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Hindustan Zinc Building Self-Sufficient Rural Economies through Dairy Farming

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Enabling Sustainable Livelihood for Dairy Farmers Under the Samadhan Initiative

Udaipur, Narayani Dangi, a resilient dairy farmer from Bicchadi village, faced immense economic hardship after being widowed at a young age. Struggling to make ends meet, she once earned just ₹25-30 per liter of milk. Her life transformed when she started selling milk to the Ghatawali Mataji Farmer Producer Organization (GMFPO) under Hindustan Zinc's Samadhan Initiative. Earning ₹40 per liter, along with access to medical consultations for her cattle, insemination services, and affordable, nutritious feed, Narayani found hope and stability in a once uncertain future.

Prem Vyas from Matoon faced a different struggle when her husband, Devendra, lost his job during the COVID-19 pandemic. Desperate for a way forward, they turned to dairy farming with guidance and support from Hindustan Zinc's Samadhan Initiative. Starting small, they grew their production from 10 liters a day to an impressive 85 liters. Today, they earn a steady net income of ₹40,000-45,000 a month, securing a prosperous future for their family.

These stories of Narayani and Prem reflect the transformative power of Hindustan Zinc's Samadhan Initiative, turning adversity into opportunity for rural families and building a foundation of self-reliance. This initiative is revolutionizing the rural dairy sector in Rajasthan through FPOs like the Ghatawala Mataji Farmer Producer Organization (GMFPO). Established in 2022 in Bicchadi village, Udaipur, this women-led enterprise provides a lifeline for dairy farmers by ensuring market access, fair pricing, and sustainable income. Under the brand name Gauam, GMFPC offers high-quality fresh milk and premium dairy products, transforming lives and building resilience in rural communities. Run by more than 1,000 shareholders from Bicchadi, Debari, Matoon, Singhada, Chota Guda, Sakodra, and Changedi villages, GMFPO exemplifies the power of collective enterprise. This transformative initiative operates under the Samadhan program of Hindustan Zinc.



Since its inception, GMFPC has achieved significant milestones. It has processed over 4 lakh liters of milk, generating a cumulative revenue of Rs. 2.5 crore. Annual revenues include Rs. 56.43 lakhs in FY 2022-23, Rs. 1 crore in FY 2023-24, and Rs. 87.65 lakhs in the first half of FY 2024-25. GMFPO's products, such as A2 Bilona Ghee, paneer, and curd, are sold through B2B and B2C channels, including partnerships with the Taj Group of Hotels and e-commerce platforms like Amazon. By creating robust market linkages, GMFPO empowers farmers to secure sustainable livelihoods.

This transformation is part of Samadhan, Hindustan Zinc's flagship initiative to promote sustainable rural livelihoods. Focused on empowering farmers, Samadhan equips participants with modern practices in agriculture, livestock care, and clean milk production. The program has reached over 30,000 families across more than 180 villages, improving incomes and building resilience. In GMFPO's case, interventions like artificial insemination, veterinary support, and training in clean milk production have significantly enhanced productivity and profitability.

Hindustan Zinc's community development initiatives extend far beyond dairy. By addressing education, sports, skill-building, and rural infrastructure, the company has positively impacted over 20 lakh lives across 3,700 villages in Rajasthan and Uttarakhand. As one of India's top 10 CSR spenders, Hindustan Zinc remains committed to creating self-sustaining ecosystems that uplift entire communities and drive holistic rural development.

Hindustan Zinc Limited

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