



Image showing improved dairy shed and land users involved in the documentation. (Tshering Yangzom)

Gonor Nyamley Tshogdey dang KOUFUKU Thuedrel Gi Thogley Om Tshongjur (མོ་ནོར་མཉམ་ལས་ཆོགས་ཟེ་དང་ཀུ་ཕུ་གུ་མཐུན་འབེལ་ཐོག་ཨོམ་ཆོང་སྒྲར་འཐབ་ཐངས།)

- ☐ традиционная/ местная система землепользования, используемая коренным населением
- ☒ недавняя местная инициатива/ инновация
- ☐ в рамках проекта/ программы

sharing and reduces workload of land user. Further, subsidies and incentives support from the government are directed towards the cooperative rather than individual land users, emphasizing the importance of forming cooperatives to maximize benefits. The dairy cooperative members were supported to construct improved cattle sheds and biogas plants to improved livestock rearing.

Initially, the Samphel Chirphen Jersey Detshen faced marketing challenges, prompting government intervention to connect them with KIL. Consultations resulted in an agreement where land users committed to supplying a minimum of 100 litres per day at a negotiated rate of Nu. 35 per litre, establishing KIL as their end market. Subsequently, improved cattle breeds were acquired, and the cooperatives increased their daily milk supply from 71 to 280-300 litres. Stakeholders, including Gewog Livestock Extension Officer, Dzongkhag Livestock Officer, Gewog Officials, and CARLEP-IFAD, play pivotal roles in providing technical guidance, subsidies, and funding. Regular monitoring ensures the success of the activity.

In summary, this approach benefits land users by enhancing marketing services and providing sustainable sources of household income – and indirectly improves SLM through encouraging better husbandry of dairy cattle and associated biogas plants.



Marketing van that collect milk from farmers milk collection unit. (KOUFUKU International Ltd.)

ЦЕЛИ ПОДХОДА И БЛАГОПРИЯТНЫЕ УСЛОВИЯ ДЛЯ ЕГО РЕАЛИЗАЦИИ

Главные цели/ задачи Подхода

The approach aims to establish an efficient marketing system of the milk by creating a linkage between the land user and the milk processing unit. it will also contribute to increased income and improvement of land users' livelihoods.

Условия, содействующие применению Технологии/ Технологий в рамках Подхода

- **Социальные/ культурные/ религиозные нормы и ценности:** Technologies under the approach such as biogas and improved dairy sheds are environment friendly which complements the religious belief of Buddhism through being socially just.
- **Наличие/ доступность финансовых ресурсов и услуг:** During the construction of a biogas plant, land users were accessible to the loan from Bhutan Development Bank Limited (BDBL). BDBL focuses on rural prosperity and provides funds for agricultural purposes. Subsidy support is provided by the government.
- **Институциональные условия:** The institutional setting enabled the implementation of technology as there were only a few land users trained for the construction of biogas. The trained land user from the group shared the skills and knowledge with other land users during the installation of the biogas plant.
- **Сотрудничество/ координация действий:** Land users shared ideas, and workloads, and made collective decisions in the meeting to resolve the issues.
- **Осведомленность в области УЗП, доступность технической поддержки:** Implementation of improved cattle sheds and biogas enriched the land user with the knowledge of soil nutrient management. For example, in the past, the land users never collected cow urine due to poor cattle shed design, now they can collect cattle urine and use it as a nitrogen source in vegetable fields.
- **Рынки (для приобретения материалов и услуг, продажи продукции) и цены:** The linkage reduced the workload of the land users to market the produce as the milk collection was done from the land users' house.
- **Объем работ, доступность рабочей силы:** The approach led to reduced workload as each land user need not reach the milk at the collection centre. Further with the cemented cattle shed, maintaining sanitation and cleaning the shed requires less time.

