



SITAJAKHALA DUGDHA UTPADAK SAMABAI SAMITI LTD.

**Regd. No.67/58-59, Amlighat
Amlighat:Jagiroad: Morigaon (Assam)**

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Society at a glance

1. Name **SITAJAKHALA DUGDHA UTPADAK SAMABAI SAMITI LTD**
2. Established **1958 (Regd. No.67/58-59, Amlighat)**
3. Head office **Amlighat, Dist:-Morigaon, Assam, 782410**
4. How and why the Society was formed

During the period of establishment it was viewed that the Production of milk in villages surrounding Amlighat was substantial, But the producers were deprived of a legitimate price because of unorganized marketing system. So some socially conscious people thought about collecting the production and sell it through organized marketing. This thought was the nutshell of inspiration behind the formation of this cooperative society
5. Business Activities
 - Procurement and sell of raw milk, pasteurized cow milk
 - Procurement, preparation and sell of cattle feed
 - Sale of value added milk products
 - Provide free vaccination facility and etc
6. Social welfare Activities
 - Organizes various training and seminar for the benefit of members as well as other farmers of Assam
 - Financial assistance to poor and talented students of the locality.
 - Has played a major role in establishing Jagiroad College, and Sitajakhala H.S School
 - Provides financial assistance for the improvement of sports, Culture and other Such social Institutions
7. Production of raw milk **Around 18,000 to 20,000 liters a day**
8. Nos. of milk collection Booths **13**
9. Nos. of member farmers **Total-around 1100 (different communities and classes of the society including women farmers in one platform as one family)**
- 10 Nos. of cattle Head **Approximately 6000 (High breed H.F cross, Jersey cross and Sahiwal**
- 11 Distribution of raw milk **Guwahati City, NDDDB (Purabi), Jagiroad, Nagaon town, Morigaon town, HPC, Jagiroad and adjacent areas**

12 Employment	Directly around 1000 and indirectly around 4000-4500 farmers families are associated for their livelihood
13 Annual turnover	Around Rs. 33 crores (B/S '17-18), Rs.40.19 crores (2018-19)
14 Area of operation	10 Village Panchayats within Morigaon and Kamrup Districts and training for entire NE region
15 Distribution of profit	Among the milk producer members
16 Steps taken to develop the Agriculture and dairy sector in the area	<ul style="list-style-type: none"> ➤ This cooperative regularly help farmers to get loan and subsidies etc. from Govt. Agencies and different Financial institutions viz. UBI, SBI, NEDFI, AGVB, Canara <i>etc.</i> when they are in need, which ensures the growth of production as well as the welfare of dairy farmers ➤ Adopting advance Breeding Policy to increase average milk yield from 8 to 15 liters a day ➤ Routine De-worming, Vaccinations, Animal tagging for systematic pedigree information, superior breed and enhanced milk yielding capacity of the cattle ➤ Training on modern agriculture production technology in collaboration with Veterinary College and KVK (AAU)
17 Achievement	Recipient of “ National Cooperation Development Corporation ” Biennial “ Cooperative excellence award-2006. ”
18 Vision 2020	<ul style="list-style-type: none"> ➤ Associating total of approx 10000 farmers families directly, other 20000 families indirectly and producing more than 50000 ltrs of raw milk a day ➤ Launching “SITAJAKHALA” as an indigenous brand of Assam with pasteurised milk and milk products within the end of 2017 ➤ Reaching new areas of middle Assam and motivate young unemployed youths to adopt dairy farming as a viable livelihood activity and creating small dairy cooperative societies in new areas to make the farmers more self sustain ➤ Transforming our expertise and the challenges we faced in the dairy sector in this long journey into a viable profession and as an opportunity to address the chronic problem of unemployment in our state



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