



PRESS INFORMATION BUREAU
(Research Unit)
Ministry of Information and Broadcasting
Government of India



National Milk Day
(Ministry of Fisheries, Animal Husbandry & Dairying)

November 26, 2021

“The contribution of the dairy industry is more than 28 per cent of the total value of the agricultural economy. The value of milk is more than the combined value of cereals and pulses.”

Prime Minister Narendra Modi
(in [Rajya Sabha, February 08, 2021](#))

About National Milk Day

November 26 is celebrated as the National Milk Day to commemorate the birth anniversary of Dr. Verghese Kurien, who is known as the father of **White Revolution** in India.

About Dr. Verghese Kurien¹

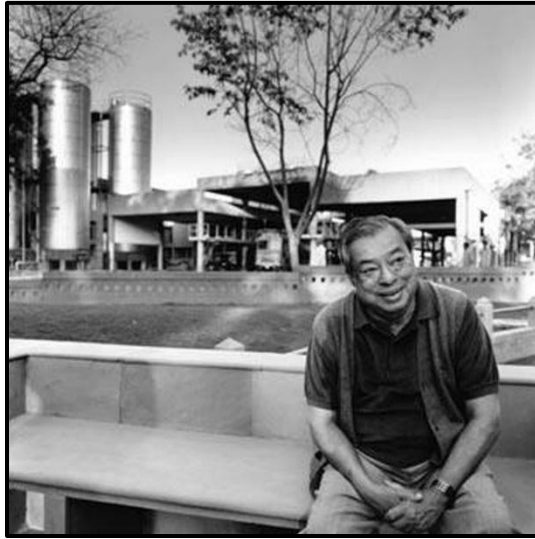
Dr. Verghese Kurien was born on November 26, 1921 in Calicut (now Kozhikode), Kerala. On May 13, 1949 he headed for Anand, a place in Kaira district of Gujarat where he was supposed to spend five years as an officer of the dairy division in a government creamery in return for the scholarship paid by the government.

Looking at the struggle of milk farmers there, he along with others started the Milk Cooperative movement in the region which was registered under the name of Kaira District Cooperative Milk Producers Union Ltd (KDCMPUL), which was later renamed to now popular "**Amul**".

He worked towards bringing a White Revolution in India and executed the much-needed programme of "**Operation Flood**". Under his leadership many important institutions were established namely, the GCMMF (Gujarat Cooperative Milk Marketing Federation Ltd) and the NDDB (National Dairy Development Board).

He has won many accolades such as the Ramon Magsaysay Award for Community Leadership (1963), Padma Shri (1965), Padma Bhushan (1966), Krishi Ratna Award (1986), World Food Prize (1989) and Padma Vibhushan (1999).

¹ <https://www.drkurien.com/biography>



(Dr. Vergese Kurien (L), Dr. Vergese Kurien with his wife Smt. Susan Molly Peter (R).
Source: <https://www.drkurien.com/content/drvkurien>)

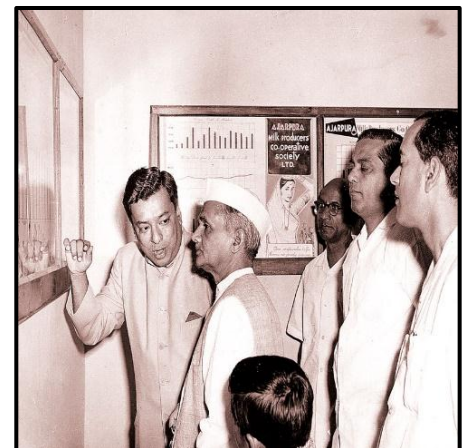
Need for White Revolution

- Milk production in the country was stagnant during the 1950s and 1960s, and annual production growth was negative in many years. The annual compound growth rate in milk production during the first decade after independence was 1.64%; during the 1960s, this growth rate declined to 1.15%.²
- In 1950-51, per capita consumption of milk in the country was only 124 grams per day. By 1970 this figure had dropped to 107 grams per day, one of the lowest in the world and well below the minimum recommended nutritional standards.
- Imports of dairy commodities were often resorted to in the 1950s and 1960s, comprising 50 to 60 per cent of the dairy industry's total requirement.³

India's Journey: From Milk Deficient Nation to Milk Surplus Nation

Following the visit of Prime Minister Lal Bahadur Shastri to Anand district of Gujarat in 1964, the National Dairy Development Board (NDDB) was created in 1965 with a mandate to support creation of the 'Anand pattern' of dairy cooperatives across the country through Operation Flood (OF) programme.

Vergese Kurien, the first chairman of NDDB, along with his team commenced work on the launch of the project which envisaged the organisation of Anand-pattern cooperatives in milk-sheds across the country from where liquid milk produced



² <https://ficci.in/spdocument/23304/Development-Dairy-Sector.pdf>

³ <https://ficci.in/spdocument/23304/Development-Dairy-Sector.pdf>

and procured by milk cooperatives would be transported to cities.

