

Gender mainstreaming in village based milk procurement system through NDP-I.

Introduction:

Female labour force participation in India has been on a declining trend. This has been more prominent in rural areas where it has gone down from 49.7% in 2004-05 to 26.7% in 2015-16. Government of India in its strategy document has targeted to enhance female labour force participation to 30%. Among livestock dependent women are actively involved in caring and rearing of animals in 82% of the HH, it is important to encourage their participation in organized dairy value chain and dairy cooperatives.

Intervention:

NDP-I has been designed to strengthen village based milk procurement system by encouraging participation of new members in dairy cooperative societies. The project targeted 30% of new enrolment of women members in dairy cooperative societies. These cooperatives were also supported by Capital investment for collection, weighing, recording, testing and transportation. In addition convergence through other schemes such as NPDD, RKVY was also established to encourage these activities.

Impact:

It achieved considerable success and enrolled more than 7.43 lakh women members (44.82%). This enrolment has been 46% higher than the envisaged target of 5.08 lakhs.

Nearly all NDP-I supported sub-projects in 18 project states achieved the minimum targeted enrolment of women members. The highest number of women beneficiaries were enrolled in states of Rajasthan (1.23 lakhs), Karnataka (1.16 lakhs) and Andhra Pradesh (1.1 lakhs). In Andhra Pradesh nearly 92% of the new beneficiaries enrolled were women. All states barring Uttarakhand (there were no new enrolment in Uttarakhand) achieved minimum 30% enrolment of women beneficiaries. 6172 woman Dairy cooperative societies/Milk producer companies have been formed under the project. Women participation in decision making of End Implementing agency was encouraged through scheme. Scheme has specific components for trainings on gender sensitization and social issues were organised under the project in line with the environment and social awareness framework. Though separate budget allocation for women is not present in the scheme it was ensured that the new dairy cooperative societies that have been supported under the project has a minimum 30% women participation and have women members among the key decision makers. The project has done well in encouraging women's participation in rural dairy enterprises. This can contribute positively in their economic security and help in creating enabling condition for women engaged in dairy sector.

Source: Scheme level Analysis of NDP-I and progress data shared by department of animal husbandry