CHAPTER- III

History of Sangam Dairy in Guntur District

This chapter aims at bringing the history of Sangam Dairy in Guntur district. As the scholar hails from this district, the original and in-depth history of Sangam Dairy is dealt with in detail. The objectives of Sangam Dairy, ancillary developments viz., cattle field plant, technical inputs, artificial insemination service, animal healthcare, cattle insurance, and demonstration of dairy forms are discussed in detail in this chapter.

In 1972, under Operation Flood I programme, a feeder-balancing dairy was started at Vadlamudi in Guntur District of Andhra Pradesh. The main aim in starting this dairy has been to balance the supply of milk to Calcutta and Madras cities after meeting the local demand. The dairy was established in the co-operative sector. Later in 1977 the management of the dairy was handed over to the Guntur District milk producers’ co-operative union limited.

The Guntur District Milk Producers’ Co-operative union was registered on 23 February 1977 under the Andhra Pradesh co-operative societies act 1964 with register number 836 DD, with main objective of enhancing milk production and procurement in the district. In the beginning 85 village dairy co-operative societies were affiliated to the union with an intention of procuring milk from the societies. Besides procuring milk the union also manages the Dairy plant and markets milk and milk products.

The cooperative organization covering the milk producers based on a 3-tier system. At the bottom of the network is the primary milk producers’ society organized in each village. For getting the society registered by the co-operative registrar, it has to
satisfy the criteria of economic viability and feasibility of transportation, which required an uninterrupted supply of milk of at least hundred liters per day on average during the preceding six months. Each primary milk producers' co-operative society will elect five directors who in their turn elect the President for a term of three years. Each society appoints a paid secretary to maintain its accounts, supervise milk collection, testing of milk procured and render other services. The bigger societies appoint milk testers to look after the fat content of the milk.

At the middle of the 3-tier network is the district co-operative union of milk producers. Presidents of all the primary societies are its members. The constitution of district union provides for an executive committee of 12 directors, elected by the members and five nominees of the government. The board of directors elects the chairman of the district union.

At the upper level of the 3-tier network is Andhra Pradesh Dairy Development Co-operative federation, which is the apex body at the state level. The organization of this top-level body consists of the members of the co-operative institutions engaged in dairy development in the state. It acts as a chief policy making body and marketing agency for the entire state.

The installed capacity of the plant has been 2.25 lakh litres of milk per day. The dairy was established at a total cost of Rs. 2,79 lakhs. In 1981 a cattle feed plant was started with a production capacity of 100 MT of cattle feed per day at a total cost of Rs. 3 crores. In 1985, Aseptic Milk Packaging station, popularly known as tetra pack unit was established at a total cost of Rs. 2.5 crores.
The name and style of Sangam Dairy is due to the presence of Sangameswara temple near Sangam Jagarlamudi village at the vicinity of the dairy plant. The Dairy is located on the Guntur and Tenali Highway about 15 km. from Guntur having a very good architectural view attracting the visitors.

The Sangam Dairy offers an illustration of one of the more successful dairies sponsored on the Anand pattern. It provides a model of rural development that has theoretical appeal. It also tries in attempting to optimize economic gains to the rural poor.

The Sangam Dairy was first conceived during 1972-73 under the Operation Flood I programme. The Indian Dairy Corporation (IDC) and the government of Andhra Pradesh entered into a series of agreements. Under the terms of these agreements, the IDC advanced an amount of Rs.10 crores and the state government provided Rs.81 lakhs as its share. The financial assistance provided by the IDC was on a 70 per cent loan and 30 per cent grant basis. The milk producers of West Godavari, Krishna districts donated Rs.1.5 lakhs to purchase about 35 acres of land before initiating the project. At the time of registration of Guntur District Milk Producers’ Co-operative Union (August, 1978), only 85 village dairy co-operative societies were affiliated to it.

