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“ENHANCING FARMERS INCOME THROUGH DAIRY DEVELOPMENT & VALUE ADDITION ”

Bhubaneswar, 17/02/2024:

Agriculture is not limited to cultivation of crop only rather, it also includes Animal Husbandry as a part. Crop cultivation and animal husbandry both are complementary to each other and sustainable continuity of one can't be possible without another. In the field of Animal Husbandry, Dairy Farming is an important sector in Odisha. Day by day the demand for processed Dairy products increases in the State and hence there is a need to create more entrepreneurship in this sector. In light of this, a session on “Enhancing farmers Income through Dairy Development & Value addition” has been organized by Fisheries and ARD Department during Matsya- Pranee Samavesh Odisha-2024 at Janata Maidan Bhubaneswar.

Empowering Dairy Communities and support farmers in multiplying their farm income had been the major thrust area of discussion. Various technical and business aspects related to diary development, value addition and marketing of Dairy products were discussed in the session with an objective to revolutionize the Dairy Entrepreneurship in the State. Panel discussion, featuring technical and business experts like Mr Swapan Sinha Head – Marketing, NDDDB, Dr Umashankar Mahapatro, Visaka Dairy, Andhra Pradesh, Dr Mamta Arya, ULDB, Uttarakhand and Mr Manas Ranjan Upadhaya, Entrepreneur , Khir Ganga Dairy, Jharsuguda was held. The session was Chaired by Dr. Yeddula Vijay, IAS, Joint Secretary, Science & Tech Dept and moderated by Dr Saroj Sahu, GM, SAMUL

About 250 Nos of progressive Dairy Farmers from different Districts of the State participated in the session. A short Quiz session was also organized with the in-house audience in the seminar wherein the successful respondents were complemented with sweet, tangy, dairy thrill - OMFED products.

At the end, the session ended with the spirit that farmers' are the owners of the OMFED (Cooperative Society) and that new technologies should be adopted for profit enhancement.

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