Условия, затрудняющие применение Технологии/ Технологий в рамках Подхода

УЧАСТИЕ И РАСПРЕДЕЛЕНИЕ РОЛЕЙ ЗАИНТЕРЕСОВАННЫХ СТОРОН

Заинтересованные стороны, участвующие в реализации Подхода, и их роли

Какие заинтересованные стороны/ организации-исполнители участвовали в	Перечислите заинтересованные стороны	Опишите роли заинтересованных сторон

реализации Подхода?		
местные землепользователи/ местные сообщества	A total of 34 members (25 male and 9 female), aged between 35 to 50 years old from Samphel Chirphen Jersey Detshen were involved in the approach.	Produce and supply fresh milk to milk processing unit. Elected members such as Chairman, Secretary and Treasures to function as per bylaws.
эксперты по УЗП/ сельскому хозяйству	Gewog Livestock Officer and Dzongkhag Livestock Officer	Provide technical inputs, monitor the activities and progress of the group and take issues that are not resolved within the cooperative to higher forums such as Gewog and Dzongkhag meetings.
частный сектор	KOUFUKU International Limited	Purchase milk from the land users and provide support in transportation and marketing.
местные власти	Gup, Tshokpa, Mangmi	Monitor group activities and allocate gewog funds if required for the group. For example, the Gewog fund of Nu. 10,00,000/- (Ten hundred thousand) was allocated to purchase improved cattle breeds (jersey) for the land users where a 70% subsidy was provided and only 30% of the total cost was borne by land users.

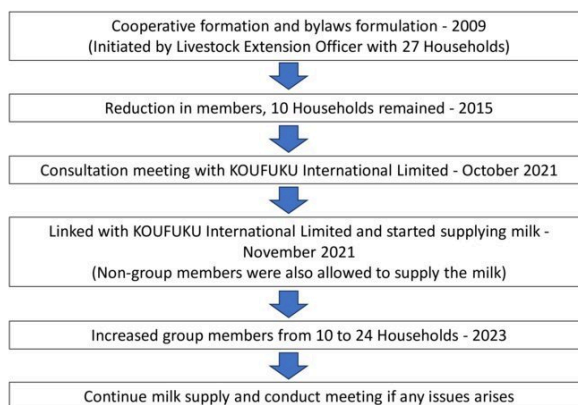
Участие местных землепользователей/ местных сообществ на разных стадиях реализации Подхода

	нет	пассивное	внешняя	поддержка	интерактивное	самоорганизация	
инициирование/ мотивация	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Gewog Livestock Extension Officer motivated the land users to form cooperatives by creating awareness of the benefits involved in working in a group rather than individually.
планирование	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	All the stakeholders (Gewog Livestock Extension Officer, Dzongkhag Livestock officer, representatives of the KOUFUKU International Limited and CARLEP-IFAD officials) were involved in the planning process.
выполнение	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	All the stakeholders with related expertise were involved in the implementation process. For example, the Dzongkhag engineer, Gewog Livestock Extension Officer, Dzongkhag Livestock officer, Gup, CARLEP-IFAD officials and land users were involved in the construction of the milk collection shed,
мониторинг/ оценка	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	External monitoring is done by CARLEP-IFAD officials, the Gewog Livestock Extension Officer, Dzongkhag Livestock Officer. Internal monitoring is done by Thrizin to ensure the minimum milk capacity (100 litres) is met.

Схема реализации Подхода

The flowchart is developed in consultation with the land users.

Flowchart of the Dairy Cooperatives and KOUFUKU Linkage for Milk Marketing Approach



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Принятие решений по выбору Технологии УЗП

Решения принимались

- ☐ исключительно землепользователи (по собственной инициативе)
- ☐ в основном землепользователи при поддержке специалистов по УЗП
- ☐ все участники как часть процесса совместных действий
- ☒ преимущественно специалисты по УЗП после консультаций с землепользователями
- ☐ исключительно специалисты по УЗП
- ☐ политики/ руководители

Принятие решений было основано на

- ☐ анализ подробно описанного опыта и знаний по УЗП (принятие решений на основе подтвержденных фактов)
- ☐ результаты исследований
- ☒ личный опыт и мнения (незадокументированные)

ТЕХНИЧЕСКАЯ ПОДДЕРЖКА, ПОВЫШЕНИЕ КОМПЕТЕНЦИЙ И УПРАВЛЕНИЕ ЗНАНИЯМИ

Следующие мероприятия или работы являлись частью Подхода

- ☒ Повышение компетенций/ обучение
- ☒ Консультационные услуги
- ☒ Институциональная (организационная) поддержка
- ☒ Мониторинг и оценка
- ☐ Научные исследования

Повышение компетенций/ обучение

Обучение было предоставлено следующим заинтересованным лицам

- ☒ землепользователи
- ☐ местный персонал/ консультанты

Тип обучения

- ☐ в ходе работы
- ☒ обмен опытом между фермерами
- ☒ опытные участки
- ☐ общие собрания
- ☒ курсы

Рассматриваемые темы

Cattle shed and biogas plant construction and their benefits. Fodder grass plantations such as napier, super napier (Pakchong), and others.

