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## Medha Krishi Utsav | Jharkhand | 31 Aug 2021

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### Why in News

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On the occasion of Janmashtami, the **Medha Krishi Utsav** was organised by the **Jharkhand State Cooperative Milk Federation at Fisheries Training Center, Dhurwa, Ranchi.**

In this event, Agriculture Minister Badal Patralekh launched the scheme of providing **Rs 1 subsidy per litre to milk producers** who supply milk to **Jharkhand State Cooperative Milk Federation.**

### Key Points

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- Addressing the milk producers in the programme, Badal said that Jharkhand has a bright future in the milk business and this is a golden opportunity for our milk producers, **this will provide a source of income to the people of the state** in their own state.
- **Jharkhand State Milk Federation** which is **popularly known as Medha** brand is following the lessons of continuous progress in efficient management of **National Dairy Development Board** since last six years. Presently about **40,000 milk producing families from 18 districts of the state are associated with the Milk Federation** and are supplying about **1.30 lakh litres of milk per day.**
- At present four dairy plants under Milk Federation (**Hotwar, Koderma, Latehar and Deoghar**) are being operated with a processing capacity of 1.40 lakh litres while additional three new plants namely **Sarath-Deoghar, Sahiganj, Palamu** are in the final stages of construction and production.
- Apart from this, a **Cattle Feed Plant, Mineral Mixer Plant, Bypass Feed and Cold Breeding Plant** are also being established and operated by the federation in Medha Dairy premises located at Hotwar with the aim of reducing the production cost of milk producers and increasing the quality of milk.

- On this occasion, a **telemedicine program** was started by the **Agriculture Minister** for proper and accessible advice related to the health of animals.  
Under this programme, animal owners will be given advice regarding the health of their animals by specialist veterinarians.