Guidelines for funding for skill development, manpower training & extension activities

Rationale:

Dairy business environment is changing rapidly, both globally and domestically. With the projected growth in milk and milk products by 2025, free trade, food regulatory environment and consumer's preference for fair price and quality consciousness is also posing new challenges to the cooperative dairy sector. In such a situation cooperative dairy industry is required to improve its operations by adopting modern management approaches and making use of newer technologies and techniques.

Technological adoption and superiority is only possible by engaging well trained, competent and dedicated human resources working in cooperative dairy sector across India. Continuous skill development of the manpower deployed by milk unions/federations & milk producer companies is an essential activity which would enable them face the challenging & competitive environment and attain higher business volumes. The dairy cooperatives also need to carry out extension and awareness programmes for milk producers as well as consumers to reach out to them.

In the above context, NDDB is proposing to provide financial assistance for such programmes where dairy cooperatives would be required to share up to 50% cost and the balance would be funded as grant.

Objective of this funding -

- Build professional manpower to manage sustainable cooperative dairy business.

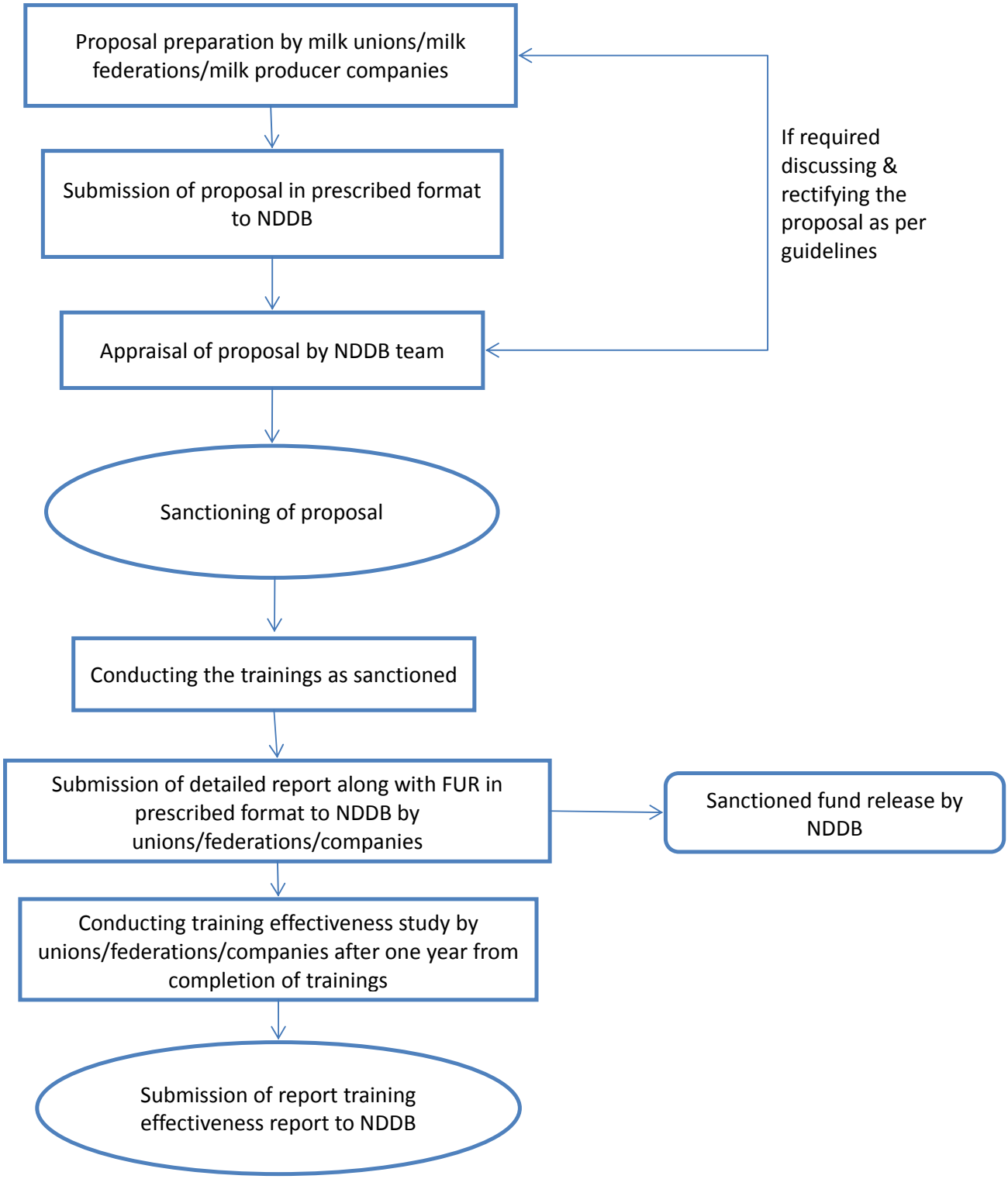
Guidelines

1. Eligibility criteria for submitting the proposal:
    a. Milk unions/milk federations/milk producer companies should be willing to contribute 50% of the cost involved for proposed trainings.
    b. Milk unions/milk federations/milk producer companies should be willing to allocate dedicated manpower for managing, coordinating & conducting the trainings funded under this plan. This dedicated manpower will be single point of contact looking after all the requirements for implementing the trainings, post training follow-up and documentation.
2. Flow of processes to be followed for submission and approval of projects is provided in Annex-I.

3. Areas of Training:
    a. There are four broad areas such as productivity enhancement, milk business (procurement, processing & marketing), women empowerment & digital cooperatives for which funding would be made available. Indicative list of trainings which will be funded under this project is provided in Annex-II.
    b. Milk unions/milk federations/milk producer companies can also propose other training programmes announced by various national repute development/management institutes related with four broad areas as mentioned in 3 (a).
4. Proposal should be submitted only in attached format (Annex-III)
5. Training proposed should be aligned with the next five years objectives of Milk unions/milk federations/milk producer companies from the date of submission.
6. Milk unions/milk federations/milk producer companies should follow standard training cycle provided in Annex-IV.
7. Pre-training requirements:
    a. Trainees selected should have relevant educational qualification or relevant work experience for which he/she will undergo training.
