

## Institutional Support for Dairying in India

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Research Article

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### ABSTRACT

Animal husbandry is one of the prominent livelihoods for the rural population in India. Dairying, as a part of animal husbandry is one of the best sources of income and employment to the people male, female and even children's of the family involving in it. Animal husbandry, especially dairying has gained much attention from the various institutions in India. Ministry of Animal Husbandry at the central level and state level, the National Dairy Development Board is the prominent institutions which are relentlessly supporting the area after considering dairying is very important to eradicate unemployment in the rural area and increase the purchasing power of the rural people. National Dairy Cooperatives, AMUL and other private sector initiative's also playing a yeoman's role in promoting dairy in India. The present paper discusses the role various institutions in the development of dairy in India and suggests that as income of the people, food habits are changing, it is time to boost the sector with the use of new technologies available in the field and dairying must be made very part of life of the people who live in rural and semi-urban areas.

**KEYWORDS:** - Agriculture, Animal Husbandry, Dairying, Employment, Income

## INTRODUCTION

India is the world's largest producer of milk with 17 per cent global share and consumption of milk and also the fastest growing market. Animal husbandry is a part of the activities of agriculture. Agriculture, in Indian economy is the main source of employment to the rural mass and product derived from agriculture further provides and creates employment in urban and semi urban areas of the country. Increasing population, changed income level, increased quality food habits of the people, further demanding more products from the agricultural sector.

Dairying is one of the very important sources of employment in India. It is natural that rural people engaged in it. But interestingly, many people living in urban and semi urban areas are also involved in dairy farming. The main reason for this is increasing demand in urban areas and farmers feel more comfortable too.

India's milk production is growing over the year, India has more than 75 million dairy farms; more than anywhere in the world. In India, the majority of milk produced from Buffaloes. In present USA is the number one cow's milk producing country in the world. It is interesting to note that in India, most of the milk is consumed fresh and not stored (FAO, 2014).

In India, the share of agriculture and allied and livestock sectors in gross value added in various years are mentioned in the below table. According to this the percentage share to total GVA from the agriculture and allied sector is showing a declining trend from 18.5 percent during 2011-12 to 17.9 percent in 2017-18.

**Table 1. Share of Agriculture and Allied and Livestock Sector in GVA (Rs in Crores)**

Year	GVA total	At current prices		GVA Livestock Sector	
		GVA( Agriculture & Allied)		GVA Livestock Sector	
		Amount	% Share to total GVA	Amount	% Share to Total GVA
2011-12	81,06,946	15,01,947	18.5	3,27,334	4.0
2012-13	92,02,692	16,75,107	18.2	3,68,823	4.0
2013-14	103,63,153	19,26,372	18.2	4,22,733	4.1
2014-15	115,04,279	20,93,612	18.2	5,10,411	4.4
2015-16	125,66,646	22,25,368	17.7	5,84,070	4.6
2017-18	138,41,591	24,84,005	17.9	6,39,912	4.6

*Source: National Accounts Statistics-2016; Central Statistical Organisation, GoI. Obtained from [www.nddc.org](http://www.nddc.org)*

It is clear that expansion of manufacturing and service sector in India reduces the growth of the agricultural sector. Interestingly, the percent share of the livestock sector to the GVA has increased from 4 percent during 2011-12 to 4.6 percent in 2017-18. This growth is due to the expansion of dairy farming among the various regions of the country. Dairying also gives nominal income and employment to the common people.

Milk production and per capita availability of milk in India during 1991-92 to 2017-18 has shown in the below table.

Likewise, the below table 2 shows the production of milk and per capita availability of milk in India during 1991 to 2018. Milk production has increased from 55.6 MT in 1991-92 to 176.3 MT during 2017-18. And the per capita availability of milk rose from 178 gms/day during 1991-92 to 355 gms/day during 2017-18. Even though, there is rapid increase in population from 1991 to 2018 the per capita availability of milk has increased substantially. Thanks to dairy sector for its tremendous growth in India, which resulted increase in the level of income and employment over the years.

**Table 2. Milk Production and per capita availability of milk in India**

Year	Production (Million Tonnes)	Per Capita Availability (gms/day)
1991-92	55.6	178
1995-96	66.2	195
2000-01	80.6	217
2004-05	92.5	233
2010-11	121.8	281
2015-16	155.5	337
2016-17	165.4	355
2017-18	176.3	375

*Source:* Basic Animal Husbandry Statistics, DAHD&F, GOI. Available at [www.nddb.org](http://www.nddb.org)

## INSTITUTIONAL SUPPORT FOR THE DAIRYING IN INDIA

Operation flood which started in post-independence India, with an objective of increasing milk production, augmentation of rural income and fair remuneration to the farmers has played a vital role in increasing the income level of farmers and provided large scale employment to the rural mass. The most of the beneficiaries of the operation are rural women. It is estimated that nearly 80 per cent of India's milk production is

In India dairying is gaining popularity over the years due to the institutional support from various corners of the economy. The number of dairy farmers has increased 30.45 percent in 2014-18 as compared to that of 2010-2014.

