

## **Marketing of Women Produce**

**One of the objectives of the Swanirman is to create a market source to the village level products. SHG women from Didsinghe formed a milk society in their own village as a result of cooperation of women members.**

Didsinghe village 10 K.m. from Barshi taluka in Solapur. Village involved in the Swanirman programme. Increase the SHGs in the village. Women are active in the village development programme. Women members are aware about livelihood activities as well as business. All these groups want to start some thing together. 4 groups decided to take the loan from SSK for milk product business. All groups got the loan from SSK. Purchase the 25 cows and daily 150 liter milk collected for the dairy. First they started the milk selling in retail basis. Then all members taken the information about milk dairy and other related information for the dairy. While collecting the information they got the information about milk dairy which one closed from last few years in the village. Because of less milk dairy closed. They decided to start the dairy again. First they had a meeting with society members. They said that if you collect 250 liter milk daily then you can start the dairy. They had taken the responsibility to start the dairy and collect the 250 liter milk from one village. They all collecting 150 liter and from villagers they will collect 100 liters. Society members appreciated their work and given support to run the dairy. Now the dairy is started by SHG women members.