



**JANASANYOG, ASSAM
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PRESS RELEASE

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CM reviews Dairy Sector

53 Bulk Milk Coolers to be provided to successful dairy cooperatives of the state

Dispur, July 10: Chief Minister Sarbananda Sonowal today reviewed the dairy sector of the state at his office at Janata Bhawan and directed the Animal Husbandry and Veterinary Department to prepare a roadmap for inspiring the youth of the state to engage in the sector through generation of self employment opportunities. The Chief Minister announced that the 53 bulk milk coolers in possession of Dairy Development Directorate would be provided to dairy cooperatives and milk producers under public-private-partnership mode.

Saying that 'Atmanirbhar Bharat' initiative launched by Prime Minister Narendra Modi has brought new lease of life for the state's dairy farmers, Chief Minister Sonowal stated that collateral free loans would be provided to dairy farmers through Kishan Credit Cards under this initiative. He also directed the officials of the concerned department to hold discussions with banks so that the milk producers do not have to face any difficulty in taking advantage of the scheme.

The Chief Minister also said that a spirit of entrepreneurship has developed among the state's youths in recent times and they would be encouraged to take up dairy farming and agriculture once they discover the inherent potential of the sectors. He also said that huge employment opportunities would be generated if Assam can capture this market by increasing milk production as the state only produces only one third of its total milk requirement. He also stressed on the need to study the problems in demand-supply-marketing chain while directing the department to engage a dedicated team to assess the potential in the market.

Referring to successful home grown milk brands like Sitajakhala and Kanyaka in the state, Sonowal emphasized the need to attract the local entrepreneurs towards milk production and milk processing industries while equally giving importance to milk by-products like curd, ghee, cream, paneer, butter, ice-cream, chocolate etc. He also directed the officials to travel to facilities of well known milk brands in the country like AMUL, Sudha etc for obtaining technical knowledge. The department was also directed to organize a meeting between the milk producers and the Chief Minister at the earliest.

Legal Adviser to the Chief Minister Shantanu Bharali, Principal Secretary to the Chief Minister Sanjay Lohia, Principal Secretary of Cooperative Development Department Biswa Ranjan Samal along with other officials were present in today's meeting.

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