

Milk Vita cooperative Dairying: A legendary era in Bangladesh

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Abstract:

Milk Vita-the largest pioneering dairy cooperative venture in Bangladesh deals with about 350,000L/day liquid milk production, collection, processing, and marketing with a diversified set of dairy products nation widely & relentlessly proving the myth of successful rural prosperity as a model of least developed countries. In Bangladesh year round (January-December) rate of milk production took place as 9.97%, 10.01%, 9.20%, 8.59%, 8.17%, 8.37%, 7.27%, 6.50%, 6.46%, 6.86%, 8.73% and 9.88% respectively (1 Azad, MAK, 2001). In Bangladesh, Milk Vita has successfully developed a cooperative milk production model like AMUL, India beyond existing traditional or informal systems as well as combating all sorts of identified challenges. Milk Vita covers annual growth rate about 17% in raw liquid milk production for the whole nutrition thrust folk in hectic mode augmenting smart synchronization of year-round milk production (9.283 MMT i.e. 62.44 % of demand), requirement (14.865 MMT) & deficit (5.582 MMT, i.e. 37.55% of demand) (2 DLS:2016-2017) in Bangladesh. Dairying in Bangladesh is generally characterized by small-scale, widely dispersed and unorganized milk animal holders, low productivity, lack of assured year-round remunerative producer price for raw milk, inadequate basic infrastructure for provision of production inputs, services and above all lack of professional management practices. Milk yield is also too low; 200-250L during the 10 months lactation period in contrast to 800L for Pakistan, 500L for India and 700L of all Asia (National Livestock Development Policy, 2007). Appropriate research and dairy development interventions are needed to improve this situation and ultimately Milk Vita???a legendary era in Bangladesh relentlessly doing the same. In Bangladesh, milk production increases 5.98% per year where demand increases by about 10% due to an increase in purchasing capacity and food habit change of consumers. Therefore, the potential plenty requirements for dairy entrepreneurship development/business opportunities in Bangladesh awaits and it may be synchronized by the establishment of small-scale dairy enterprises and processing plants through Milk Vita a lot providing appropriate national & international dairy policy and institutional support services forwarding rural prosperity overcoming identified challenges. In this paper, the picture of successful cooperative dairying in Bangladesh through Milk Vita has been displayed accordingly.

Milk Vita is the largest dairy company in Bangladesh, and the leading supplier to Dhaka of fresh milk and dairy products such as butter and yogurt. Private dairies also copy the business model

of some Milk Vita. Milk Vita has stood on its own two feet for the last 10 years, with no subsidies either from the international community or from the government.

Through a two-tier cooperative structure, a package of milk production enhancing technology, village-level organizational skills and a milk collection-processing-marketing system was developed. From 40,000 very poor, often landless, households in remote rural areas that are organized into 390 primary village milk cooperative societies, milk is collected nowadays. The Milk Vita Cooperative's direct beneficiaries are the 40,000 landless, small, and marginal milk producers belonging to the above mentioned 390 village primary milk cooperative societies. The milk is then processed and distributed to all of the country's major cities.

It maintains around six million cows for milking. They are primarily the property of marginal smallholders. A rural household has on average 2.6 cattle/buffalo, 1 goat/sheep, and 7.5 chickens. Local cows in Deshi predominate. They have low yields, short lactations, and long intervals to calve. Cows are historically multi-purpose, but are held predominantly solely for milk. The use of crossbreeds such as Pabna Sahiwals, Pabna Friesians and Pabna Jerseys to improve milk production has been expanding both at the smallholder level in the collection areas of Milk Vita and, more recently, in small commercial dairy farms spread across the country.

Goats are plentiful but don't make a significant contribution to milk production. Milk production has a pronounced seasonal pattern with peak production taking place between two years, January and May June. The lean season runs from July to October when production will peak to one third.

Also where Milk Vita works is well organized selection of milk. Here a network of land -based and water - based rural milk collection, run by the primary village milk cooperatives, makes it possible to obtain milk, a perishable but highly nutritious food, before quality deterioration makes it unsaleable. Other recent milk market entrants now compete for milk in these fields.

The FAO has educated the new generation of managers and provided professional support for everything from animal welfare to milk processing to selling goods.

Milk Vita not only broke the monopoly of the milk buyers but, more significantly, it greatly increased the region's milk production.

The success clearly illustrates what is possible when professional management puts together the right concept, the right economic and physical climate and the right participants.

The Project of milk vita includes milk producers become directly involved in the management of Milk Vita, milk production input and support services need to be self funding, milk production enhancement and collection should be directly be targeted.

It was attributed in large part to the limitless supply of very large amounts of very cheap milk powder supplied from massive subsidized stockpiles in developed countries, primarily the European Union and the United States. While producers in these countries had more than double the price of Bangladeshi producers for their milk, the milk powder was on sale in Bangladesh at less

than half the price of local milk produced efficiently.

Milk Vita procured 29.5 million liters of milk from nearly 40,000 small producers belonging to 390 village milk cooperative societies spread across 15 districts charging 467.4 million Taka farmers.

Milk Vita is a growing concern. It can be seen not only from its promising financial success and aggressive growth plans, but also from its recent imitators, who set up similar businesses to obtain, process and sell 50 million liters of milk each year.