    b. Trainees selected should not be retiring in next 3 years from the date of completion of training.
8. Post-training requirements:
    a. Funds will be released after submission of detailed report (as prescribed format, Annex-V) along with the audited FUR to be submitted within one month of the end of every quarter.
    b. Milk unions/milk federations/milk producer companies should conduct training effectiveness study after one year from the date of completion of trainings. For conducting effectiveness study, services of national repute institutes & their students can be involved. Final completed study report should be submitted to NDDB.

Annex-I

Process Flow Chart



Annex-II

Areas of Training

Tentative Training List

Sr. No.		Training Programme	Category	Remarks
A		***Productivity Enhancement***		
	1	Dairy Animal Management	Manager/Executive	
	2	Training of trainers on AI delivery	Executive/Supervisor	
	3	AI workers training (fresh)	Village resource person	as per SOP approved by Gov. of India & should be imparted at accredited centers
	4	Cow Comfort	Producers	
	5	Training of trainers in ration balancing	Manager/Executive	
	6	Fodder seed production & processing	Manager/Executive	
	7	Training on silage making	Executive/Supervisor	
	8	Fodder officers training	Manager/Executive	
	9	Ration balancing trng. to supervisory staff	Supervisors	
	10	Ration balancing trng. to DCS staff	Village resource persons	
	13	Calf rearing management	Manager/Executive	
	14	New employee training in his/her functional domain	All employees	
B		***Milk Business***		
	B. 1	***Milk Procurement***		
	1	Board of directors orientation	board of directors	
	2	Cooperative institution building	Executive/Supervisor	
	3	Clean milk production	Executive/Supervisor	
	4	Business appreciation programme	Executive/Supervisor	
	5	Promotion of mini dairy farms for youths	Executive/Supervisor	

Sr. No.		Training Programme	Category	Remarks
	6	Procurement & input basic/referesher training		
	7	Management committee members training	MCM members	
	8	Farmers orientation/Induction programme		
	9	DCS Secretary training basic/referesher		
	10	Cooperative Development Management	Manager/Executive	
	11	New employee training in his/her functional domain	All employees	
	B. 2	***Milk Processing***		
	1	Hygiene & Sanitation in dairy plant	Manager/Executive	
	2	Quality & food safety management system	Manager/Executive	
	3	Dairy plant management	Manager/Executive	
	4	Energy conservation/management in dairy plant	Manager/Executive	
	5	Total quality management (six sigma, quality circle, Kaizen or any other recent tools)	Manager/Executive	
	6	Milk solids & packaging material loss control management	Manager/Executive	
	7	Manpower planning & utilisation	Supervisors	
	8	Process & product costing	Supervisors	
	9	Dairy technology for non-dairy personnel	Supervisors	
	10	Understanding export of milk products, legal, product process requirements	Manager/Executive	
	11	New employee training in his/her functional domain	All employees	
	B. 3	***Milk Marketing***		
	1	Brand building & management	Manager	
	2	Supply chain management/managing distribution system	Executive	
	3	Orientation to best marketing practices in dairy industry	Manager/Executive	

