



## ABOUT ABBOTT

Abbott has been active in India for more than 100 years, helping people live the best lives they can through good health. Today, we offer more than 500 health-care products in the country, with a distribution network that includes more than 5,000 stockists and 500,000 pharmacies. Our medical devices, nutrition products, diagnostic solutions and pharmaceuticals meet the healthcare needs of people in both rural and urban areas through direct distribution to consumers and patients, as well as through hospitals, blood banks and laboratories.

### Focus Area

Education and awareness (for e.g. Classroom education, women empowerment, early child development, child protection, mid-day meals, awareness campaigns for malaria, AIDS, tuberculosis etc.);i. Poverty alleviation (for e.g. Employment programmes, Livelihood missions)



# TARGET STATE

## Maharashtra

# OBJECTIVES

### "Social Need:

India is the world's largest producer of milk, and more than 70 million families in rural India depend on dairy farming as a source of income. Despite dairy farming being a well-established industry, many dairy farmers continue to be marginalized. They are often held back by middlemen taking a significant portion of any earnings, by a lack of the technology and methods to produce higher quality milk for a better price, and by a limited knowledge of the organized dairy sector in which companies like Abbott participate. A further problem is that women are often excluded from decision making, despite playing a significant role in dairying work.

### Measurement and evaluation:

Our goal was to create a sustainable innovative approach for working with small family farms to modernize the dairy industry in rural communities. Working with Prabhat, a local dairy supplier, and TechnoServe, a non-profit organization, we developed a demonstration model that strengthens local dairy supply chain and empowers smallholder farmers to produce increased volumes of higher-quality milk. Immediate outcomes measured were dairy quality related to contamination (aflatoxin, antibiotics) and adulteration (visible change), and dairy quantity i.e. volume procured from each farmer. As a sustained result in long term, this should help in women's empowerment by allowing them actively to participate in decision making for dairying and in households."



**Abbott**

# COMPANY BRIEF

## COMPANY HEADQUARTER

Mumbai

## GEOGRAPHICAL AREA(S)

## WHERE THE INITIATIVE IS

## OPERATIONAL

Maharashtra

## MENTION THE NAMES OF THE SPECIFIC

## DISTRICTS/ VILLAGES/ AREAS IN THE

## CHOSEN STATE

Ahmednagar

## THE INITIATIVE TAKEN BELONGS TO WHICH OF THE FOLLOWING CATEGORIES?

CSR

## IF THE INITIATIVE BELONGS TO THE "OTHER" CATEGORY IN QUESTION 5, PLEASE SPECIFY.

NA

## SPECIFY THE TARGET GROUP OF THE INITIATIVE.

1500+ small-holder dairy farmers; 50% of these were women farmers.

## WERE THERE ANY PARTNERS IN THE INITIATIVE?

Yes

## IF YES, WHO WERE THE IMPLEMENTATION PARTNERS IN THE INITIATIVE?

Private

## SPECIFY THE NAME OF THE PARTNERS INVOLVED IN THE INITIATIVE.

Prabhat Dairy, TechnoServe

## WAS THERE ANY BASELINE STUDY?

No

## IF THERE WAS A BASELINE STUDY, WHAT WERE THE FINDINGS OF THE STUDY?

Base line study looked at parameters related to dairy quality like contamination (aflatoxin, antibiotics) and adulteration (visible change), and dairy quantity i.e. volume procured from each farmer.

## WHAT WERE THE FINDINGS OF THE END-LINE STUDY?

"Below are a few highlights from our midline evaluation: More than 1500 farmers actively engaged through our program

10 bulk milk chillers installed and operational

In the first year, farmers were able to double the amount of milk production compared to nonparticipating farmers, and the quality of milk was higher."

## IMPLEMENTATION

"Working with Prabhat Dairy and TechnoServe, we developed a quality-focused demonstration model that strengthens Abbott. A local dairy supply chain and empowers smallholder farmers to produce increased volumes of higher-quality milk. To advance this ongoing initiative, each partner applies its unique and complementary expertise and resources. Abbott contributes by sharing its modern dairy, engineering, nutrition and business expertise, and investment.

More than 1,500 small dairy farmers have received training, support and infrastructure to help them increase milk production and incomes.

Implemented customized training programs on financial and business skills as well as farming techniques. Supported targeted training for women to advance their role in their communities.

Sharing our expertise and resources to create new infrastructure and systems for dairy in Maharashtra, including 10 milk chilling centres.

We established transparent pricing mechanisms for the farmers milk that clearly demonstrate the link between quality and price.

### Results achieved:

More than 1500 farmers participated in the program  
10 bulk milk chillers installed and operational

In the first year, farmers were able to double the amount of milk production compared to nonparticipating farmers, and the quality of milk was higher."

## ARE YOU LOOKING FORWARD TO PARTNERSHIPS OR COLLABORATION IN FUTURE?

Yes

## IF YES, WHAT TYPES OF COLLABORATIONS ARE BEING THOUGHT OF?

Basis the phenomenal success of our demonstration model, we have been enabling the expansion efforts along with our program partners.

## ACHIEVEMENTS

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## CHALLENGES

In 2014, Abbott opened a new state-of-the-art manufacturing facility for nutrition products in Jhagadia, Gujarat. However, we were having difficulty sourcing the high-quality milk we needed to meet our strict quality standards. Working with Prabhat, a local dairy supplier with longstanding milk collection experience, and TechnoServe, a nonprofit organization working to help farmers in the developing world build sustainable businesses, we developed a quality-focused demonstration model. This model strengthens Abbott's local dairy supply chain and empowers smallholder farmers to produce increased volumes of higher-quality milk, which can help them build their small dairy-farming businesses and communities.

## NOTE FROM THE CEO/MD/ PROGRAM IN-CHARGE:

"This program has been a strong reinforcement of our belief in innovating new products to meet changing healthcare needs, investing in new business models that create shared value for our communities and developing new systems that can deliver healthcare to those who need it most."

- Amal Kelshikar, Managing Director & General Manager, Abbott Nutrition"

## DO YOU HAVE ANY PLANS TO SCALE UP THE CURRENT INITIATIVE? IF YES, PLEASE MENTION DETAILS OF WHERE, WHEN AND HOW.

Based on this success, Prabhat is committed to expanding this model to other villages in the region. This will give more smallholder farmers access to a trusted and transparent market and the skills and infrastructure that they need to supply it. Abbott is working closely with Prabhat to pursue this strategy to ensure a common approach while generating a positive impact in our communities.

## MENTION ABOUT THE SUCCESSFUL CASE STORIES THAT HAVE EMERGED FROM THE IMPLEMENTATION.

NA

## MAJOR FINDINGS/ FINAL ANALYSIS

"More than 1,500 small dairy farmers received training, support and infrastructure to help them increase milk production and incomes. We implemented customized training programs on financial and business skills as well as farming techniques. We established transparent pricing mechanisms for the farmers, milk that clearly demonstrate the link between quality and price. 10 bulk milk chillers have been installed and are operational. In the first year, farmers were able to double the amount of milk production compared to nonparticipating farmers, and the quality of milk was higher.

Based on this success, Prabhat is committed to expanding this model to 200 additional villages in the region over three years. This will give more smallholder farmers access to a trusted and transparent market and the skills and infrastructure that they need to supply it. Abbott is working closely with Prabhat to pursue this strategy to ensure a common approach while generating a positive impact in our communities."