

Banas Dairy and BBSSL Sign MoU to Strengthen Potato Value Chain

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- Inspired with PM Narendra Modi's vision of "*Sahakar se Samriddhi*", the signed MoU is taking forward Ministry's initiative of 'Cooperation among Cooperatives'
- The MoU aims to develop a comprehensive seed-to-market value chain for potatoes

An continuous endeavour is being undertaken to realise Hon'ble Prime Minister Shri Narendra Modi's vision of "*Sahakar se Samriddhi*" under the leadership of Hon'ble Minister of Home and Cooperation Shri Amit Shah by promoting many initiatives of 'cooperation among cooperatives'. In this direction, Banas Dairy (part of Amul and Asia's largest cooperative dairy) and Bharatiya Beej Sahakari Samiti Limited (BBSSL) signed a Memorandum of Understanding (MoU) to produce and distribute high-quality seed potatoes. The agreement was signed on 10th November, 2025 at Atal Akshay Urja Bhavan, New Delhi, in the presence of Dr. Ashish Kumar Bhutani, Secretary (Cooperation), Government of India, and senior officials, with Shri Sangram Chaudhary, MD of Banas Dairy, and Shri Chetan Joshi, MD of BBSSL.



On this occasion, Secretary, Ministry of Cooperation Dr. Ashish Kumar Bhutani stated that the partnership is an important milestone in empowerment and prosperity of farmers by strengthening value chains and boosting productivity.



This partnership aims to establish an comprehensive “seed-to-market” potato value chain that ensures the production of certified, disease-free seed potatoes while promoting scientific cultivation methods, contract farming arrangements, and efficient market linkages. By aligning technological innovation with cooperative strength, the initiative seeks to enhance productivity, reduce input losses, and ultimately raise the income and resilience of potato-growing farmers across the value chain. Under the MoU, BBSSL will use Banas Dairy’s tissue culture and aeroponic facilities, while Banas Dairy will provide technical and market support. Shri Sangram Chaudhary highlighted Banas Dairy’s “Beyond Dairy” expansion, while Shri Chetan Joshi emphasized boosting self-reliance in seed potatoes.

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