Sr. No.		Training Programme	Category	Remarks
	4	Market research & intelligence	Manager/Executive	
	5	Marketing management	Manager/Executive	
	6	e-marketing	Manager/Executive	
	7	New employee training in his/her functional domain	All employees	
C		**Women in Cooperatives**		
	1	Women empowerment & leadership development	Manager/Executive/ supervisors	
	2	MCM women members training programme	MCM members	
	3	Women union board members training programme	Board Members	
	4	Women dairy entreprenurship programme	milk producers	
	5	Clean milk production training for women producers	milk producers	
	6	Women DCS secretary training programme	DCS secretary	
	7	Awareness programme for women members in nutrition & health	milk producers	
	8	Women members awareness programme	milk producers	
	9	Training for woman extension officers	Executives/Supervisors	
D		**Digital Cooperatives**		
	1	Basic computer operating, its applications & office management	All employees	
	2	E-learning courses (all kinds of trainings mentioned in A, B & C if available in e-learning mode can be accessed)	All employees	
	3	Application of mobile phones/computers in imparting training to milk producers/union employees	Manager/executive	
	4	Internet based monitoring system	Manager/executive	
	5	INAPH training	Manager/executive	
	6	ERP training		

Annex-III

Proposal Format

Project Plan	**:**	
Name of milk union/milk federation/milk producer company	**:**	
Address & Contact Details	**:**	

I. Information about EIA & its operations:

A.	**General Information**	
i	Legal form of the EIA	
ii	Area of operation District	
iii	Name of Managing Director	
iv	No. of revenue villages	
v	Number of functional DCS / MPIs (Mar2015)	
vi	No. of villages covered by functional DCS / MPIs (Mar 2015)	
vii	Total Producer members functional (Mar 2015)	
viii	Annual average milk procurement (2014-15) (TKgPD)from DCS/SHGs/ MPIs	
B.	**Dairy Infrastructure (as on March 2015)**	
i	Milk processing capacity (TLPD)	
ii	Milk chilling capacity (chilling centres) (TLPD)	
iii	BMC nos. and capacity (TLPD)	
D.	**Financial Performance (in Rs Lakh) during 2014-15**	
i	Sales Turnover	

ii	Net profit	
iii	Share capital from Members	
iv	Total paid-up Share Capital	
v	Net worth	

II. Project related information:

Sr.No.	Particulars	Existing	Projections (Year-wise)					Remarks
		14-15	15-16	16-17	17-18	18-19	19-20	
A	EIA objectives							
1	Number of village level primary DCS / MPIs							
2	Number of milk producers members							
3	Number of women members							
4	Average milk Procurement per year in Lakh lit.							
5	Total milk handling Capacity per year in Lakh lit.							
6	Total liquid milk marketed during the year Lakh lit.							
B	Name of Training (trainings proposed to develop the manpower & achieve the envisaged objectives)*	Category	No. of trainees to be trained (Year-wise)					Total
			15-16	16-17	17-18	18-19	19-20	
1								
2								
3								
	Total							
			Training Financial Outlay (In Lakhs Rs.)					Total
C	Name of training proposed above		15-16	16-17	17-18	18-19	19-20	
1								
2								
3								
	Total							

** Add more rows as required. For name of training & category refer the Annex-II*

III. Proposed trainings information:

Sr.No.	Training Name*	Objective of training	Target participants	Duration in days	Training Provider (faculty/ institute)	Broader course content
A	**Productivity Enhancement**					
1						
2						
B	**Milk Business**					
1						
2						
C	**Women in dairy cooperatives**					
1						
2						
D	**Digital Cooperatives**					
1						

2						

*refer Annex-II for name of training & add as much rows as required under each category of trainings

IV. Training information:

i. Fill this data if trainings proposed are outside the list provided in Annex-II

ii. Fill this data for each training separately

Proposed Training Programme Details		
Sr. No	**Particulars**	**Details**
1	Training Name	
2	What is the need for this training in your organization?	
3	Focus Area of training	
3	Training Objectives	
4	Duration	
5	Target Participants	
6	Faculty profile	

7	Name of Institution imparting training*	
8	Brief description of course content	

*if institute is not finalised, mention probable names where you are intending to impart training

V. Result Indicators:

Result indicators	**Description**
Result indicator 1:	
Result indicator 2:	

