NEWS | BEVERAGES

Women-led Marathvarhad MPO aims to increase milk procurement to 11 lakh kg/per day

Marathvarhad MPO also plans to set up an automated fair and transparent milk collection system in all the intervention villages

By **Shraddha Warde** | March 18, 2025



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Marathvarhad MPO also plans to set up an automated fair and transparent milk collection system in all the intervention villages

Women-led Marathvarhad Milk Producer Organisation aims to increase milk procurement volumes to 11 lakh kg per day in the next 5 years and achieve an annual turnover of Rs 1,800 crore.

Existing operations of Vidarbha and Marathwada Dairy Development Project (VMDDP) shall also be brought under the ambit of Marathvarhad Milk Producer Organisation in line with NDDB's application mandate to promote producer-owned organisations.

In 2013, the National Dairy Development Board (NDDB) and the Government of Maharashtra signed an MoU for taking up dairy development in drought-prone Vidarbha and Marathwada regions of Maharashtra for creating alternate long-term sustainable livelihood opportunities for farmers of these regions.

It was signed to diversify the risks of the farmers because dairying, being a more inclusive livelihood option, has proved to have better salvage value in comparison to crops in these drought-prone and distressed regions.

Mother Dairy, a wholly owned subsidiary of NDDB was tasked with providing market access to the milk produced by the milk producers of ten districts under the Vidarbha and Marathwada Dairy Development Project (VMDDP).

The project has been operational since 2016 in ten districts of Akola, Amravati, Wardha, Nagpur, Chandrapur and Buldhana belonging to the Vidarbha region and Nanded, Osmanabad, Latur and Jalna belonging to the Marathwada region.

Farmers’ confidence and trust in the project is evident through the current milk collection of 4 lakh litres daily being procured from about 35,000 dairy farmers of these regions from 2,500 Milk Pooling Points spread across all 10 districts.

As the project has now reached an optimum scale, a new women-owned Milk Producer Organisation (MPO) -- Marathvarhad Milk Producer Organisation, was incorporated on January

09, 2025, with a registered office in Nagpur.

The existing operations of the Vidarbha Marathwada Dairy Development Project shall be brought under the ambit of this MPO in line with NDDB's application mandate to promote producer-owned organisations.

The newly set up women-owned and women-led Marathvarhad MPO aims to cover 6,000 villages of Vidarbha and Marathwada region under an organised milk procurement network and enrol 1.85 lakh women dairy farmers as members.

Marathvarhad MPO also plans to set up an automated fair and transparent milk collection system in all the intervention villages. The aim is to ensure regular and timely milk payments directly in the bank account of women members.

Read online: https://nuffoodsspectrum.in/news/15/22149/women-led-marathvarhad-mpo-aims-to-increase-milk-procurement-to-11-lakh-kg-per-day.html
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