Консультационные услуги

Консультационные услуги были предоставлены

- ☒ на полях землепользователей
- ☒ в постоянно функционирующих центрах

The Gewog Extension Officer is involved in providing advisory services based on the need.

Институциональная поддержка

Какие институциональные структуры были укреплены или вновь созданы

- ☐ нет
- ☐ да, немного
- ☒ да, умеренно
- ☐ да, существенно

на уровне

- ☒ местные
- ☐ региональный
- ☐ национальный

Опишите организацию, функции и ответственность, членство и т.д.

The institution is strengthened through the approach as there were only 10 members in the cooperative in 2022 which increased to 24 as of 2023.

Тип поддержки

- ☐ финансовая
- ☒ повышение компетенций/ обучение
- ☐ оборудование

Подробнее

Training provided by DLO for biogas construction

Мониторинг и оценка

External monitoring is done by CARLEP-IFAD officials, the Gewog Livestock Extension Officer, the Dzongkhag Livestock Officer and Gewog Officials. The monitoring officials conduct the site visits to see the implementation of an improved dairy shed, improved cattle breeds, fodder grass plantation and biogas plant. The monitoring is mainly done to meet the objective of the funding agency and service providers i.e. to increase milk productivity and improve the livelihood of the land users.

ФИНАНСИРОВАНИЕ И ВНЕШНЯЯ МАТЕРИАЛЬНАЯ ПОДДЕРЖКА

Годовой бюджет мероприятий по УЗП в долларах США

- ☐ < 2000
 - ☐ 2000-10000
 - ☐ 10000-100000
 - ☐ 100 000-1 000 000
 - ☐ > 1 000 000
- Precise annual budget: н/п

There is no annual budget allocated for the approach as the linkage is well established. The land users are equipped to sustain themselves. However, if new challenges arise, the budget is sought from various stakeholders.

Землепользователям были оказаны/предоставлены следующие услуги или меры стимулирования

- ☒ Финансирование и внешняя материальная поддержка, предоставляемая землепользователям
- ☒ Субсидии на отдельные затраты
- ☒ Кредитование
- ☐ Другие методы или инструменты стимулирования

Финансовая/ материальная поддержка, предоставленная землепользователям

1. Financial support Nu. 11,700/- (USD 140.54) provided for biogas construction for individual households 70% subsidy for procurement of improved cattle breeds 2. Equipment 70% subsidy was provided for the deep fridge for individual household and 3 large for the collection point (30-40 litres) 30% of the amount was paid by land users. Doner funded 100% for the milk collection can, butter churner, and chiller machine. 3.

Construction materials per household Donor funded 100% for the biogas construction materials 8 bags of cement, metal, pipe, stove Donor funded 100% for the improved cattle shed construction materials 18 bags of cement, 18 number of CGI sheets, half truck sand.

оборудование: техника

Donor funded 100% for the milk collection can, butter churner, and chiller machine.

Deep fridge

70% by the donor CARLEP and 30% by the land user

сельскохозяйственные: семена

Fodder seeds were fully financed

Cement, matal, pipe

100% financed for the construction of biogas and cattle shed

Cattle shed

18 bags of cement, 18 CGI sheet, half truck sand.

профинансированы
частично
профинансированы
полностью

Трудозатраты, вложенные землепользователями были

☒ добровольный

☐ в обмен на продукты

☐ за денежное вознаграждение

☐ в обмен на другие материальные ресурсы

Заём/кредит

Условия: Land users in the group can avail loans of up to Nu. 20,000 (USD 240.25) loan payable on quarterly basis for 3 years.

Кредиторы: Bhutan Development Bank Limited - A bank focusing on rural development.

