

50,000 Rural Women Drive UP's Digital Dairy Revolution

UP State Bureau

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In a remarkable example of how technology is reshaping rural India, nearly 50,000 women in Uttar Pradesh are now managing dairy businesses through a digital network, turning traditional milk production into a modern, technology-driven enterprise. The initiative has not only improved transparency and efficiency in dairy operations but has also created thousands of financially independent women entrepreneurs.

Under the programme, women associated with self-help groups use mobile applications to record milk collection, monitor transactions and maintain payment records. The digital system ensures that every transaction is docu-



Mobile technology, direct bank transfers and dairy entrepreneurship are transforming village women into successful business leaders across Uttar Pradesh.

mented in real time, reducing errors and increasing accountability. Payments are transferred directly to beneficiaries' bank accounts through Direct Benefit Transfer (DBT), with funds reaching them every ten

days.

The impact has been significant. According to official figures, around 12,000 women have already achieved the status of "Lakhpati Didis," earning more than 1 lakh annually through dairy-related activities. The initiative is helping women move beyond household responsibilities and become active contributors to their family incomes and local economies. The digital dairy network is part of a broader effort to strengthen rural livelihoods and women's empowerment in Uttar Pradesh. Similar dairy producer organisations supported by the state have already demonstrated how organised milk collection, timely payments and market access can dramatically improve earnings for rural women.