



# Improving India's dairy supply chain

Prompt Softech is working with Vodafone IoT to extract India's dairy data into the cloud, to help tackle inefficiencies in the dairy supply chain.

The future is exciting.

**Ready?**



# Bridging the gap between supply and demand

It is not an easy thing to talk about the size of the Indian dairy industry. Figures barely do it justice.

The industry is comprised of 90 million farmers. It needs to generate enough milk to feed a population of 1.25 billion, with an average dairy consumption of 300 grams a day. And it needs to manage this as the country grows richer, the population grows, and the demand for dairy rises.

## The challenge

### Bringing efficiency to the dairy industry

Over the course of three decades, India has transformed itself from a country with a national milk shortage to the world's leading milk producer. Not only does the Indian dairy industry feed a nation, it also provides a livelihood for a huge number of India's rural population. Today there are 90 million dairy farmers, most of them in villages with just two head of cattle. If the supply chain process breaks down, these villages can go without a key source of revenue.

The industry is managed by the National Dairy Distribution Board (NDDB). It oversees the twice-daily collection of fresh milk from every farmer, weighing, checking and paying for all production. It has a tough day job and ambitious future plans: India produced 138 million tonnes of milk in 2014, NDDB is aiming to raise this to 200 million by 2022.

The industry may appear ready for consolidation, concentrating production in fewer, larger farms, but the number of farmers is expected to grow. There are likely to be 100 million dairy farmers in the next couple of years.

Rather than consolidation the focus is on maximising efficiencies in the current system.

“The impact will also be felt at a local level. Farmers will know immediately the quality of their milk. There will be a record of every transaction, of every payment. They can see a history, with full transparency, and they can finally feel connected to a wider industry.”

**Ritesh Sutaria,**  
CTO & Co-Founder,  
Prompt Softech

### Extracting the data from villages

Prompt Softech was founded in 1995 to help tackle inefficiencies in the dairy supply chain. It launched with three products: an electronic weighing scales, data logging software and a machine for measuring fat content in milk.

“Previously the point of collection had been open to malfunction,” says Prompt Softech Co-Founder and CTO, Ritesh Sutaria. “The scales ensured an accurate reading and the fat-checker meant farmers could be paid for the quality not just quantity of their milk.”

Sutaria says Prompt Softech approached the dairy industry from an IT perspective. “We have no history in dairy. We've learnt a great deal about dairy production since but we've always kept IT solutions in mind to address the dairy industry's problems.”

He says the challenge was how to get the data out of the village and into the collective: “If we could centralise the data it would allow the industry to analyse trends and better map production. At an individual level, it could also show farmers how they compare to other farms elsewhere in India. With the cloud, finally, we have the answer.”

## The solution

### Moving to a managed connectivity solution

Prompt Softech is working with Vodafone IoT to extract India's dairy data out of the village and into the cloud. Using the Vodafone Managed IoT Connectivity Platform it has created the Automatic Milk Collection System, a solution to weigh and analyse local milk production, then send the data to a centralised record.

“ We’re working on the world’s largest IT integration project, and I expect the Vodafone managed connectivity service to comprise at least 60 per cent of this project. We have 1,000 villages already connected, and we’ll reach 18,000 within three years. Vodafone gives us the ability to scale quickly. ”

**Ritesh Sutaria, CTO & Co-Founder, Prompt Softech**

“We knew the solution would hinge on working with telecom providers,” says Sutaria. “We selected Vodafone as the lead provider as it has the best coverage, the best service and the best quality. Vodafone took the time to understand our business, and the specific challenge we faced.”

The Vodafone IoT managed connectivity service enables Prompt Softech to install a SIM in every device and activate it when the device goes live. It provides price certainty and can be managed from a single platform.

## The future

### Uncovering the possibilities

Sutaria says early signs are encouraging. Prompt Softech is currently planning what it describes as ‘the world’s largest IT project’: connecting 3.6 million dairy farmers in Gujarat to the cloud. “I expect the Vodafone managed connectivity service to be a key component of this project,” he says. “We have 1,000 villages already connected and we’ll reach 18,000 within three years. Vodafone gives us the ability to scale quickly.”

Such breadth, he says, has the power to transform the data analytics possibilities of the entire industry. “We’re not selling the data, the data will be available at state-level to be analysed.”

Better analytics will enable the industry to attract greater funding. The World Bank is already investing in Indian milk production<sup>1</sup>, the Prompt Softech solution will help demonstrate where any investment is working. For instance, the average milk yield of an Indian-bred cow is 2.5 kilograms while the world average is 7.15 kilograms. The NDDB is running programmes to increase the milk yield of cows; village-by-village data comparisons will help make the case for which programme is most effective.

“The impact will also be felt at a local level,” says Sutaria. “Farmers will know immediately the quality of their milk. There will be a record of every transaction, of every payment. They can see a history, with full transparency, and they can finally feel connected to a wider industry.”

## The bottom line

- Vodafone’s managed connectivity service allows Prompt Softech to manage all devices from a single platform
- The Prompt Softech solution promises to create a national view of Indian dairy production
- Establishes means to analyse effectiveness of investments in dairy industry

### About Prompt Softech

- Technology solutions provider to the Indian dairy sector
- Created a centralised solution to record milk transaction, analyse milk weight and quality at point of collection
- [www.promptsoftech.com](http://www.promptsoftech.com)

**[vodafone.com/business/loT](https://vodafone.com/business/loT)**

Vodafone Group 2018. This document is issued by Vodafone in confidence and is not to be reproduced in whole or in part without the prior written permission of Vodafone. Vodafone and the Vodafone logos are trademarks of the Vodafone Group. Other product and company names mentioned herein may be the trademarks of their respective owners. The information contained in this publication is correct at time of going to print. Such information may be subject to change, and services may be modified supplemented or withdrawn by Vodafone without prior notice. All services are subject to terms and conditions, copies of which may be obtained on request.