



Mukta Mahila Milk Producer Company launched Mukta Brand Ghee

Why In News?

On December 16, 2022, Mukta, a milk producer of more than 18 thousand 500 women dairy farmers of Bundelkhand formed under the Madhya Pradesh State Rural Livelihood Mission, formally launched its brand 'Mukta Ghee'.

Key Points

- This is a big achievement of the women milk producer company of the state. Four milk producing companies of the state produce 2 lakh liters of milk per day, out of which Mukta Company alone is producing one lakh liters of milk per day. The company's annual turnover is over Rs 65 crore.
- On this occasion, Chief Executive Officer of Madhya Pradesh State Livelihood Mission, L.M Belwal said that it is an inspirational start-up, which is a symbol of women empowerment.
- Under the Madhya Pradesh State Rural Livelihood Mission, 4 lakh 12 thousand self-help groups have been formed in the state, through which the livelihood of 46 lakh rural women is being promoted.
- 88 farmer producer companies have also been formed in the state, whose one lakh 79 thousand members are mainly engaged in agriculture-based activities. The turnover of these companies till the month of November in the year 2022-23 has been Rs 529 crore. Last year, Mukta Mahila Milk Producer Company alone did a turnover of more than Rs 65 crore, in which 85 percent of the sale proceeds were paid to the members in the form of milk.
- The company has set up an advanced self-driving milk collection system for the procurement of milk in every village, in which the members selling milk can check the quantity, quality and price of milk themselves. They also get a printed acknowledgement slip and get full details of the milk sold on their mobiles.
- The company's mobile app gives information about milk transactions. The company is doing work like artificial insemination, mineral mixture, fertility camp, awareness to increase the productivity and quality of milk in animals.
- It is worth mentioning that Mukta Company has also received dairy extension award in India Dairy Award-2021 . The company has achieved this success in a short period of 4 years. In the next two years, the state has set a target of producing 5 lakh liters of milk per day from milk producing companies.