Objectives of Sangam Dairy:

The project has been started mainly with four major objectives:

1. To bring about a white revolution by increasing the production of milk;
2. To develop the infrastructure for marketing by linking the rural production centres with the urban consumption centres;
3. To motivate individual peasants and rural masses through additional incomes so as to promote rural development; and

4. To improve the confidence of the target groups in the efficacy of the grass root Organization.

The production capacity of the dairy at the initial stage was 1.5 lakh litres of milk, 12 Tons of milk powder, 8 tons of butter and 4 tons of Ghee per day. Today, the dairy has achieved rapid progress in every respect. A number of schemes were launched to enhance its production and procurement. The installed capacity of 1.5 lakh liters increased to 3.5 lakh liters, the production of milk powder increased from 12 to 22 tons and Ghee from 10 to 12 tons per day during 1999-2000. Besides, the deep freeze facility for storing table butter was also introduced in 1986 with a capacity of 3 MTs a day and its present capacity is 6 MTs a day. A prestigious aseptic milk packaging station, popularly known as tetra-pack unit was also established in 1983. At present the dairy is producing skim milk powder, whole milk powder, ghee, butter (white and table) and infant milk food. Besides, it also makes by-products such as doodh-peda, sterilized flavoured milk, buttermilk and curd.

Ancillary Developments:

Besides the main objectives, the Sangam Dairy also assists its customer in supplying the various input materials, which are not available on individual basis, by opening different subsidiary organizations. The important them are:
I) Cattle feed plant:

Under feed and fodder development programme, a cattle feed plant of 100 MT capacity per day was commissioned in 1981 under the management of Sangam dairy by name ‘Sri Kakani Venkatratnam cattle feed plant’. High quality balanced feed in the form of pellets was being produced in the state for the first time and made available to the milk producers on service basis and this feed was also being supplied to the milk producers of the neighbouring districts.

II) Technical inputs and Milk enhancement:

Various technical inputs were offered to the milk producers in a phased manner for the enhancement of milk production. They are:

a) Artificial insemination service:

Under this programme the lay inseminators-cum-paid secretaries are supplying semen with superior germ plasm to the primary milk producers-operative societies for insemination.

The supply of semen is done through milk trucks, which go to the villages for the collection of milk. This ensures supply of quality semen reaching the villages daily for insemination. As a measure of improved technology frozen semen is also supplied to primary societies. Liquid nitrogen plant was erected on the campus for the supply of frozen semen to the societies.

b) Animal health care:

Free veterinary aid is being provided to the member producers of primary societies through mobile veterinary clinics. And emergency veterinary clinics are provided at the doorsteps of the farmers. At present 54 veterinary clinics are functioning
in addition to medicines supplied free of cost, periodical free vaccination campaign is also
arranged in villages as a measure of prevention of contagious diseases.

c) Cattle Insurance:

The union has also undertaken milk cattle insurance programme on massive scale. The union to encourage the milk producers subsidizes 2/3 of the premium.

d) Demonstration of dairy farms:

To create confidence among milk producers in rearing cross breed cows under village conditions, the union is giving 12 kinds of cross breed Jersey and Horstain Fresien cows in different villages.

e) Training programmes:

A training center also started with the intention of imparting training to the veterinary staff at the village dairy co-operative societies. The duration of the training is 45 days.

III) Other Farmer services provided by Sangam dairy:

The following are the services provided to the farmers in addition to the services mentioned above:

a) Distribution of chaff cutters.
b) Enrichment of paddy straw with urea.
c) Supply of protein feed.
d) Distribution of mineral mixture
e) Aid to society building
f) Farmers induction programme through CD
g) Accident insurance to all member producers.
h) Medi-claim policy (health insurance) to the milk producers and their family members with subsidy of 40% premium from dairy.
III.1 Picture of Sangam Dairy – outer view
III.2 Picture of Sangam Dairy – Closer view
III.3 Logo of Sangam Dairy