

Milking Success –Story of Imashree - Idukki

Imashree milk producer company is the success fruit of Kudumbashree Idukki District Mission's effort to organize and nourish dairy farmers.

The first little step towards the Imashree was Ksheera Sagaram, which was started in 2009 small groups comprising 5 members, each from a Kudumbashree neighbourhood group in various grama panchayath with 10 cows for each group. By marketing milk, milk products and cow dung they fetched income. But even though the environment of dairy farmers was limited between milk collecting societies and home. Their venture did not reach up to the expected level. This when the idea formed to step in to the concept of Imashree milk producers company. The main aim is to avoid middlemen in the dairy industry. On 24 August 2015, Imashree was legally registered with the help of District Mission, Idukki and ATHMA. Formal Stage, 10-20 members of Ksheerasagaram group from Nedumkandam and Karunapuram Panchayats, formed common Interest groups and selected a group leader for each group. Smt. Soosamma baby was elected as the Chairperson and Smt. Presanna Raveendran as Managing Director, Room No .4 of the stadium complex. A CEO and accountant appointed by State Mission, company got ready for functioning.

Now the company has 215 stake holders including 16 CIGS who holds share value of Rs.1000 each per share.

The major problem farmers faced were increased cost of cattle feed and reduced revenue to dairy farmers. Since Imashree is in a nascent stage, it can't fetch much revenue to the farmers. They have succeeded the problem of cattle feed by providing feed affordable price to door step of farmers.

The director board holding meetings monthly to evaluation and planing for the improvement of the company in the presences of District mission co-ordinator.

It has nothing to say more than the words of managing director “I have been getting many things which are invaluable”.