

## Success Story of formation of Kisan Club of Value Addition in Milk

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**Name of the State:** Bihar

**Name of KVK:** KVK, Rohtas, Bikramganj

**Theme:** Augmentation of milk production in dairy animals

**Name of the technology:** Milk processing and packaging



Photograph of the farmer

<b>Name of the farmer</b>	Shri Barun Kumar Vidyarthi
<b>Village</b>	Kosanda, Suryapura
<b>Address</b>	Kosanda, Kowath (P.O.), Suryapura, Rohtas
<b>Contact details (Phone, mobile, email Id)</b>	8002111135 / 9006287895
<b>Education</b>	B.A. History (H)
<b>Landholding (in acre)</b>	6.125
<b>Irrigated (in acre)</b>	6.0
<b>Un-irrigated (in acre)</b>	0.125
<b>Membership details(in Self-Help Group, Producers Cooperative/ Company, Cooperative Society etc.)</b>	Kisan Club (14 persons producing milk locally)
<b>Family size (Number)</b>	12
<b>Agricultural and non-agricultural activities of the family</b>	Agricultural: Paddy- 4.0 acre Wheat: 2.0 acre Masoor: 7.0 bigha Chana: 12 Katha Berseem: 12 Katha Jayee: 1.0 bihga Allied: Milk production, packaging & selling: Rs.1,20,000 Motor vehicle renting: 60,000/annum Agriculture: 1,00,000/annum
<b>Source of income of the family</b>	Agriculture, Animal husbandry
<b>Daily family expenses for food purpose</b>	-



Monthly expenses other than food cost	-	
Background before intervention (not more than 150 words)	Previously he was actively engaged in Sudha Cooperative milk supply after collection of milk	
Brief description of technical interventions and justification including innovation, if any (not more than 150 words)	In Kosanda, Suryapura the farmers were selling milk locally in cooperative at a lower price of Rs.22 -24 per litre. They formed Kisan Club and collected whole cow milk of village, packaged it, chilled it and sold in local market at a price of Rs.40/litre. The profit was distributed to all.	
Source of technology/ reference	Krishi Vigyan Kendra, Rohtas	
Source of fund/ financial supports	NABARD supported Kisan Club	
Technological benefits after intervention	The intervention was collection of whole cow milk of the village, processing it, packaging it and marketing in the nearby towns at good price. This assisted in easy transportation and increasing the acceptability of that milk in markets of nearby towns.	
Awards / rewards / appreciation received	Best Milk Producer by COMFED in 2005	
Role of KVK in intervention	KVK, Rohtas was actively involved in concept formulation, farmers were motivated and grouped by KVK initiative and Kisan Club was formed by KVK with the help of NABARD. KVK is still involved in providing technical support as and when required.	
Impact factor	Before Adoption	After Adoption
Farmer Practice: Milk	Local selling of milk on lower price	Packaged milk on higher price
Yield of Product: Milk	100 litres	280 litres
Fixed Cost	21.0/litre	33.5/litre
Recurring Cost	Nil	1.5/litre
Gross Income	22/litre	40/litre
Net Profit	2/litre	8/litre
B:C Ratio	1.05	1.25
Marketing	Local in village	In organized market
Dissemination of knowledge in the locality	1	5
Knowledge gain based on 1- 5 scale*	1	4
Feeling of economic security based on 1- 5 scale*	2	5
Ability to understand and solve problems based on 1- 5 scale*	2	4
Self-image in community based on 1- 5 scale*	3	5
Self-confidence based on 1- 5 scale*	2	5

\* 1- 5 scale indicates 1 = lowest and 5 = highest

