

Manipur Dairy unveils new brand identity, products, and digital reforms

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Ajay Kumar Bhalla, Governor of Manipur, unveiled the new brand identity and logo of Manipur Milk Producersâ?? Cooperative Union Ltd, now renamed Manipur Dairy, at Raj Bhavan, Imphal. The launch, under the professional management of the National Dairy Development Board (NDDB), reflects a renewed vision to serve both farmers and consumers.

Present at the event were Puneet Kumar Goel, Chief Secretary, Government of Manipur, Dr Meenesh Shah, Chairman, NDDB, senior officials, and women dairy farmers from cooperative societies. The Governor also launched new milk variants, Cow Special Milk (500 ml) and Health Plus Double Toned Milk (150 ml), along with value-added products including Probiotic Curd, Special Lassi, and Cow Ghee.

Alongside product launches, Bhalla virtually inaugurated NDDBâ??s Automated Milk Collection System and Dairy ERP platform at Manipur Dairy to ensure transparency, digital payments, and quality-based procurement. A 2 KL Bulk Milk Chilling Centre at Kakching was also inaugurated. Additionally, five new all-women Dairy Cooperative Societies were announced in Kakching district, aimed at empowering rural women under White Revolution 2.0.

Dr Shah highlighted NDDBâ??s financial and technical support, including Rs 8 crore assistance under the RPPOI scheme, which has helped stabilise operations and clear farmer dues. The Governor hailed the initiatives as a milestone in strengthening Manipurâ??s dairy sector and fostering rural prosperity.