

Monthly Progress Report – October 2025

Project Focus: Milk ATM Activity & Convergence with Government Schemes

UDAYAMITA Project

During the month of October 2025, a series of project-related meetings and field engagements were conducted to strengthen the Milk ATM initiative and enhance convergence with relevant government schemes. The key activities and outcomes are summarised below:

1. Project Meeting regarding Milk ATM Operations

A coordination meeting was held with the project team to review the functioning, utilization, and revenue performance of the installed Milk ATM units. The primary objectives were to analyze machine usage trends, challenges faced by local entrepreneurs, and opportunities for improved service delivery.

Key points discussed:

- Daily milk dispensing quantity and demand patterns were reviewed to ensure regular supply management.
- Routine maintenance requirements and service support from vendors were assessed.
- Team members shared field feedback on community response, pricing, and customer satisfaction.
- It was observed that Milk ATM installation has helped provide clean and measured milk to community members, especially women, students, and working families.
- A plan was finalized to introduce awareness activities in villages to increase customer footfall and promote hygiene benefits of automated milk dispensing.

2. Meeting with Women Entrepreneurs regarding Milk ATM Instalment

A separate meeting was organized with the women entrepreneurs how Handle the Milk ATM units. The discussion focused on instalment repayment planning, financial discipline, and income utilization.

Key outcomes:

- Most women entrepreneurs are able to generate regular income and are confident about operating the unit independently.
- Women requested periodic technical training and vendor support for machine servicing.
- Through the meeting, women expressed increased confidence in entrepreneurship.
- This initiative has improved their financial stability and helped them gain recognition within the community.

3. Convergence Meeting with Government Schemes – Team UDAYAMITA

To strengthen financial and livelihood linkages, a convergence meeting was conducted with the project team to explore opportunities under existing government schemes. The objective was to support women entrepreneurs to avail subsidies, credit support, and training programs for enterprise expansion.

Discussion highlights:

- Linkages with dairy development schemes, women entrepreneurship programs, and self-employment missions were identified.
- The team mapped eligible beneficiaries who can apply for credit or subsidy under available schemes.
- It was decided to support documentation and application processes for women interested in expanding milk vending activities.
- Awareness will be created on schemes related to livestock health, fodder support, and skill training.
- The team will coordinate with local departments to organize district-level camps for on-spot guidance and registration of eligible women.

