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Status and feedback regarding health promoting schemes by Doodh Sanjeevani Yojana and take home ration producer dairy cooperatives in Gujarat state

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Abstract

A study was done September - 2019 to April - 2021 in Gujarat state. Total 18 District Cooperative Milk Producers' Unions in Gujarat. Among them, 6 District Cooperative Milk Producers Unions does the production of Doodh Sanjeevani Yojana (DSY) and 3 Milk Unions (Anand, Banashkantha, and Surat) does the production of Take Home ration (THR). Among them response received from 4 District Cooperative Milk Producers Unions for DSY and 2 Milk Producers Unions production of THR. Major feedback for DSY was Children preferred different flavors, all children must be benefited and Digitization in Supply Chain and major feedback for THR was when product is received at Anganwadi, OTP is not generated in some cases, it is based on real time and based on actual, recently it was difficult to distribute during COVID 19 lockdown.

Keywords: Doodh Sajeemani Yojana (DSY), take home ration (THR), district cooperatives

Introduction

There are various nutrition interventions in Gujarat focused on children, adolescent girls and expectant mothers. Some important schemes like Doodh Sanjeevani Yojana (DSY), Take Home Ration (THR), etc. is jointly implemented by Government of Gujarat and Dairy Cooperatives. Doodh Sanjeevani Yojana is started for improving the health of children in tribal areas by the state Government of Gujarat (Tribal Development Department). To improve & enrich the level of nutrition of primary school going tribal students, state government provides milk with their midday meal to the primary school children in the tribal Taluka, as well as in the Anganwadi centers covering children of age group from 6 months to 6 years. Under this scheme, 100 ml. pasteurized flavored milk is provided to children for 5 days a week and fortified milk is provided to pregnant and lactating mothers for two days a week. Now the quantity of milk is increased up-to 200 ml. pasteurized flavored milk. The main objective of this scheme is to prevent dropout's ratio in schools, ensure regular attendance in government primary schools as well as arrest malnutrition among children. The Gujarat government has decided to rope in Amul to tackle. To tackle the problem of malnourishment among kids, adolescent girls and expectant mothers in the state. Balshakti has been specially prepared to improve the nutritional status of children in the age-group of 6 months to 3 years normal and severely underweight children and 3-6 years severely underweight children. Daily 125 grams of Balshakti to normal weight and 185 grams to severely underweight children of age 6 months to 3 years' children is given per beneficiary. 7 packets of 500 gm each of Balshakti meeting the 500 Kcal energy and 12-15 gram of protein is given to normal weight children and 10 packets meeting the 800 K. cal. energy and 20-25 grams proteins are given to severely underweight children of age 6 months to 3 years. Whereas severely underweight children of age 3 to 6 years are given 4 such packets asTHR, every month. The present study aims to assess status and feedback regarding health promoting schemes by DSY and THR producer dairy cooperatives in Gujarat state.

Objective of the Study

- 1) To evaluate the operational aspects of Doodh Sanjeevani Yojana (DSY) and Take Home Ration (THR) from Dairy Cooperatives of Gujarat State
- 2) To obtain the feedback regarding these health promoting schemes from Dairy Cooperatives

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Materials and Methods

A study was done December 2020 to February 2021 in Gujarat state. Total 18 District Cooperative Milk Producers' Unions in Gujarat. Out of which 6 District Cooperative Milk Producers Unions selected for the study. Response received from 4 District Cooperative Milk Producers Unions. And 18 District Cooperative Milk Producers' Unions in Gujarat of 3 District Cooperative Milk Producers Unions (Anand, Banashkantha, and Surat) production of THR. Response received from 2 District Cooperative Milk Producers Unions.

Verbal consent of each dairy cooperative was taken before the interview, and nature and purpose of study were explained to them. Data collection was carried out by preformed, pre-structured, and pretested online Google form questionnaire by interview method. Data were compiled, tabulated and analysed to get proper answers for objectives of the study.

