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Milk vita cooperative dairying: A legendary era in Bangladesh

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Milk Vita-the largest pioneering dairy cooperative venture in Bangladesh deals with about 350,000L/day liquid milk production, collection, processing, and marketing with a diversified set of dairy products nation widely & relentlessly proving the myth of successful rural prosperity as a model of least developed countries. In Bangladesh year round (January–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 (1 Azad, MAK, 2001). 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 (9.283 MMT i.e. 62.44 % of demand), requirement (14.865 MMT) & deficit (5.582 MMT, i.e. 37.55% of demand) (2 DLS:2016-2017) in Bangladesh. 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 yield is also too low; 200-250L during the 10 months lactation period in contrast to 800L for Pakistan, 500L for India and 700L of all Asia (National Livestock Development Policy, 2007). Appropriate research and dairy development interventions are needed to improve this situation and ultimately Milk Vita–a legendary era in Bangladesh relentlessly doing the same. In Bangladesh, milk production increases 5.98% per year where demand increases by about 10% due to an increase in 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 & international dairy policy and institutional support services forwarding rural prosperity overcoming identified challenges. In this paper, the picture of successful cooperative dairying in Bangladesh through Milk Vita has been displayed accordingly.

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