Operation Flood was implemented in the following phases:

1. **Phase I (1970–1980)** was financed by the sale of skimmed milk powder and butter oil donated by the European Union (then the European Economic Community) through the World Food Program.
2. **Phase II (1981–1985)** increased the milk-sheds from 18 to 136; urban markets expanded the outlets for milk to 290. By the end of 1985, a self-sustaining system of 43,000 village cooperatives with 4,250,000 milk producers were covered.
3. **Phase III (1985–1996)** enabled dairy cooperatives to expand and strengthen the infrastructure required to procure and market increasing volumes of milk. This phase added 30000 new dairy cooperatives which led to 73000.

The bedrock of Operation Flood has been village milk producers' cooperatives, which procure milk and provide inputs and services, making modern management and technology available to members.

Launched in 1970, Operation Flood has helped dairy farmers direct their own development, placing control of the resources they create in their own hands. A National Milk Grid links milk producers throughout India with consumers in over 700 towns and cities, reducing seasonal and regional price variations while ensuring that the producer gets fair market prices in a transparent manner on a regular basis.⁴

Objectives of Operation Flood:

- Increase milk production ("a flood of milk")
- Augment rural incomes
- Reasonable prices for consumers

Achievements of Operation Flood⁵

- Milk production in 1968-69 prior to the launch of Operation Flood was only 21.2 million tonnes (MT) which increased to 30.4 MT by 1979-80, 51.4 MT by 1989-90 and 84.6 MT by 2001-02.
- It also transformed India from a milk-deficient nation into the world's largest milk producer, surpassing the USA in 1997-98.
- In three decades (1980s, 1990s and 2000s), the daily milk consumption in the country rose from a low of 107 grams per person in 1970 to over 226 grams per person in 2002.

⁴ https://www.drkurien.com/operation_flood

⁵ <https://ficci.in/spdocument/23304/Development-Dairy-Sector.pdf>

Entry of Private players in Dairy sector⁶

- In 1991, the government exempted the dairy industry from the Industries (Development and Regulation) Act. The delicensing opened the dairy industry to private entrepreneurs. The key aim was to promote competition in procurement and marketing of milk which would lead to increase in its value for both farmers as well as consumers. Delicensing attracted considerable private investment into dairy sector. Within a year, more than 100 dairy processing plants had been established in different parts of the country, most of which were designed for higher value-added product manufacture.
- As the new dairy processing plants were being set up by the private sector, there were criticisms that private companies were entering areas where cooperatives were operating. Meanwhile, the cooperatives also complained about the quality of milk supplied by the private sector. Subsequently, the Central government promulgated the **Milk and Milk Products Order (MMPO), 1992**, under the Essential Commodities Act (ECA) to regulate production of milk and dairy products.⁷
- In 2001, the Union government again amended the MMPO and allowed state governments to grant a one-time license to the private sector, and also abolished need for renewal of licenses.
- In 2003, restrictions on setting up milk processing and milk product manufacturing plants and also the concept of milk-sheds were eliminated. The amended order emphasized sanitary, hygiene, quality and food safety aspects of milk and milk products.

Current scenario of Dairy sector in India⁸

- ❖ Dairy is one of the biggest Agri-businesses in India and a significant contributor to Indian economy.
- ❖ It is the largest single agricultural commodity with nearly 4 per cent share in economy.
- ❖ India is the largest producer of milk globally with 198.40 million MT production in 2019-20.⁹
- ❖ Per capita availability of milk is 406 grams per day in 2019-20.¹⁰ It is more than the world average which is around 305 grams per day in 2020.¹¹

