



Amul

**KHEDA DISTRICT CO-OPERATIVE
MILK PRODUCER'S UNION LTD. ANAND**

AMUL Going Eco-Friendly Through Sanitation





AMUL : Safe Sanitation Drive as a part of Clean Milk Production

In 1946 in Kaira District , a group of farmers organized a meeting to form a dairy cooperative. This was done so that the farmers can get fair price against the milk they supplied in the market. The outcome of this farmers meeting was the establishment of Kaira District Cooperative Milk Producers' Union Ltd, Known as AMUL Dairy. Amul dairy is one of the pioneering milk producers' union which has best standard right from procurement to marketing of milk and milk products. It has made possible for millions to transform their economic and social condition. Amul through its various programme had impacted the lives of landless, marginal and small farmers who are engaged in milk production. Amul has provided economic boost and increased employment opportunity.

At present Amul's milk production is backed by 1195 dairy cooperative societies. Out of these milk societies 1050 have ISO certification and same number of societies have bulk chilling processors. Amul encourages participation of women dairy cooperative and ensures their active presence in the governance of the society. There are exclusive women dairy cooperative societies (15) where they are authorized to make their own decisions in meeting. The villages milk societies and the bulk milk coolers are maintained to keep them in clean and well lit condition.

Next to milk societies, it is also important for dairy members to stay in sound and hygienic living condition as it has direct impact on quality of milk they supply. Therefore needs to change their behavioral practices by accessing sanitation systems and its usage. One feels shame to go out for open defecation an also hazardous to environment and public health, which can spread dangerous diseases, 80% water borne diseases occur due to absence of sanitation system. In absence of toilets especially women and girls in particular has to face many challenges and are put to shame. Toilets provide them safety and shields them from infectious diseases. To get pure water, pure air and nutritious food, it is necessary that human excreta be disposed in scientific and simple manner which is only possible by constructing toilets at each household in village. So we design a simple 3x3 feet toilet that can last for 20-25 years.

As a part of Clean milk production programme Amul started an initiative focusing on generating awareness on safe sanitation . During the course it was realized that apart from awareness generation, the community required financial as well as technical support to establish safe sanitation system. Amul started Total Sanitation Campaign Scheme in 2011-2012 and constructed 14000 toilets at door step of milk producer member, in its milk shed area at the end of December 2013. (Anand & Kheda)

Our Supporters : (1) District Rural Development Agency, Anand & Kheda, (2) National Housing Bank, Ahmedabad, (3) Finish Society, New Delhi

National Housing Bank : To promote safe sanitation AMUL has secured development loan from National Housing Bank, it extends zero % interest loan to members. Amul through its own funds repays the interest to NHB. The members pay ₹ 100/- per month irrespective to the loan amount. Amul has secured a loan of INR 7 crores in two installments. INR 2.4 Crores for construction of 5000 toilets (Phase I) and INR 4.6 Crores for the construction of 10,000 toilets (Phase II)

District Rural Development Agency Anand and Kheda:

Amul put efforts to link the community members with Total Sanitation Campaign which is government