Заёмщики: Land users

АНАЛИЗ ВЛИЯНИЯ И ЗАКЛЮЧИТЕЛЬНЫЕ ПОЛОЖЕНИЯ

Влияние Подхода

Нет
Да, немного
Да, умеренно
Да, существенно

Сумел ли Подход расширить возможности местных землепользователей, повысить участие заинтересованных сторон?

The approach improved farm income, knowledge and skills empowering land users to deal with difficult situations efficiently.

Сумел ли Подход дать возможность принимать решения на основе подтвержденных фактов?

Yes, to cite an example, the land users learned that super napier (Napier Pakchong 1 which is a hybrid between Pennisetum purpureum and Pennisetum americanum cv. Pakchong 1) gives more milk than the guatemala. Therefore, they opted for plantation of super napier than guatemala.

Сумел ли Подход помочь землепользователям внедрить и поддерживать технологии УЗП?

Yes, the approach improves market linkage and indirectly encourages land users to increase milk production due to an assured market. The byproduct of the approach (cow dung) can be used to develop farm yard manure (FYM) and biogas plants ultimately improving soil quality, production of alternative energy source for cooking and heating.

Сумел ли Подход мобилизовать/ расширить доступ к финансовым ресурсам для применения практик УЗП?

The approach enabled stakeholders to mobilize funds and provide subsidies and financial resources to implement SLM. The land users got Nu. 20000/- loan from BDBL to construct improved dairy shed.

Сумел ли Подход расширить знания и возможности землепользователей в применении практик УЗП?

Through the approach, the land users were trained on SLM implementation increasing their knowledge and skills.

Сумел ли Подход расширить знания и возможности других заинтересованных сторон?

The cooperative is supported by various stakeholders in terms of technical and advisory services. When there is any issues faced by the land users, they turn to the stakeholders for support, where the stakeholders need to develop a method to solve their issues leading to improved knowledge of the stakeholders.

Сумел ли Подход укрепить сотрудничество между заинтересованными сторонами/ выстроить механизмы сотрудничества?

The approach improved collaboration between stakeholders including CARLEP-IFAD, Gewog and Dzongkhag officials and KOUFUKU International Limited company.

Сумел ли Подход снизить остроту конфликтов?

In the past, there were social conflicts in the group as there were a few individuals who failed to do their duty of collecting milk and turning up for other group activities leading to social conflict and misunderstanding. With the establishment of linkage with the processing unit, marketing is facilitated by the company leading to a significant reduction in the social conflict.

Сумел ли Подход содействовать гендерному равенству и расширить права и возможности женщин и девочек?

Any interested land users irrespective of their gender can be part of the cooperative. The greater number of males in the group member list is due to the majority of the men being head of the household. While implementing, both the parties are given equal opportunity.

Сумел ли Подход стимулировать молодежь/ будущее поколение земледельцев заниматься УЗП? Although there are opportunities for the youths to open a large-scale dairy farm with a secured market. There were no interested youth from the community to take up dairy farming. This could be due to better opportunities and facilities available in the town than village setting. However, there were few youth entrepreneurs from the Dzongkhag involved in large-scale dairy farming.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Сумел ли Подход способствовать улучшению продовольственной безопасности/ качества питания? The approach provided a sustainable income source increasing the land users' buying capacity for nutritious foods.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Сумел ли Подход расширить доступ к рынкам? There is a significant improvement in the milk market as the buyer comes to the land users' doorstep to collect milk.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Сумел ли Подход привести к более эффективному использованию электроэнергии/ возобновляемых источников энергии? Yes, the approach led to the implementation of biogas technology which is one of the sustainable sources of energy.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Сумел ли Подход привести к созданию новых рабочих мест/ к расширению возможностей получения дохода? On average individual household generates Nu. 12000/- by selling milk. Thereby, improving farm income and motivating land users to engage in livestock farming ultimately generating employment.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Основные причины, побуждающие земледельцев внедрять УЗП

- ☒ рост продуктивности
- ☒ рост прибыли (доходности) и рентабельности
- ☐ снижение деградации земель
- ☐ снижение риска катастрофических погодных явлений
- ☐ снижение объема работ
- ☐ материальное стимулирование/ субсидии
- ☐ нормативно-правовое регулирование (штрафы)/ контроль
- ☐ престиж, общественное давление/ солидарность
- ☐ причастность к движению/ проекту/ группе/ сети
- ☐ экологическая сознательность
- ☐ традиции и верования, нравственные ценности
- ☐ приобретение знаний и опыта в области УЗП
- ☐ улучшение эстетической привлекательности
- ☐ снижение остроты конфликтов

Долгосрочная устойчивость мероприятий в рамках Подхода

Могут ли земледельцы самостоятельно (без внешней поддержки) продолжать применение того, что было реализовано в рамках Подхода?

