

Citizen's Charter

What is a Citizen's Charter?

Citizen's Charter is a document which represents a systematic effort to focus on the commitment of the organisation towards its citizens in respect of Standard of Services, Information, choice and consultation, Non-discrimination and accessibility, grievances redress, courtesy and value for money. This also includes expectations of the organisation from the citizen for fulfilling the commitment of the organisation.

Citizen's Charter on Department of Animal Husbandry and Veterinary Meghalaya

DIRECTORATE OF DAIRY DEVELOPMENT

INTRODUCTION:

Meghalaya has experienced a slow yet steady growth in the Dairy Sector over the last decade. Dairying for milk in Meghalaya is a new concept and most Dairy farmers of the State are first generation farmers. Meghalaya is endowed with congenial climate and excellent environmental conditions favourable for the development of Dairying. India is the largest producer of milk in the entire world and accounted for 16% of the total global production. In Meghalaya, there is a shortage of about 1.65 lakh metric tonnes and there is an urgent need to meet the current demand as the State has also been noticing high growth in the consumption of Milk and Milk products.

- The Directorate of Dairy Development was notified by the Orders of the Governor No. VET(G)167/2018/Pt/24, dated 2nd May 2019 which will be under the overall administrative control of the Department of A.H & Veterinary, whose mandate is as follows:
 - a) The Directorate shall handle all matters relating to Dairy Development in the State.
 - b) The Directorate shall implement all the schemes/projects of the State Government and the Central Government for the development of Dairy sector in the State.

- This New Directorate was inaugurated on the 27th May 2019, by the Hon'ble Chief Minister Shri. Conrad K. Sangma in the presence of the Hon'ble Deputy Chief Minister, Shri. Prestone Tynsong, I/c A.H. & Veterinary Department and other dignitaries.

MISSION

To transform Meghalaya from a milk deficient state to a milk exporting state by helping and encouraging Dairy Farmers and Dairy Entrepreneurs, working hand in hand with Dairy Cooperative Societies, Milk Unions and other line departments and Financial Institutions to enhance Milk production at the same time maintaining quality standards, adding value to it by means of scientific way of procurement, processing and marketing in the best interest of the people of the State.

1. To upgrade local milch cattle to high milk yielding cattle by cross breeding or artificial insemination in the entire State and encouraging the Dairy farmers to adapt to new scientific methods of Dairy farming, thereby, promoting better health and hygiene to both.
2. To carry out activities for promoting production, procurement and processing of Milk and Milk products for economic development of farmer's community through village level Dairy Cooperative Societies and District Milk Unions.
3. To create awareness campaigns on the importance and benefits of consuming processed milk and milk products.
4. To tap the fast and ever growing market of milk and milk products in the State.

VISION:

1. To promote and develop the Dairy Sector and allied activities in the State of Meghalaya making it competitive and sustainable for the economic growth of the State, rural development and creating opportunities for the citizens of the State.
2. To promote the creation of Dairy Co-operative Societies & Unions in the Districts.
3. To enhance the capacity of the Dairy sector to have access to funds and adequate insurance for the livestock and also engage the financial sector forming a partnership for the development of the Dairy sector.

4. To recruit trained manpower and source trainers and experts to ensure adequate participation by them to achieve the objectives that would benefit the society.
5. To increase the availability of milk in the State through our Dairy farmers thus raising the current per capita availability and per capita consumption from 86g/day to 300gm per capita consumption per day as prescribed by Indian Council of Medical Research (ICMR).

GOALS/OBJECTIVES:

1. The Directorate will be handling all matters relating to dairy development in the State.
2. The Directorate will implement the schemes/projects of the State Government and of the Central Government for the development of Dairy sector in the State.
3. The Directorate will carry out activities for promoting production, procurement and processing of milk and milk products for the economic development of farming communities through the Dairy Cooperative Societies and Milk Unions.
4. The Directorate will develop and expand such other allied activities as may be conducive for the promotion of Dairy Industry, improvement and protection of milch animals and economic betterment of those engaged in Milk production in particular such as:-
 - a) Advice, guide and assist the members of Milk Unions in all aspects of management, supervision and audit functions.
 - b) Arrange to impart training to all members of Unions, societies and private individuals to encourage Dairy enterprises.
 - c) Plan development strategies and programs to increase the volume of production and procurement of milk.
 - d) Technical, administrative, financial and necessary assistance to Dairy farmers.
 - e) Establish research, development and quality control laboratories and to assist such programmes.
 - f) Implement, supervise and monitor Dairy Development projects/schemes in the State.
 - g) Establish a Research and Development Centre having independent existence to contribute to Dairy Development, including technological transfer.

- h) To assist the Milk Unions to own and rear herds of cattle as may be required, to undertake the breeding programmes in their respective areas.
 - i) Assist in purchase of high yielding milch animals to the Milk Unions for Milk producers.
 - j) Prescribe and enforce standards for all Dairy activities in the State as per rules and acts.
 - k) Carry out negotiations with the government and/or other organizations to bring aid measures/schemes to the Dairy farmers.
 - l) Plan the overall production programme of the Dairy Development keeping in mind the market strategy.
 - m) Assist in the export of dairy and dairy products.
5. To set up new Dairy Plants/Offices in the districts of East Garo Hills, South West Garo Hills ,South Garo Hills, East Jaintia Hills, South West Khasi Hills and Ri-Bhoi.

