

# GET Dairy

*Generating evidence to support enhanced traditional dairying in Northeast India*



## Background

Milk is one of the most important sources of animal protein in India, especially because of the presence of many vegetarians in the population. About 80% of available milk in India is marketed through traditional channels, providing employment to millions of people directly or indirectly. Nevertheless, policy towards the informal milk sector is generally weak.

Informality leaves actors vulnerable to extortion, decreases investment in technology, reduces the rate of innovation and capacity development of market actors, and makes foods less safe.

The International Livestock Research Institute (ILRI) and partners have developed an approach that helps traditional market actors to enhance the hygiene and quality of the milk they market. This involves engaging with policymakers, assessing health risks and improving standards of informal sector producers and value chain agents through training and certification. This approach has been very successful in East Africa and this project now extends it to India.

## Project goal

The overall goal of this project is to evaluate the impact of the model being implemented in Assam to improve the performance of traditional dairies through certification and training. It will generate evidence to scale-up and scale-out the same model to larger areas in India and elsewhere.

## Key activities

The main activities of the project are:

- Evaluation of short and medium impact of training and certification program in Assam through laboratory analysis of milk samples (using pathway approach) and Knowledge, Attitude and Practices survey of the actors involved in value chain before and after the intervention and with and without intervention.
- Qualitative analysis of the process of influencing policy through participatory discussion with the key people of relevant government departments and organizations responsible for milk safety.
- Evaluation of the economic impact and cost benefit analysis of the results delivered by the project
- Co-learning from Bangladesh experience and vice-versa

## Anticipated results

At its end, the project will have:

- Gathered lessons from the Assam experience to inform traditional dairy development in other parts of India and in Bangladesh.

- Provided recommendations that will help to improve further the traditional dairying in Assam.
- Assessed the economic impact and cost-benefit of the model to help the decision makers in taking right policy decisions.

## Implementation strategies and partnerships

The project is supported by the OPEC Fund for International Development.



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