



Case study business partner

Name of the organization

Maitree Mahila Dairy (a SRIJAN initiative), Tonk, Rajasthan

Association

Since November 2014

About the organization

SRIJAN wants to reduce poverty of 100,000 rural poor families by 2020, through empowering them and enhancing their annual income by Rs. 45,000/-. Currently, SRIJAN works on various programs in Dairy (Maitree Mahila Dairy), Horticulture, Water Resource Management, Livelihood finance and Agriculture. The Maitree Mahila Dairy wants to improve the incomes of 15,000 poor families by 2020 through dairy and livestock programs.

Quote about the impact from the partner

“With support of Women on Wings, we are cracking the system of the Rural Market and moving one step ahead towards sustainability.”- Jitendra Sharma, CEO, Maitree Mahila Dairy

Situation Challenges business partner	Solution Advice Women on Wings	Result Impact created
<ul style="list-style-type: none"> No clear market strategy - high reliance on bulk buyers leading to a vulnerable market situation and losses High fluctuation in milk supply due to inconsistent collection and transportation processes 	<ul style="list-style-type: none"> A marketing strategy and a short -medium term plan developed based on market and field study and SWOT analysis (using the MABA model) Institutional (HORECA) and retail segments identified as the attractive market segments Formulation of SoPs advised to increase efficiencies and reduce people dependency Packaging design and basic branding inputs provided to communicate the MAITREE story to retail customers 	<ul style="list-style-type: none"> Increase in turn-over by 12% leading to improved cashflow levels Transportation costs down by 40%

Next steps

- Cost-benefit analysis of Pasteurizing plant
- Assessment of opportunities for replication/expansion of supplier network in other areas of Rajasthan
- Identification of Product diversification and value addition opportunities such as cream, butter, whey, etc.