Result and Discussion

Operational aspects of the DSY schemes

Table 1: Aspects of the DSY schemes

Sr. No	Details of Dairy Cooperative				
1	Full Name	Surendranagar District Co-operative Milk Producers, Union Ltd. (Sursagar)	Valsad District Co-operative Milk Producers' Union Ltd.	Sabarkantha District Co-operative Milk Producers' Union Ltd	Banaskantha District Co-operative Milk Producers' Union Ltd.
2	Establishment Year	1975	1971	1964	1969
3	Location	Surendranagar	N.H.8 At Alipur, Chikhli, Valsad	Himmatnagar, Sabarkantha	Palanpur, Banaskantha
4	Since how long you are providing DSY? (in Years)	3 years	2014	6 years	2007
5	Capacity of production	14000 lit/day	50,000 lit/day	50000 lit/day	40000 lit/day
6	No. of Beneficiaries	-	295902	100000	262000
7	No. of Schools covered under DSY	900 schools	1644 schools	1000 schools	1471 schools
8	No. of Anganwadi covered under DSY	30 center	3020 center	500 center	1577 center
9	No. of Villages covered under DSY	550 villages	1263 villages	800 villages	1456 villages
10	No. of Taluka covered under DSY	5 taluka	12 taluka	8 taluka	9 taluka
11	No. of Milk Pouches provided/Day under DSY	70000 Pouches	221936 Pouches	125000 Pouches	184500 Pouches
12	Transportation by	Insulated Van	Truck, small vehicles for rout level	Insulated Van	Insulated Van
13	Payment Received from	Government of Gujarat	Government of Gujarat	Government of Gujarat	Government of Gujarat
14	Payment Mode	Cheques	Cheques	Online	Cheque
15	Payment Frequency	Monthly	Monthly	Monthly	Monthly
16	Quantity of milk provided in DSY	200 ml	200 ml	200 ml	200 ml
17	Price of DSY Milk	8.5 lit.	9 lit.	45 lit.	10.08 lit.
18	Pasteurized milk	Yes	Yes	Yes	Yes
19	Double toned milk	Yes	Yes	Yes	Yes
20	flavor	Elaichi, Rose, Chocolate Brown, Mango	Rose, toffee, elaichi, mango	Elaichi, Butter scotch, Mango, Rose	Elaichi, Mango, Rose and Toffee
21	ISO Certification	Yes	Yes	Yes	Yes

Table concluded that Capacity of milk production 14000 lit/day, 50,000 lit/day. 50,000 lit/day and 40000 lit/day, No. of Milk Pouches provided/Day under DSY 70000, 221936, 125000, 184500 Pouches No. of Taluka covered under DSY 5, 12, 8, 9 taluka, No. of Villages covered under DSY 500, 1263, 800, 1456 Villages, No. of Schools covered under DSY

900, 1644, 1000 and 1471 Schools, No. of Anganwadi center covered under DSY 30, 3020, 500 and 1577 Anganwadi center, Quantity of milk provided in DSY 200 ml, they proved Pasteurized milk and Double toned milk, Elaichi , Rose , Chocolate Brown , Mango flavor of milk, and they have also ISO Certification,

Table 2: Challenges/Problems faced by you regarding Doodh Sanjeevani Yojana

Sr. No.	Challenges / Problems faced by you regarding Doodh Sanjeevani Yojana
1	Received of Demand at time and payment not received from government at time
2	Late/delayed payment, delayed decision ,liaising with government
3	Arrangement of insulated box and Low MRP
4	Sudden leave declaration by Government /Natural Calamities
5	Complicated second leg transportation

Table 3: Suggestions regarding Doodh Sanjeevani Yojana

Sr. No.	Suggestions regarding Doodh Sanjeevani Yojana
1	Timely payment from government and need a more supervision at schools level for complete utilization
2	Advance payment, freedom to take decision on real time
3	Second leg transportation - non insulated leads to temperature increase Life cycle of insulated boxes should be considered for new purchase
4	Advance payment for Sanjeevani Milk
5	Instructions for maintaining storage temperature and maintaining condition of empty crates.
6	Advance Payment to avoid issue of delayed payments and review of rates at a regular interval

Table 4: Feedback regarding these health promoting schemes from Dairy Cooperatives

Sr. No.	Feedback regarding these health promoting schemes from Dairy Cooperatives
1	Children preferred different flavors
2	All children must be benefited
3	Digitization in Supply Chain

Operational aspects of the THR schemes

Table 5: Aspects of the THR schemes

Sr. No.	Question	Response from Dairy Cooperative	
1	Full Name of Dairy Cooperative	Banaskantha District Co-operative Milk Producers' Union Ltd.	Surat District Co-operative Milk Producers' Union Ltd. (SUMUL)
2	Establishment Year	1969	1967-68
3	Location	Badarpura, Palanpur, Banaskantha	Chalthan, Near Chalthan sugar factory, Palsana, Surat
4	Since how long you are providing THR (in Years)	1.5 years	1 Year 8 Months
5	Brand Name of THR?	Balshakti, Purnashakti, Matrushakti	Balshakti, Matrushakti, Purnashakti
6	Capacity of production of THR	200 MT / Day	200 MT / Day
7	Number of Schools covered under THR	Government of Gujarat	Government of Gujarat
10	Number of Women Beneficiaries?	712537	By Government / Varies Month to month / Serving @ 145 Gm/ Day
11	Number of Children Beneficiaries?	638848	By Government / Varies Month to month / serving @ 125 Gm / day
12	Number of Anganwadi covered under THR?	17849	12000 by SUMUL
13	Number of Villages covered under THR?	7949	May be few less than Anganwadi number as in few city there may be 2 to 10 Anganwadi in a same city
14	Number of Taluka covered under THR?	88	Sumul Cover 11 districts of Gujarat (All taluka of these districts)
15	Number of THR Packets Provided	200000	As per serving size / Dispatch depend upon each month's demand from Govt.
16	Transportation Details?	Truck, Insulated Van	Truck, Tempos, Small vehicles at village level.
17	Transportation Cost / Month for THR Scheme?	10495244 rs/-	Transportation Cost / Month for Take Home Ration (THR) Scheme?
18	Payment Received from?	Government of Gujarat	Government of Gujarat
19	Payment Mode?	Cheque	Online
20	Payment Frequency?	Monthly	Few Advance payment system is there, but based on fund released from Government. We can't say weekly / Monthly or yearly.
21	How much quantity of THR provided in THR Packet?	Balshakti- 500 gm, Matrushakti / Purnashakti - 1 Kg	Balshakti : 500 gm Matrushakti / Purnashakti : 1 Kg
22	What is the price of THR packet?	500 gm Matrushakti - Rs. 24 and 1 kg - Rs. 54	It is not for sale in the market.
23	THR contains Wheat?	Yes	Yes
24	THR Contains Soya Been Flour?	Yes	Yes
25	THR Contains Sugar?	Yes	Yes
26	THR Contains Oil?	Yes	Yes
27	THR Contains Rice?	Yes	Yes
28	THR Contains Maize?	Yes	Yes

