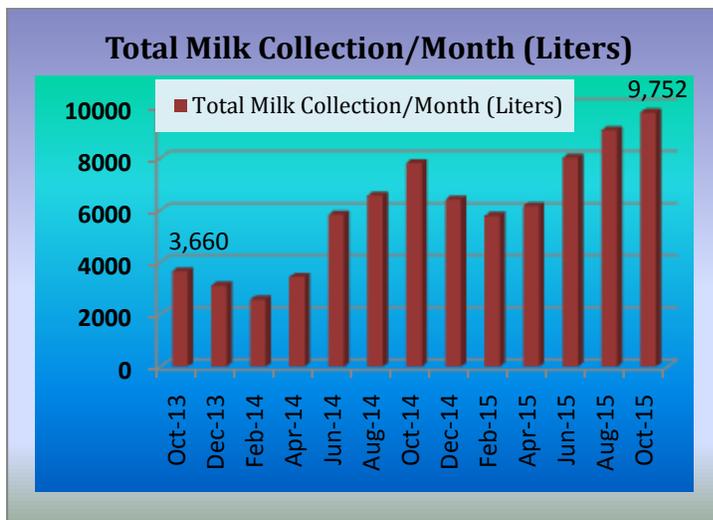
Babaragala Yaya is a traditional rural village of Suduwathura Aara Grama Niladhari division belongs to Monaragala Divisional Secretariat of Monaragala District. The key source of income of the households in Suduwathura Aara area is farming and cattle management.

They are mainly cultivating rubber with intercrops. Since the farming is seasonal, some of them are doing carpentry, masonry and casual labour work.

At the initial stage, Suduwathura Aara farmers had a temporary shed for collecting milk. SPEnDP has mainly concerned on food security and the hygiene to improve the quality of the milk for increasing the nutritional level and the income level of the households in Monaragala district.

Therefore, the SPEnDP program has allocated Rs. 819,125.87 worth grant to construct a new milk collecting center in Suduwathura Ara area. In addition to the above, Rs. 21,500/- has given for supplying electricity for the center. Initially, there were 21 cattle in the Babaragala Yaya area to provide milk for the collecting center. Once the project has given matching grants for poor farmers to purchase high quality hybrid cattle, the herd size has increased up to 60 and the quantity and the quality of milk also significantly increased. Average selling price per liter of milk has increased from Rs. 59/- to Rs. 66/- according to the fat content of the milk. The membership of the business group has now increased from 39 to 50.

During the past two years, average milk collection has increased from 120L/Day to 325L/Day. Accordingly, monthly average milk collection has increased from 3,659L to 9,752L. Revolving money of the business group has improved from Rs. 43,000/- to Rs. 190,000/-. The project has given management training for the person who handling the operations of the milk collecting center. The project officers supported the milking society to connect with a proper marketing channel. The interested members of the business group have given training on value added milk products.



Milco (Pvt.) Ltd. is a State owned largest dairy company located in Monaragala area which purchases 185,000 litres of fresh milk from local dairy farmers daily. Milco is the single largest fresh milk collector in the market and it promotes fresh milk as its main focus while producing milk products such as yogurt, cheese, curd, butter, Highland milk powder and condensed milk.

SPEnDP has developed direct marketing linkages between Milco and Suduwathyra Ara dairy farmers to expand the dairy production in Monaragala area.

Currently, Milco is coming to the door step of the Suduwathura Aara milk collecting center for purchasing milk and paying average of Rs. 66/- per liter. Eighteen milk collecting cans were given by the Milco Company to the milking farmers. Most of the farmers are used to transport the filled cans to the milk collecting center by their bicycles or three wheelers. As the Milco Company is paying money according to the fat content in the milk, each and every farmer is getting a reasonable value for their natural milk. Positive impact has been identified in terms of income generation of Suduwathura Aara farmers.

Chart given here will explain the pattern of increasing the milk collection during the last two years (Oct. 2013 – Oct. 2015).

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