

Scope of Dairy Development in India

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ABSTRACT

India is the largest producer of milk in the world and it is also largest consumer of milk consuming almost its whole milk production. Dairy industry in India is one of the important contributors in the India GDP. India dairy have played important role in the rural development of India and has shaped lives of millions of dairy farmers. The present study analyses the growth and development of Indian dairy industry and challenges faced by it. Government agencies and policymakers of India have started various dairy development programs for the development of Indian dairy industry such Key Villages Scheme, Intensive Cattle Development Program and Operation Flood. These dairy development programs have written the success story of Indian dairy development and have played important role in becoming self-reliant in dairy production. Although India is self-reliant in dairy production but its dairy industry is facing challenges also such as small size of herds, lack of investment, prevention of disease in animals, inefficiency of organized sector etc.

KEYWORDS: Producer, Contributors, Dairy Farmers, Operation Flood, Self-Reliant.

INTRODUCTION

India has reached the present status of largest milk producer in the world through systematic planning in the form of various dairy development programs. The importance of livestock in India rural economy has been well recognized and next to agriculture, livestock is a major productive asset for the poor in India. Livestock has 4.5 per cent share in Gross Domestic Product of India and 24 per cent in agricultural GDP. India has emerged as the largest producer of milk with an annual production of 100million tonnes in 2007, surpassing the production of 88 million tonnes in that year by USA and presently producing 133.8 million tonnes. The dairy sector in India in characterized by smallholder production system of village-based production of consisting of one to three milking animals.

Major Dairy development in India

programs Government of India have launched various dairy programs and policies for development of Indian dairy industry. These programs have played most important role in the development of Indian dairy and have paved way for the present success of Indian dairy.

Key Villages Scheme and Intensive Cattle Development Program (ICDP)

The Key Villages Scheme was started during first three five-year plans and the experienced learned from it were useful in ICDP which was started during decades of sixties. During the initial stage serious efforts were made to establish the productivity of the stock as the bull stations existing stocks mainly constituted the local breeds and improved breeds were needed to improve productivity. No serious attempts were made for the other aspects of cattle development such as nutrition, fodder development, disease prevention, health care etc. Thus, Key Villages Scheme could not achieve any breakthrough during the first phase. After the failure of first phase Key Villages Scheme was transformed into an integrated and comprehensive program with an objective to improve the productivity of cattle through scientific management practices and organized marketing. By the end of second phase 612 KVS centres operational and in 1961 official review of project condemned the scheme for its limited coverage (10 per cent of total stock) and insignificant contribution. The ICDP was launched to meet the growing urban demand for milk and fed public sector dairy plants through increasing milk production. It was aimed to increase the productivity of indigenous cattle and crossbreed cattle to meet the increasing demand of milk. Additional aspects were given importance in ICDP such as crossbreeding, disease prevention, health care nutrition management etc. Each ICDP area was aimed to target population of one lakh cow and buffalo it also provided necessary inputs for milk producers.

Operation Flood programme in India

The world's largest dairy development program 'Operation Flood' was launched with the help of World Food Program to meet the rapidly increasing demand of milk and milk products and to set up modern dairy industry to make India self-reliant in terms of milk production. The project aimed at upgrading and modernizing production, processing and marketing of milk. The objective was to remunerative price for dairy farmers, ready market and for urban consumer wholesome milk at stable and reasonable price by linking the main producing areas with the main consuming areas. The program was completed in three phases: First Phase (1970-81)- The first phase of operation flood was operated between

1971-81 and seen emergence of dairy co-operatives as the prominent organizational structure. The Anand pattern dairy co-operatives were set up to produce, procure, process and market milk and provide necessary technical inputs to producers to increase milk productivity. The main thrust was given to 27 milk sheds in the hinterlands of the four metropolitan cities (New Delhi, Mumbai, Kolkata and Chennai). Initially the O F-I covered only eight rural districts and later extended to 27 districts with participation of 1.4 million families. The main objective was to lay the foundation of modern dairy industry and provide necessary infrastructure increasing production. Operation Flood (1981-85)- This phase has seen the successful replication of Anand pattern dairy co-operatives which comprised three tier structure of societies, unions and federations. The O F-II was designed to boost the milk production on the basis of foundation laid by O F-I with the assistance provided by the Indian dairy Association. The Government of India provided 273 crores in the sixth plan for the implementation of program. O F-II linked 136 rural milk sheds to 148 cities and towns and established a national milk grid and 15 million people were connected through this grid. Operation Flood-III (1985-2002) - The major objective of this phase was to consolidate the achievements of earlier two phases. The main focus was to adopt the major characteristics of Anand pattern co-operatives by unions and federations.

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It has achieved present status of largest producer of milk by the successful culmination of the sustained, systematic and intensive efforts made by Government of India through various dairy development programs. Operation flood program has been launched to establish national milk grid and systematic production and distribution of milk in rural India. The rapid increase in the demand for milk due to increase in population compelled the government agencies to take measures necessary for increasing milk production. The dairy development in has also contributed in the rural development because the millions of dairy farmers which are the main contributors to dairy development are rural famers. The socio-economic Although India has achieved remarkable progress in terms of dairy development and gained self-sustainability in milk production but these achieved seems insignificant when viewed against the challenges faced by dairy sector. Some of the challenges faced by Indian dairy sector has been mentioned below: Small and Scattered Herds- Indian dairy industry consists millions of small and marginal farmers who have one to three animals. These farmers cannot afford to keep large number of animals to the rising cost of fodder and feed and due to problem of management of large herds. Investment- Negligence of investment in the dairy sector has hindered the growth dairy sector in India. Policymakers and planners in the government agencies have underlined the importance of dairy farming in the rural development but have not given priority this sector for investments.

Research and Extension in the dairy domain

Research and extensions are necessary for the development of dairy industry but over the years the investment in research and extension has declined steadily. This led to lack of new ideas and technology development for the dairy development. Disease Prevention and Control- To increase the productivity of the milk animal must be in good health. There are many distant areas where the proper veterinary services and animal hospitals and are not available.

Price Management system

There is no standard pricing system in Indian dairy market mainly in rural India and in unorganized sector. Generally dairy farmers do not get fair price their milk and milk products which result in economic loss of dairy farmers. Low Reproductive Performance- The major constraints observed in cross breed animals were low reproductive performance through artificial insemination, high incidence of repeat breeding, and indiscriminate breeding. Imbalance Diet of Animals- Imbalance or shortage of supply of essential nutrients, energy and protein result in poor performance in growth, reproduction and milk production.

Dominance of Unorganized Sector

Solitary, less than 18 per cent milk is processed in the government, private and co-operative sectors and the remaining milk is processed by the unorganized sector. The absence of regular and remunerative market for milk and milk products is a major problem experienced by dairy farmers.

CONCLUSION

Dairy development in India has come a long way over the years from a low milk production of 17 million tonnes in 1951 to 133.8 million tonnes in 2013. Today Indian dairy industry contributes significantly to GDP and Agricultural GDP it also provides employment and economic assistance for millions of people. India has become the largest producer of milk in world and is the largest consumer of milk. Despite this enormous success in dairy development Indian dairy industry also marked by several challenges which are constantly hindering its further development. The organized sector has limited coverage of dairy industry it needs to step up to increase its coverage and the benefits of dairy development should be reached to the rural producers which are the main contributors to the dairy development of India.

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