



Milky Latte

MILK AND MILK PRODUCTS FROM KUDUMBASHREE

Milky Latte: Our own brand of dairy products



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We have 'Ksheerasagaram' programme and 'Common Interest Group' Project for those interested to start livelihood in dairy sector. Kudumbashree is framing new projects in this sector for increasing the income. Our one aim is to focus on producing value added products of milk. 'Milky Latte' is a prominent one among these. The concept is not to produce homogenised milk, but to pack milk from each cow in a bottle and to sell under a single brand.

If the dairy farmers of Kudumbashree would be able to bring the milk produced by their cows to the market by packing in a clean bottle, it would get good price. Hence we tried to brand the milk produced by Kudumbashree dairy farmers in the name 'Milky Latte'.

As of now, the project is implemented as a pilot in a few districts. 'Milky Latte' branded milk is available for sale at Thiruvananthapuram, Idukki and Thrissur districts as of now. A group of 10 dairy members is regularly distributing 'Milky Latte' milk to 198 houses in Vilavoorkkal panchayath of Thiruvananthapuram district. In Alagappa Nagar Panchayath of Thrissur district, a 5 membered group of dairy farmers is distributing 'Milky Latte' milk to 30 houses regularly.

In Edavetty Panchayath of Idukki district, an individual enterprise under Milky Latte brand is distributing milk to 60 houses. A team constituted by us is studying in detail the financial feasibility and market acceptability of 'Milky Latte' brand in the areas Based on details



of this study we will scale up 'Milky Latte' to more areas and to more people.