⁶ <https://ficci.in/spdocument/23304/Development-Dairy-Sector.pdf>

⁷ <https://ficci.in/spdocument/23304/Development-Dairy-Sector.pdf>

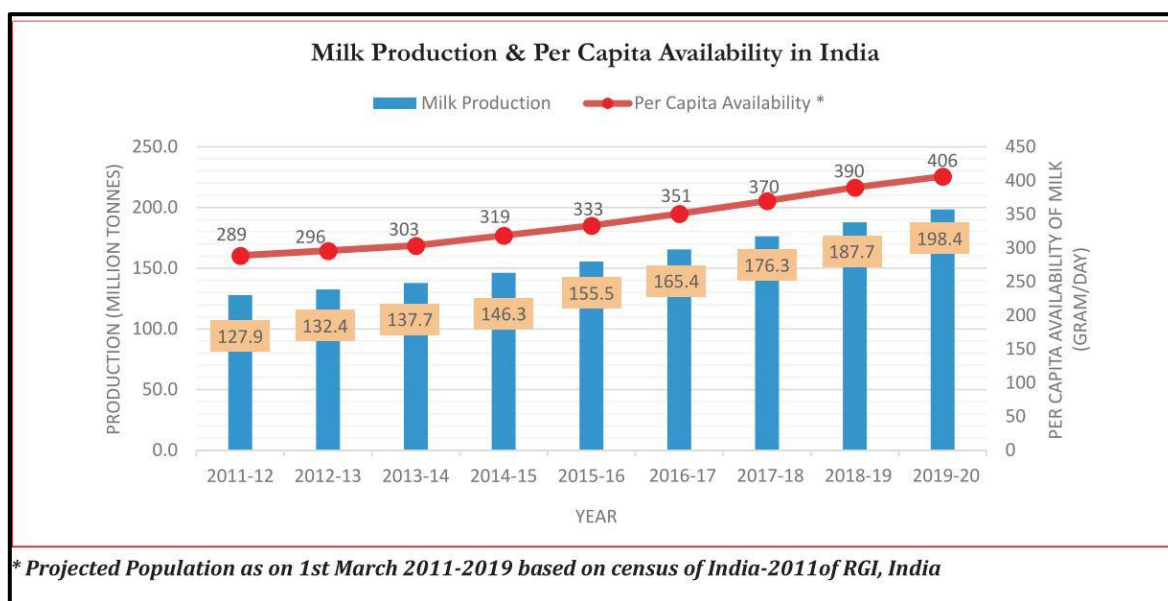
⁸ <https://www.investindia.gov.in/team-india-blogs/indian-dairy-landscape>

⁹ https://dahd.nic.in/sites/default/files/Annual%20Report%202020-21%20%28English%29_30.06.21%5D.pdf
(pg.04)

¹⁰ https://dahd.nic.in/sites/default/files/Annual%20Report%202020-21%20%28English%29_30.06.21%5D.pdf
(pg.04)

¹¹ https://dahd.nic.in/sites/default/files/Annual%20Report%202020-21%20%28English%29_30.06.21%5D.pdf
(pg.55)

- ❖ Private enterprises now account for more than 60 per cent of dairy processing capacity in the country.
- ❖ Indian dairy industry has grown at nearly 12 per cent during last five years, with value-added products driving market growth.
- ❖ It is a significant contributor to farmers' income as approximately 80 million farmers are involved in dairying.¹²
- ❖ Dairy is the only Agri-product in which around 70-80 per cent final market value is shared with farmers and it accounts for approximately one-third of rural household income in India.



Source: Annual report of Department of Animal Husbandry and Dairying

Schemes and Programmes of Department of Animal Husbandry & Dairying, Ministry of Fisheries, Animal Husbandry & Dairying¹³

1. **Rastriya Gokul Mission (RGM):** For the development and conservation of indigenous bovine breeds, genetic upgradation of bovine population and enhancement of milk production and productivity of bovines.

Three Schemes under RGM

- a. Extension of Artificial Insemination (AI) coverage
- b. Accelerated Breed Development Plan
- c. Breed Multiplication Farms

2. **National Programme for Dairy Development (NPDD):** To strengthen/create infrastructure for quality milk production including cold chain infrastructure and linking the farmer to the consumer.

¹² https://dahd.nic.in/sites/default/files/Annual%20Report%202020-21%20%28English%29_30.06.21%5D.pdf (pg.56)

¹³ <https://dahd.nic.in/sites/default/files/Extension%20and%20Publicity%20files/Handbook%20of%20Schemes%20English.pdf>

3. **Supporting Dairy Cooperatives (SDCs) and Farmer Producer Organizations (FPOs) engaged in Dairy activities:** Due to the economic impact of Covid-19 on Dairy sector, Department of Animal Husbandry and Dairying has introduced a new component “Interest subvention on Working capital loans for Dairy sector”. 2 per cent per annum interest subvention on secured working capital loan will be provided.
4. **Dairy Infrastructure Development Fund (DIDF):** For creation/ strengthening/ modernization of Milk chilling and Processing plants and value-added products making facilities.
5. **National Livestock Mission (NLM)**
 - Three Sub-missions**
 - a. Breed development of livestock and poultry
 - b. Feed and Fodder development
 - c. Innovation and Extension
6. **Livestock Insurance:** To protect farmers from eventual losses due to death of the animal.
7. **Livestock Health and Disease Control (LH&DC)**
8. **Animal Husbandry Infrastructure Development Fund (AHIDF):** Budget allocation: Rs. 15,000 crores.
9. **Kisan Credit Card (KCC):** In 2019, for the first time, the government extended Kisan Credit Card (KCC) facilities to Animal Husbandry farmers to help in meeting their working capital needs at low interest rate.

