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Dugdh Sankalan Sathi Mobile App

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

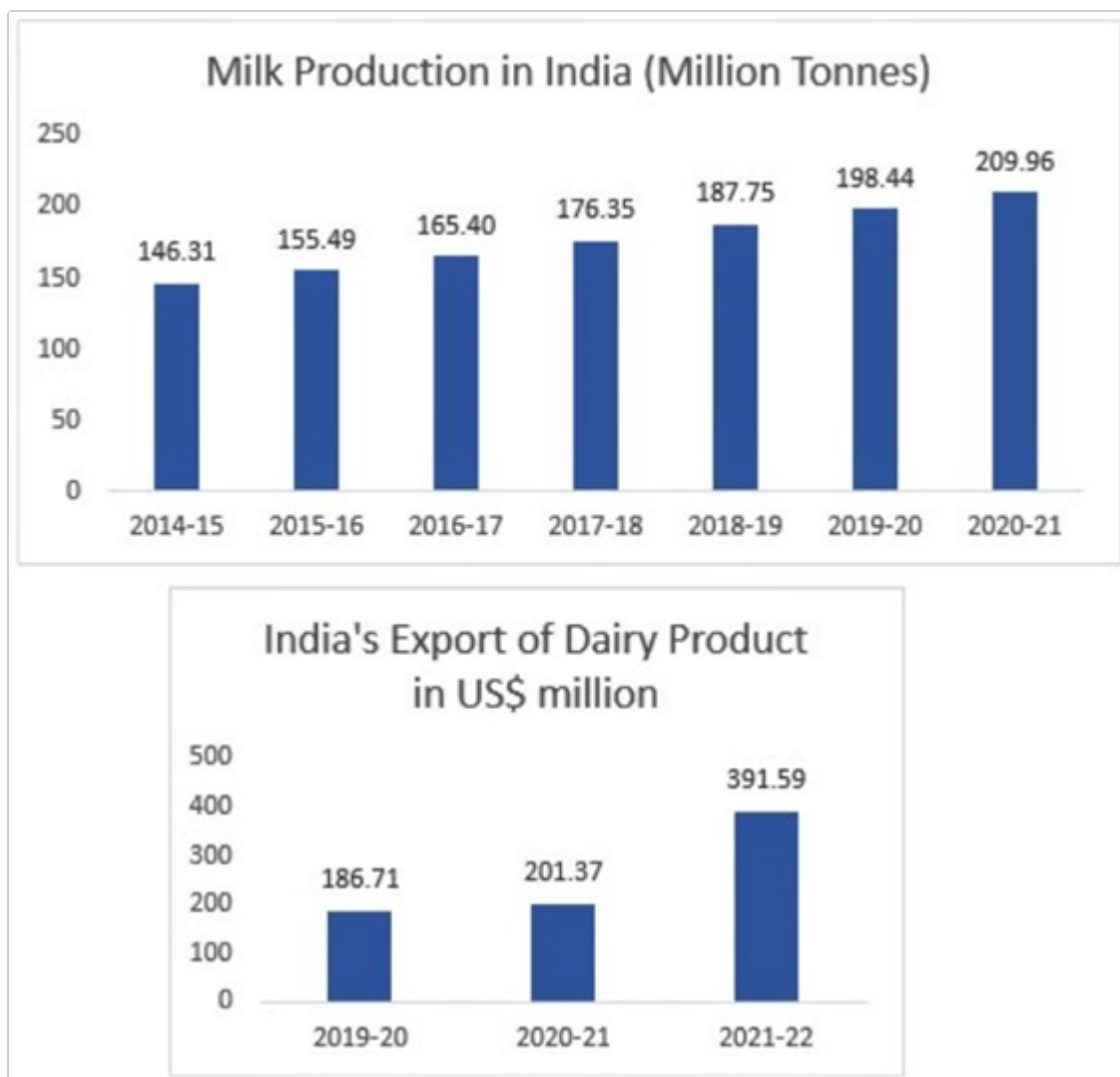
- Union Minister of Heavy Industries unveiled the ground-breaking "Dugdh Sanakalan Sathi Mobile App" at Mussorie, Uttarakhand.
- This innovative application, **designed and developed by Rajasthan Electronics & Instruments Limited (REIL), Jaipur, a "Mini Ratna" Central Public Sector Enterprises** under 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.**