Challenges foreseen to achieve the goals:

1. To promote 5000 nos. of small dairy farmers having at least 4 high yielding milch cows in the span of 5 years.
2. To promote 300 Dairy Co-operative Societies in a span of 5 years.
3. To promote formation of Milk Unions in every district within a span of 5 years.
4. To establish 79 Bulk Milk Cooler Centres in the State within a span of 5 years.
5. To triple the milk production in the State in 10 years.
6. To establish a well equipped quality control laboratory in the State within the next 10 years.
7. To establish a training and development Centre in the State in 10 (Ten) years.
8. To establish a feed plant of suitable capacity to cater to the feed demand of the State.
9. To bring all Dairy Cooperative Societies (DCS) and Milk Unions in the State under one Milk federation.

10. Doubling farmers' incomes through promotion of milk business in the State.
11. To generate alternative livelihoods for the rural people of the State through the Dairy sector.
12. Induction of new cows and development of indigenous cattle by selective breeding.
13. Induction of modern chilling infrastructures.
14. To advise, guide and assist the members of Milk Unions in all aspects of management, supervision and audit functions;
15. To implement, supervise and monitor Dairy Development projects/schemes in the State.
16. To encourage fodder production through Milk Unions and Dairy Cooperative societies.
17. To rear and breed good quality indigenous milch breed, so that the genetic strength of the animal breeds is properly utilized for the welfare of the State.

Administration

State level Administration : Principal Secretary, Animal Husbandry and Veterinary is the Head of the Department at State Level, Director, Dairy Development is the Technical Head and functions under the Principal Secretary, Animal Husbandry and Veterinary.

Recent Activities:

- The Meghalaya Milk Processing Centre situated at Central Dairy, Mawiong was upgraded from a capacity of 10,000 Litres to 50,000 Litres, and inaugurated on 27th May, 2019 under NPDD (National Programme for Dairy Development) which is a scheme sponsored by the Central Government.
- Pasteurized cow milk is marketed from this Meghalaya Milk Processing Centre Mawiong, Shillong as “**MEGHA MILK**” brand.

- On the 30th May, 2019 an MOU was signed between the Department and the East Khasi Hills Cooperative Milk Union. The purpose of this MOU is to increase the area of cooperation between both parties for furtherance of dairy development in the State by granting authority to the East Khasi Hills District Co-operative Milk Union Ltd to use the premises of Meghalaya Milk Processing Centre (erstwhile Central Dairy Mawiong) on an annual lease basis, including the machinery, equipment, land, opportunities etc. on a notional basis.
- The Directorate of Dairy Development, together with the Directorate of A.H & Veterinary organised the celebration of National Milk Day 2019 on 26th November, 2019 to commemorate the birth anniversary of Dr. Verghese Kurien, the father of White Revolution, in the august presence of the Hon'ble Chief Minister of Meghalaya, Shri. Conrad. K. Sangma and Hon'ble Deputy Chief Minister Shri. Prestone Tynsong I/c A.H. Veterinary Department of Meghalaya and other dignitaries in which various programmes were conducted in the State as well as in the Districts, in order to promote dairying in the State and to create awareness on the importance of milk consumption for health purposes. Awards were awarded to the farmers with the highest milk production, highest Milk producing cow etc. and to the students who won the various competitions such as quiz, drawing and essay writing.
- There are 44 numbers of Dairy Cooperative Societies which were formed in 2019. Bulk Milk Cooler of 1000 litres and 500 litres capacity and Milk Can Cooler of 320 litres were distributed to 8(eight) Dairy Cooperative Societies.
- Promoting the Meghalaya Milk Mission.
 - In order to provide working capital and credit facility to the Dairy Farmers a target of 1250 farmers to be benefitted by the Kisan Credit Cards.
- Total number of loans sanctioned for the last one year under Dairy Development Entrepreneurship Schemes(DEDS) sponsored by NABARD with 33% subsidy for purchase of cattle is 37 Nos.

THE DISTRICT OFFICES UNDER THE DIRECTORATE OF DAIRY DEVELOPMENT ARE AS FOLLOWS:-

1. Office of the Assistant Director, Central Dairy, Mawiong, Shillong.
2. Office of the Senior Dairy Officer, West Jaintia Hills, Jowai
3. Office of the Senior Dairy Officer, West Garo Hills, Tura.
4. Chilling Centre, East Jaintia Hills, Latyrke.
5. Chilling Plant Centre, West Khasi Hills, Nongstoin.
6. Office of the Assistant Director, West Garo Hills, Tura.
7. Chilling Plant Centre, North Garo Hills, Gangdubi

DAIRY PLANTS AND INSTALLED CAPACITIES

Sl. No.	Location	Capacities (Litres/day)
1.	Meghalaya Milk Processing Centre, Shillong	50,000
2.	Dairy Plant, Jowai	8,000
3.	Central Dairy, Tura	8,000
4.	Chilling Plant Centre, Nongstoin	2,000 (To be revived)
5.	Chilling Plant Centre, Gangdubi	2,000 (To be revived)
6.	Chilling Plant Centre, Latyrke	2,000 (To be revived)

LATEST UPDATE ON THE STATUS OF DAIRY COOPERATIVE SOCIETIES IN MEGHALAYA

District	No (s) of Dairy Cooperative Societies
1. East Khasi Hills District	13 Nos.
2. Ri-Bhoi District	8 Nos.
3. South West Khasi Hills District	3 Nos.
4. South West Garo Hills District	2 Nos.
5. West Garo Hills District	6 Nos.