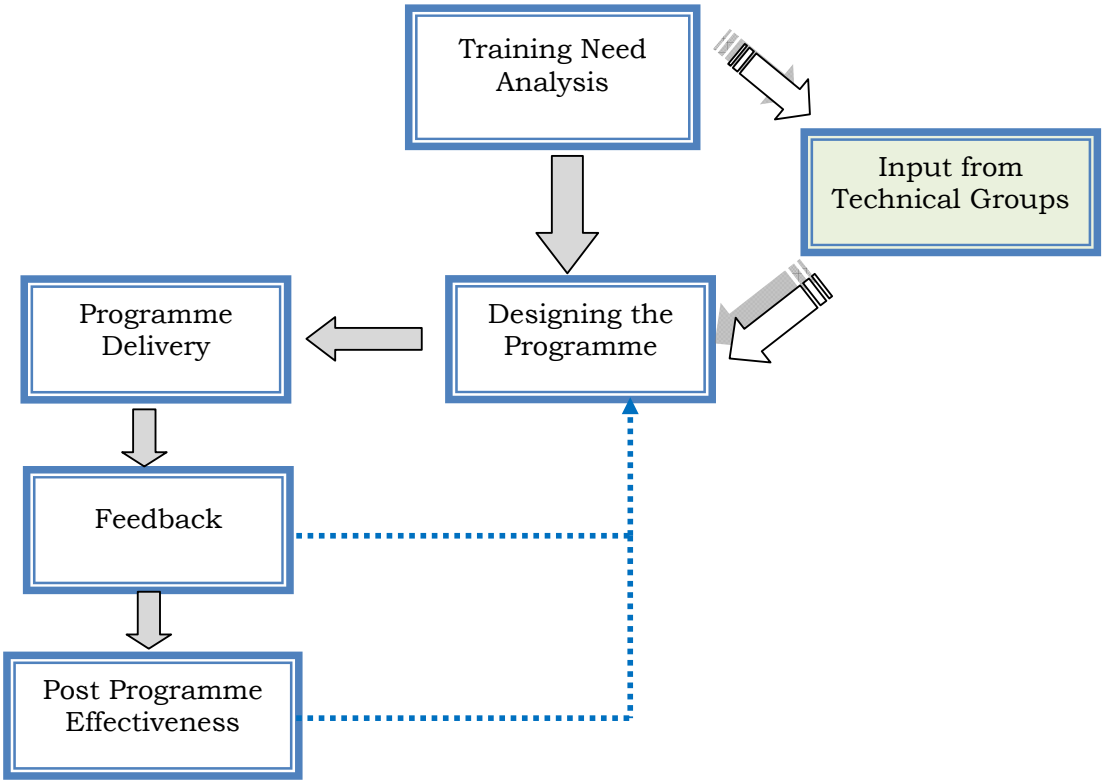
VI. Training Cost:

Sr. No.	Name of training	Unit Cost (Rs/Day)	No. of Days	15-16		16-17		17-18		18-19		18-19		Total Cost (INR)	
				No. of trainees	training cost (INR)	No. of trainees	training cost (INR)	No. of trainees	training cost (INR)	No. of trainees	training cost (INR)	No. of trainees	training cost (INR)	No. of trainees	training cost (INR)
1															

2															
3															
4															
	Total														

Annex-IV

Standard Training Cycle



Annex-V

Post-training report submission format

1	Name of the End Implementing Agency	
2	Name of the sub project	
3	Name of the training programme	
4	Duration of the programme	
5	Nature of Training Programme (Residential/Non Residential)	
6	Mode of Training (class room/ demonstration/ both)	
7	Training Venue	
8	Name of the Agency providing training	
9	Name of the Designated Trainer/s/ facilitator/s	
10	Designation	
11	Contact No.	
12	Total number of participants	
13	of which Women	
14	of which SC & ST	
15	Of which, Small holders (having 3 or less milch animals)	
16	Contents of the training programme	
17	Key learnings from the programme as described by participants	
18	Suggestions of participants on improvement of the Programme, if any	
19	Observations of trainers/ facilitators of the programme	
20	Overall rating by the participants for delivery of session/s in the Programme (Excellent, V Good, Good, Average, Bad)	
21	What is the reason for rating Average/Bad? Please brief the feedback given by the participants	
22	Overall rating by the participants for the contents included in session/s of the Programme (Excellent, V.Good, Good, Average, Bad)	
23	What is the reason for rating Average/Bad? Please brief the feedback given by the participants.	

24	Overall rating for the class room session arrangements? (Excellent, V Good, Good, Average, Bad)	
25	What is the reason for rating Average/Bad? Please brief the feedback given by the participants	
26	Overall rating for the field visit arrangements? (Excellent, V Good, Good, Average, Bad)	
27	What is the reason for rating Average/Bad? Please brief the feedback given by the participants	
28	Overall Rating for the pgrogramme by participants (Excellent, V Good, Good, Average, Bad)	
29	Overall rating for boarding facility by the participants (Excellent, V.Good, Good, Average, Bad)	
30	What is the reason for rating Average/Bad? Please brief the feedback given by the participants	

Signature of the Coordinator : ----------

Name of the Coordinator : ----------

Date : ----------

Also Provide the list of trainees undergone the training along with this filled in format.