- ☐ нет
- ☒ да
- ☐ нет уверенности

Support needed for the establishment of the linkage is completed. Hereafter, the land users can sustain themselves without external support.

ЗАКЛЮЧИТЕЛЬНЫЕ ПОЛОЖЕНИЯ И ИЗВЛЕЧЁННЫЕ УРОКИ

Сильные стороны: по мнению земледельцев

- The major strength of the approach is milk marketing where land users get access to the market without having to worry about transportation. On the other hand, KOUFUKU International Limited can increase its production capacity of milk products.
- Forming a cooperative and working together enabled land users to avail various support from the government as majority of the support is provided to the group than individual households.
- The approach improved household income leading to improved livelihoods of the land users.

Сильные стороны: по мнению составителя или ответственных специалистов

- Encourages other land users to form milk cooperatives. Udorong Gewog is one of the remote areas of Trashigang Dzongkhag and the ability to establish linkage and generate income from livestock farming would encourage other land users from different chiwog and gewogs to form milk cooperatives. This would ultimately improve the living standard of the community and country.

Слабые стороны/ недостатки/ риски: по мнению земледельцев

- The land users feel the price for one litre of milk is less (Nu. 35/-) which is barely enough to buy karma feed (formulated cattle feed costing Nu. 1850/- per bag) and mustard cake (Nu. 1900 per bag). The use of fodder grass (pakchong, napier, and guatemala) gives low milk production compared to processed feed. Sensitize and institute quality based payment for milk, encourage formulation of local feed, and adopt TMR
- Need for more members in the cooperative to increase the overall productivity. Sensitize and encourage other farmers to join the cooperative.
- The spread of cattle diseases such as lumpy skin disease (LSD) leads to the loss of cattle and reduced milk production. Need for immediate and improved veterinary service in the country. Encourage to put in place biosecurity measures.

Слабые стороны/ недостатки/ риски: по мнению составителя или ответственных специалистов

- The land users are provided with lots of subsidies and inputs making them highly dependent. Which could reduce their capacity to innovate and search for solutions on their own. Subsidies should be given with conditions.

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Ответственные специалисты

Kelzang - землепользователь
Yeshey Tenzin - землепользователь
Karma - землепользователь
Tshering Zangmo - землепользователь
Jigme Choden - землепользователь

Полное описание в базе данных ВОКАТ

https://qcat.wocat.net/ru/wocat/approaches/view/approaches_6889/

Связанные данные по УЗП

Technologies: Improved Dairy Shed https://qcat.wocat.net/ru/wocat/technologies/view/technologies_6898/
Technologies: Improved Dairy Shed https://qcat.wocat.net/ru/wocat/technologies/view/technologies_6898/

Документирование осуществлялось при участии**Организация**

- National Soil Services Centre, Department of Agriculture, Ministry of Agriculture & Livestock (NSSC) - Бутан

Проект

- Strengthening national-level institutional and professional capacities of country Parties towards enhanced UNCCD monitoring and reporting – GEF 7 EA Umbrella II (GEF 7 UNCCD Enabling Activities_Umbrella II)

Ключевые ссылки

- Norbu. (2021). Linking dairy farmers to koufuko: a case of a successful dairy value chain and marketing in the east. CARLEP. Retrieved from <https://carlep.gov.bt/linking-dairy-farmers-to-koufuko-a-case-of-a-successful-dairy-value-chain-and-marketing-in-the-east/>: <https://carlep.gov.bt/linking-dairy-farmers-to-koufuko-a-case-of-a-successful-dairy-value-chain-and-marketing-in-the-east/>

Ссылки на материалы по теме, доступные онлайн

- Koufuku International Limited: <https://kil.bt/>
- Koufuku International Limited: <https://www.instagram.com/koufukudairy/?hl=en>

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