6.	East Garo Hills	9 Nos.
7.	West Jaintia Hills District	10 Nos.
8.	East Jaintia Hills District	2 Nos.
9.	West Khasi Hills District	15 Nos.
Total		68 Nos.

Contact Information :-

**Director of Dairy Development,
Meghalaya, Shillong.
Phone No : 9436104007**

PROCUREMENT AND DISTRIBUTION

With a view to augment milk production in the State, the following District level societies/union have been formed with the support from the Government a move that would go a long way in boosting milk procurement as well as marketing: -

1. East Khasi Hills District Cooperative Milk Union Ltd, Shillong.
2. District Implementing Agency in Jaintia Hills District.
3. District Society for Integrated Dairy Development Project (Megha) in Garo Hills.

Annexure - I

For any enquiry or detailed information, the concerned Dairy Officer of Dairy Development may be contacted.

State wise Officers

Sl. No.	Post of Officers	Office Address	Telephone Number
1.	Director	Directorate of Dairy Development, Mawiong, Shillong	9436104007
2.	Joint Director	Directorate of Dairy Development, Mawiong, Shillong	9436101375
3.	Deputy Director	Directorate of Dairy Development, Mawiong, Shillong	8837459558
4.	Assistant Director, Shillong	Directorate of Dairy Development, Mawiong, Shillong	9774156769
5.	Assistant Director, Tura	Office of the Assistant Director, Tura	7005221677
6.	Assistant Director, Shillong	Central Dairy, Mawiong, Shillong	8794941362
7.	Senior Dairy Officer, Jowai	Office of the Senior Dairy Officer, West Jaintia Hills, Shillong	9612155373
8.	Senior Dairy Officer, Tura	Office of the Senior Dairy Officer, West Garo Hills, Shillong	7005225564
9.	Senior Dairy Officer, (Procurement & Distribution)	Central Dairy, Mawiong, Shillong	8794678305
10.	Dairy Officer (Extension)	Directorate of Dairy Development	9402504267
11.	Dairy Officer (Plant)	Central Dairy, Mawiong, Shillong	8837075884

Sl. No.	Post of Officers	Office Address	Telephone Number
12.	Dairy Officer(Quality Control)	Central Dairy, Mawiong,Shillong	7085718879
13.	Dairy Officer (Rural Extension)	Central Dairy, Mawiong, Shillong	8258899860
14.	Dairy Officer(Plant)	Rural Dairy Extension Centre, Jowai	
15.	Dairy Officer(Quality control)	Rural Dairy Extension Centre, Jowai	9436191700
16.	Dairy Officer(Extension)	Rural Dairy Extension Centre, Jowai	8119972172
17.	Dairy Officer (Plant)	Chilling Centre, Latyrke	8257931132
18.	Dairy Officer (Plant)	Office of the Senior Dairy Officer, Tura	8259935808
19.	Dairy Officer (Quality Control)	Office of the Senior Dairy Officer, Tura	8414028809
20.	Dairy Officer (Extension)	Office of the Senior Dairy Officer, Tura	8787650566
21.	Dairy Officer (Quality Control)	Chilling Plant Centre, Gangdubi	7005704142
22.	Dairy Officer (Plant)	Chilling Plant Centre, Nongstoin	8837332904

CONCLUSION:

Out of the 11 (eleven) districts in the State, Dairy Development Offices are present only in 5 (five) Districts viz., East Khasi Hills, West Jaintia Hills, West Khasi Hills, West Garo Hills and North Garo Hills Districts. Therefore, it is felt that in order to strengthen the Dairy Infrastructures in the State, the establishment of Dairy Development Offices needs to be set up in all the Districts in the state to be headed by an Officer of the rank of Deputy Director and at the Sub-Divisional level to be headed by an Officer of the rank of Assistant Director. Apart from Shillong the State Capital, Dairy Plants need to be setup in the main District Headquarter of Tura and Jowai and Mini Dairy Plants in other District Headquarters.

The Directorate Headquarter Office also needs to be strengthened. At present, the Director is assisted by only 1 (one) Joint Director, 1 (one) Deputy Director, 1 (one) Assistant Director, 1 (one) Basic Cadre Officer and 10 (ten) Ministerial Staff (**asper annexure enclosed**). Therefore, in order for Dairy Development to have a positive impact in the development of the State, strengthening the Infrastructure and Manpower of the New Directorate needs to be examined and considered.

***** **THANK YOU** *****