Institutional support matters a lot. Milk production has increased by 23.69 percent in 2014-18 as compared to that of 2010-14. During 2010-14 it was 519.89 million tonnes collected. During 2014-18 , 643.03 million tonnes of milk collected, according to the Ministry of Animal Husbandry, Government of India.

Per capita availability of milk has increased by 21.49 percent in 2017-18 as compared to that of 2013-14. It was 307 grammes in 2013-14 and it is projected to 373 grams per day. The purchase of milk

A Rashtriya Gokul Mission, a flagship programme of the Government of India to boost the growth of animal husbandry in India is gaining maximum institutional support. The budget is allocated to this programme for development and conservation of Indigenous breeds in scientific and holistic manner. The main objective of the mission is to provide breeding services at the farmer's doorstep for genetic improvement of Cattle and Buffaloes in the country and the establishment of multi-purpose artificial intelligence technicians in rural India. During 2014-18 total fund released for the above said programme is Rs 546.15.

Due to the institutional support the semen production has increased substantially over the years. From 2010-14 to 2014-18 the semen production has increased more than 40.25 percent. It was 313.5 million semen doses in 2010-14 increased to 439.1 million doses in 2014-18.

Institutional support also helped to increase the income of the dairy farmers. The income of the farmers has increased by 30.45 percent during 2014-2018 as compared to that of 2010-2014.

Since from its inception the National Dairy Development Board (NDDB) has taken a number of steps to improve the livelihood of dairy farmers. Prominent among them are empowering dairy farmers and improving the operations of the cooperative milk union and increasing the income of dairy farmers. Importantly NDDB has conducted training and capacity building programs under various modules for produce members, officers and board of directors of milk unions who play a dominant role in promoting the welfare the dairy farmers. NDDB has initiated a programme, namely, Village Based Milk Procurement System (VBMPS) of National Dairy Plan Phase I. Under VBMPS, during

2017, March 21, 611 Villages were covered by either formation of new cooperative societies or strengthening of existing dairy cooperative societies or with facilities for Milk Chilling Using Bulk Milk coolers and Advanced Testing Facilities. It is estimated that 5.54 lakh new members were inducted into the system and another 5.58 lakh existing members were benefiting from the improvement in the milk collection system. It is noticed that of the incremental memberships about 48 per cent are women.

The VBMPS also funding some projects with an objective of bringing more women member's into the system with special focus on improved economic status and training on improved animal husbandry practices. Automated Milk Collection Units (AMCUs), and Data Processor Based Milk Collection Units (DPMCUS) helped to increase fairness and transparency in milk payments. Already many milk cooperatives making payment through online to its members for supplying milk. In India, due to the increase in the number of the population, rising disposable income, changing food habits has created more demand for milk and milk based product, especially in India.

To doubling the income of the farmers and accelerating the efforts made under the white revolution government has launched a program, namely, Dairy Processing and Infrastructure Development Fund (DIDF) in the year 2017-18. The total corpus of the scheme is Rs.10,881 crores. Under this scheme at 6.5 per cent of the rate of interest through NABARD, loan assistance provided to the milk cooperative institutions. The benefits of the program will reach the beneficiaries till the year 2017 to 2020. It is estimated that around 95 lakh dairy farmers will be benefitted from the scheme and a target of establishing 28,000 Bulk Milk Cooler in 50,000 villages has been envisaged.

Apart from the above, every state government is overwhelmingly involved in supporting animal husbandry and dairy farming. Many state governments have announced many schemes to promote dairying. Important schemes targeted to improve the animal health by establishing veterinary hospitals in hobli areas, and fodder, price incentives, subsidies, etc. also announced to promote dairying. Dairy cooperatives actively involved in collecting milk and basic information about dairy farming to the farmers.

The role of private sector also remarkable in providing support for dairying in India. As population and consumption capacity of the people increasing, the private players are actively involved in expanding the dairy sector to gain the momentum. Along with, many youths locally producing milk by breeding 100 to 400 cattle on their farm.

## CONCLUSION

Dairying proved that it can solve farmer's distress, unemployment in India. It is estimated that India's animal husbandry is grown at 14 per cent per annum best among the other agricultural activities. Some of the important areas must be addressed systematically and technically in dairy farming. The benefits of new information and communication technology must reach the dairy farming community to enhance their productivity and well-being. Some of the important areas to be addressed are: Animal health issues; Animal management; Food and fodder management; Breeding concepts; Mechanization of dairy farming; Use of new information and communication technologies in animal husbandry; Price stabilization; Incentives to dairy farmer's; Choosing dairy farming as a career for the youth; Financing for Dairy needs.

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