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The pursuit of purity

The quality of the milk improved tremendously when Prompt DairyTech met East Kashi Hills District Co-operative Milk Union Ltd.

CENTRAL DAIRY SHILLONG

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Executive Summary

Prompt Equipments began its quest in the dairy tech sector in 1995 and helped Indian dairies digitalize and optimize their supply chain. Prompt Equipments offers modern equipment and software solutions to ensure that the purity of milk is maintained at every step, from farm management and milk collection to quality analysis and preservation.

The majority of their products and solutions are Cloud, IoT, and BI-enabled, allowing for real-time transparency and traceability throughout the supply chain at all levels.

Prompt Equipments has the mission of improving the Indian dairy sector to make a significant difference in the lives of individuals who work in the dairy supply chain. With their positive attitude, integrity, proactive listening, and enterprising innovation, they have successfully marked their presence in 27 states, 221 districts, and 55000+ villages.

About East Kashi Hills District Co-operative Milk Union Ltd.

The East Khasi Hills District Cooperative Milk Union Ltd., Shillong, was founded on September 15, 2009, and registered under Section II of the Meghalaya Cooperative Societies Act. It is also commonly known as Shillong Milk Union. The Union's major goal is to improve the welfare of dairy farmers by making dairying a viable source of revenue.
The Union is in charge of acquiring excess milk produced by dairy farmers that would otherwise go to waste, as well as processing and marketing the milk and milk products.

The Union's average daily milk procurement is 13,000 liters. They have around 650 farmers who contribute milk to the Union as members. In the Union, they have built 8 BMCs with a total capacity of 6000 liters a day. They also make cow ghee, paneer, unsalted butter, fresh cream, sweet curd, and plain curd, among other dairy value-added products.

Challenges

The biggest challenge that was faced by East Khasi Hills District Cooperative Milk Union Ltd is to check the quality of milk. Along with the quality check, there are a few more challenges that they were facing, here are some challenges that made them reach out to Prompt:

- **Quality of Milk**

The method of assessment of the quality of milk in the Union was very traditional and primitive. They wanted to move to Fat and SNF-based quality measurement of milk so that the correct quality of milk is maintained in the supply chain.

- **Fair Payments to Farmer**

Farmers were not paid on the basis of the quality of milk. The Union wanted to introduce a rate chart system, based on Fat and SNF so that a fixed rate per liter of milk is paid.

- **Milk Adulteration**

The Union was facing milk adulteration challenges which it wanted to address through conventional and digital technologies.

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- **Lack of Transparency**

There was a lack of transparency between the dairy, milk collection centers, and farmers because the system was not digitized.

Here's how installing DPMCU helped East Kashi Hills District Co. operative Milk Union Ltd.

East Kashi Hills District Co. Operative Milk Union Ltd. has installed a total of 21 Prompt's DPMCUs (Data Processor based Milk Collection Units), resulting in the following results:

- Collection of milk is doubled: The installation of Prompt DPMCU doubled milk collection, as 7000 liters of milk were collected before the installation of DPMCU and post-installation milk is collected in doubled quantity resulting in 15000 liters of collection.

- Fair Payments to Farmers: With the adoption of the rate chart system through Prompt DPMCU, the farmers were now paid on the basis of the Fat, SNF, and volume of their milk. Which meant that the farmer which brought good quality milk, received a better payout. This also encouraged farmers to ensure the right quality of milk.

- Complete Transparency: Because Prompt DPMCU is a cloud-based technology, all the data related to milk procurement can be viewed by stakeholders in real-time from any location. Thus there was complete transparency between the dairy, milk collection centers, and farmers.

Key Features of DPMCU

DPMCU is the DPU based milk collection system resulting in cloud-based milk collection data and procurement. Some of the key features of DPMCU are:

- DPMCU system comprises of Milk Analyzer (to measure Fat, SNF, added water, and density, weighing scale (to measure the quantity of milk), digital display (which displays all the data), and DPU and software (which digitizes all data and prints milk slip for farmers).

- All the data is stored in a Prompt cloud with the help of a Micro SD card which can be accessed from any time and anywhere.

- Various Apps are available to empower stakeholders and enable faster milk collection.

- Enable right business decision-making for Dairy through the availability of data.

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Outcomes after installing DPMCU

Ease Kashi Hills District Co. Operative Milk Union Ltd. wanted to develop their Dairy sector strongly for which they wanted to adopt modern and efficient infrastructure. At the milk collection center level, they were facing the major challenge of the quality of milk.

With the help of Prompt Equipment's DPMCU, they are now able to detect the actual percentage of Fat, SNF, and water in the milk and ensure the right quality of milk. They have been able to digitize their entire milk procurement process and the entire process can be controlled centrally at the dairy level This has resulted in the major growth in farmers' payment, improvement of milk quality, and transparency between stakeholders.