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Unlocking successful rural smallholding dairying in Bangladesh through Milk Vita

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Dairying in Bangladesh is generally characterized by small scale, widely dispersed and unorganized milk animal holders, low productivity, lack of assured year-round remunerative producer price for raw milk, inadequate basic infrastructure for provision of production inputs, services and above all lack of professional management practices. Milk Vita; the largest pioneering dairy cooperative venture in Bangladesh deals with 300,000 lt./day liquid milk production, collection, processing and marketing with a diversified set of dairy products nationwide and relentlessly proving the myth of successful rural prosperity as a model of least developed countries. In Bangladesh, year round (January to December), rate of milk production took place as 9.97%, 10.01%, 9.20%, 8.59%, 8.17%, 8.37%, 7.27%, 6.50%, 6.46%, 6.86%, 8.73% and 9.88% respectively. Nowadays, Tropical Asia stands as the largest milk producing region of the whole world and its efficiency as an integrated smallholder production system provides financial, health and social benefits to millions of rural dwellers. Dairying may therefore serve as a powerful instrument for the rural prosperity in the least developed countries. Devising a viable dairy, development strategy for the rural smallholder calls for detailed analysis of strengths, weaknesses, opportunities and threats posed by the external environment. In Bangladesh, Milk Vita has successfully developed a cooperative milk production model like Amul, India beyond existing traditional or informal systems as well as combating all sorts of identified challenges. Milk Vita covers annual growth rate about 17% in raw liquid milk production for the whole nutrition thrust folk in hectic mode augmenting smart synchronization of year round milk production (6.07 MMT), requirement (14.48 MMT) and deficit (7.51 MMT) in Bangladesh. Estimation suggests that in Bangladesh milk production increases 5.98% per year where demand increase about 10% due to increase of purchasing capacity and food habit change of consumers. Therefore, the potential plenty requirements for dairy entrepreneurship development/business opportunities in Bangladesh awaits and it may be synchronized by the establishment of small scale dairy enterprises and processing plants through Milk Vita a lot providing appropriate national and international dairy policy and institutional support services forwarding rural prosperity. In this paper the picture of successful dairying in Bangladesh as a least developed country through Milk Vita has been displayed accordingly.

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