

Comprehensive Informal Dairy Sector Initiative for Food Safety (CIDSIF-S)

Ram Pratim Deka¹ and Vijayalakshmy Kennady¹
¹International Livestock Research Institute (ILRI), India

Problem statement

- More than 90% of produced milk in Assam traded through informal sector players (traders, sweet makers & cottage processors)
- Quality and safety standard of milk and milk products are often overlooked
- Hardly any government initiative to improve the quality and safety standards of milk

The solution/Innovation

- Training, monitoring & Certification (TMC) programme for informal dairy value chain actors.
- Awareness generation for milk consumers
- Strengthening lab system for regular milk testing
- Friendly approach towards informal sector players to increase trust & confidence on govt. initiatives
- Incentive mechanism for better milk quality
- Collaborative actions among Dairy Dept., Vety. Dept., Health Dept., Municipality & food safety authorities
- Framing conducive policy for scaling

Key results/impacts

- Improved knowledge, attitude and practices of informal dairy value chain actors.
- Reduced disease incidences and increased productivity
- Higher milk quality and increased consumers' confidence
- Increased business volume and higher profit margin
- Increased government focus on milk safety traded by informal sector
- Increased coordination and collective actions among Health, Veterinary, Food safety & Municipality authorities under One Health approach
- Developed a set of govt. certified training course for informal dairy sector players
- Assam become the first state in India to have a govt. run informal dairy sector initiative



Chief Minister of Assam releasing the training manuals developed by ILRI (photo credit: ILRI/Ram Pratim Deka)

Scalability and regional relevance

- Smallholder farmers own more than 80% dairy animals
- Informal channels handle 70- 90% of total milk marketed
- Lack of systematic approach to address milk quality & safety in informal value chain
- Health hazard of milk consumers consuming milk from informal sector, is currently being ignored.
- The model mainly focuses on behavioral changes and adoption of good practices voluntarily
- Return on investment is high & changes can happen for generations
- User friendly, sustainable and can deliver higher health and economic benefits.

Partners and donors involved

Partners:

- Animal Husbandry and Veterinary Dept, Govt. of Assam.
- Dairy Development Department, Govt. of Assam

Donor:

- The World Bank through Govt. of Assam

