Case Study -3

Dreams of rural women came to truth

**Dairy Development:**  SPECTRA works with rural families in the promotion of dairy and animal rearing activities in the project areas of Kishangarh-Bas of Alwar district. In the projected area, rearing practices remain poor, veterinary services are non-existent, and market linkage is absent. Our SHGs women of Ratakhurd gram panchayt moved forward towards dairy development, they initiated for opening milk collection centre in this gram panchayt. This gram panchayt is located at very remote, therefore transportation, communication and livelihood sources are merely found in the area. When the women of this area were linked to SHGs group, they were not habituated for saving the money. They learnt to save the money after joining with SHG group which enables them to meet their needs. Thus, gradually the SHG women of this area started to see the dreams to move ahead in their life. For this, they decided to enhance their livelihood through dairy development and the improvements of animal rearing pattern. The local milk takers in this area used to take milk at very less price, therefore the income level was remained passive of villagers. Then, SHGs women decided to open milk collection centre in their area with mutual cooperation and contacted themselves to Saras dairy for opening the milk collection booth. Thus, Rata kala Women Dairy Cooperative Society was emerged in this area. The expenses of this collection centre were made through the Interloaning of SHG group. Surjeet Kaur who is an active member of Jaidev SHG group initiated to this remarkable achievement and established dairy unit in her home. This dairy was inaugurated by the hand of District Collector of Alwar (Raj).

**Income Enhancement:** The income was improved as their milk was sold at Rs. 50-65 per litre according to the fate of milk. They are collecting 300 litre milk per day. Now the burden of loan is minimized as their income being increased through the intervention.

**Strengthen of this dairy**

They didn’t only enhance their livelihood after the linkage with dairy but also gave a life to a lady named Meena who was exploited

Thus SPECTRA seeks to help bring in better-quality breeds, veterinary care, good rearing practices and marketing system. SPECTRA is expanding its outreach programmes with the linkage of poor women with dairy. SPECTRA started the process of collaboration with Saras, Lotus and Mother Dairy for opening the collection centres. SHGs women are linked to SARAS Dairy in the projected area and milk collection centre are opened to dairy promotion.