For complete details on Schemes and Programmes of Department of Animal Husbandry & Dairying, [Click here.](#)

Other Dairy development Schemes¹⁴

1. **National Dairy Plan Phase- 1**
For PIB Press Release on NDP Phase 1, [click here.](#)
2. **Dairy Entrepreneurship Development Scheme (DEDS)**
For complete information on achievements and physical progress of schemes, [Click here](#) and go to page number 63.
3. **Dairy Sahakar Scheme**
Shri Amit Shah, Union Minister of Home Affairs and Cooperation launched the "Dairy Sahakar" scheme at Anand, Gujarat on Oct 31, 2021, during a function organised by Amul for celebration of 75th Foundation Year of Amul.

¹⁴ https://dahd.nic.in/sites/default/files/Annual%20Report%202020-21%20%28English%29_30.06.21%5D.pdf
(pg.63)

The Dairy Sahakar with a total investment of Rs 5000 crore will be implemented by NCDC under Ministry of Cooperation, Government of India to realize the vision, “from cooperation to prosperity”. Under Dairy Sahakar, financial support will be extended by NCDC to eligible cooperatives for activities such as bovine development, milk procurement, processing, quality assurance, value addition, branding, packaging, marketing, transportation and storage of milk and milk products, exports of dairy products within the overall objectives of "Doubling the farmers income" and "Atmanirbhar Bharat. There will also be a convergence with various schemes of Government of India and / or of State Government/UT Administration/ Development agencies/ bilateral/multilateral assistance/ CSR mechanism is encouraged.

For detailed PIB Press release, [click here](#).

Milk Quality Initiatives

- ❖ **Quality Milk Programme:** Launched on 24.07.2019, with the objective of achieving global standards for domestic consumption and ensuring traceability and increasing share in world exports.
For complete details, [click here](#) and go to page number 73.

- ❖ **e-GOPALA app** (Generation of wealth through Productive Livestock)
e-GOPALA App is a comprehensive breed improvement marketplace and information portal for the direct use of farmers. While launching the app in 2020, Prime Minister Narendra Modi had said that the e-Gopala app will be a digital medium that would help livestock owners to choose advanced livestock. This app will give all information related to productivity, health, and diet to the cattle owners.

For more information on e-GOPALA app, [Click here](#).

References

- <https://www.drkurien.com/biography>
- <https://ficci.in/spdocument/23304/Development-Dairy-Sector.pdf>
- <https://www.investindia.gov.in/team-india-blogs/indian-dairy-landscape>
- https://dahd.nic.in/sites/default/files/Annual%20Report%202020-21%20%28English%29_30.06.21%5D.pdf
- https://www.lkouniv.ac.in/site/writereaddata/siteContent/202004261306373777sandhya_yadav_SW_Operation_Flood.pdf

Important PIB Press releases

- The Department of Animal Husbandry and Dairying to Celebrate “National Milk Day” on November 26, 2021:
<https://pib.gov.in/PressReleasePage.aspx?PRID=1774954>
- Union Minister of Fisheries, Animal Husbandry and Dairying Shri ParshottamRupala to felicitate winners of Gopal Ratna Awards on National Milk Day 2021:
<https://pib.gov.in/PressReleasePage.aspx?PRID=1775038>
- National Dairy Plan: <https://pib.gov.in/PressReleaseDetail.aspx?PRID=1744447>

- World Milk Day, June 01, 2021:
<https://pib.gov.in/PressReleaseDetail.aspx?PRID=1723395>
- Year End Review: Department of Animal Husbandry & Dairying:
<https://pib.gov.in/PressReleaseDetail.aspx?PRID=1682680>
- Shri Amit Shah, Union Minister of Home Affairs and Cooperation launches the "Dairy Sahakar" scheme: <https://pib.gov.in/PressReleaseDetail.aspx?PRID=1768230>
- Government sets up Dairy Investment Accelerator:
<https://pib.gov.in/PressReleaseDetail.aspx?PRID=1736831>
- <https://pib.gov.in/PressReleaseDetailm.aspx?PRID=1593581>
- <https://pib.gov.in/PressReleaseDetailm.aspx?PRID=1772681>
- <https://pib.gov.in/PressReleaseDetailm.aspx?PRID=1735379>
- <https://pib.gov.in/newsite/PrintRelease.aspx?relid=155952>
- <https://pib.gov.in/PressReleaseDetailm.aspx?PRID=1606783>

Other important links

- Reference Note:
http://164.100.47.193/Refinput/New_Reference_Notes/English/Dairy%20sector.pdf

Video Links

- Policy Watch - Dairy Sector in India:
<https://www.youtube.com/watch?v=sjzPgydnk7s>
- Dairy Entrepreneurship Development Scheme - Mahisagar, Gujarat
<https://www.youtube.com/watch?v=E8858BeQCps>

AG/AKP