29	THR Contains Added Nutrients?	Yes	Yes
30	Which Food items can be prepared from your THR?	Sukhadi, Seera, Raab, Bhakhri, Pudla	Sukhdi, Rab, Muthiya, handvo, Bhakhri, Dhebra etc.
31	Do you have ISO Certification?	Yes	Yes
32	Kindly give the data of year-wise sell / distribution of Balbhog and Sakhibhog since beginning of scheme from your dairy?	Balshakti: 23820 MT Purnashakti 16017 MT Matrushakti 8663.40 MT	we can say till date more than 90000 ton we have distributed
33	Feedback	When product is received at Anganwadi, OTP is not generated in some cases. Presently we are packing Balshakti in 500 gm packets. It is suggested to go for 1 kg pack, so that more production can be achieved. Soya flour is used in all three products and its particle size specifications are 200 micron or less, the fine particle cause a lot of dust in raw material godown and make our manufacturing area dusty creating unhygienic condition. A less dirty source of protein can be used.	It is based on real time and based on actual. Recently it was difficult to distribute during COVID 19 lock down. But managed with the help of Govt. The list you can make, but ultimately we can say that the THR Yojana is very well running at present. Normal hurdles can't be granted as problems.

Conclusion

Operational aspects of the DSY schemes

Capacity of milk production 14000 lit/day, 50,000 lit/day. 50,000 lit/day and 40000 lit/day, No. of Milk Pouches provided/Day under DSY 70000, 221936, 125000, 184500 Pouches No. of Taluka covered under DSY 5, 12, 8, 9 taluka, No. of Villages covered under DSY 500, 1263, 800, 1456 Villages, No. of Schools covered under DSY 900, 1644, 1000 and 1471 Schools, No. of Anganwadi center covered under DSY 30, 3020, 500 and 1577 Anganwadi center, Quantity of milk provided in DSY 200 ml, they proved Pasteurized milk and Double toned milk, Elaichi, Rose, Chocolate Brown, Mango flavor of milk and they have also ISO Certification.

Challenges/Problems faced by you regarding Doodh Sanjeevani Yojana

Received of Demand at time and payment not received from government at time, Late/delayed payment, delayed decision, liaising with government, Arrangement of insulated box and Low MRP, Sudden leave declaration by Government /Natural Calamities and Complicated second leg transportation

Suggestions regarding Doodh Sanjeevani Yojana

Timely payment from government and need a more supervision at schools level for complete utilization, Advance payment, freedom to take decision on real time, Second leg transportation - non insulated leads to temperature increase Life cycle of insulated boxes should be considered for new purchase, Advance payment for Sanjeevani Milk, Instructions for maintaining storage temperature and maintaining condition of empty crates and Advance Payment to avoid issue of delayed payments and review of rates at a regular interval

Feedback regarding these health promoting schemes from Dairy Cooperatives

Children preferred different flavors, all children must be benefited and Digitization in Supply Chain.

Operational aspects of the THR schemes

It can be concluded that Capacity of production of THR 200 MT / Day, their contains wheat, soya been flour, sugar, oil, rice, maize, added nutrients, Balshakti, Purnashakti, Matrushakti Brand name of THR and ISO Certification, Balshakti- 500 gm, Matrushakti/Purnashakti - 1 Kg quantity of THR provided in THR Packet, Sukhdi, Rab, Muthiya,

handvo, Bhakhri, Dhebra etc. Food items can be prepared from THR, Schools and Anganwadi covered under THR schemes as per Govt. rules and regulation.

Feedback from Dairy Cooperatives

When product is received at Anganwadi, OTP is not generated in some cases, it is based on real time and based on actual, recently it was difficult to distribute during COVID 19 lock down, and presently we are packing Balshakti in 500 gm packets. It is suggested to go for 1 kg pack, so that more production can be achieved, Soya flour is used in all three products and its particle size specifications are 200 micron or less, the fine particle cause a lot of dust in raw material godown and make our manufacturing area dusty creating unhygienic condition. A less dirty source of protein can be used.

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