BACKGROUNDERS
Press Information Bureau
Government of India

National Milk Day

"Honouring the White Revolution"

November 25, 2025

Key Takeaways

- *India is the world's **largest** milk producer, with output rising to **239.30 million tonnes** and **projected** to reach **242 million tonnes in 2026**, contributing **32 per cent** to global supply.*
- ***Amul** leads the global cooperative rankings and recorded a turnover of over **Rs.90,000 crore in 2024–25.***
- ***National Programme for Dairy Development (NPDD)** has revived over **31,000 dairy cooperative societies** and strengthened milk chilling and quality testing infrastructure.*
- ***White Revolution 2.0** aims to form **75,000 new dairy cooperatives** and significantly scale up procurement and processing capacity by **2028–29.***
- ***GST reforms in 2025 reduced tax on most dairy products to nil or 5 per cent.***

Introduction

Milk occupies a central place in India's nutritional landscape, providing high-quality animal protein and essential nutrients such as calcium, magnesium, potassium, and other micronutrients in easily absorbable forms. Often regarded as a near-complete food, milk supports growth, bone health, and vitality across all age groups. India has consistently retained its position as the **world's leading milk producer**, contributing nearly **one-fourth** of global output. Over the last 11 years, **India's dairy sector** has expanded significantly by **70 percent,** contributing around **5 percent of the national economy** and providing direct employment to over **8 crore farmers (as per** the National Accounts Statistics). Furthermore, Women farmers play a significant role in production and collection, making dairy a strong vehicle for inclusive and gender-responsive growth.

National Milk Day is observed on 26th November every year to mark the birth anniversary of **Dr. Verghese Kurien**, regarded as the "Father of the White Revolution" in India. The day honours millions

of farmers, whose commitment sustains the country's leadership in milk production and strengthens its journey towards a resilient, inclusive, and nutritionally secure future.

Historical Trajectory of India's Dairy Sector

India had a milk shortage and was dependent on imports during the 1950s and 1960s. Throughout the first decade after independence, milk production recorded a CAGR of 1.64%, which fell to 1.15% during the 1960s. This was despite the country having the world's largest cattle population. The modern dairy movement in India was built upon the success of the Anand cooperative model that had flourished under the guidance of leaders like Sardar Vallabhbhai Patel, Mahatma Gandhi, and Tribhuvandas Patel. The National Dairy Development Board (NDDB) was created in 1965, with Verghese Kurien appointed as its first chairman. The Board's mission was to replicate the Anand cooperative model across India and organize farmers into strong, village-level milk producer societies.

Building on the achievements of the **Kaira District Cooperative Milk Producers' Union**, the precursor to Amul, the NDDB launched Operation Flood in 1970. This ambitious programme sought to increase rural milk production and develop a streamlined system that enabled cooperatives in milk-rich regions to supply milk efficiently to major urban markets. The initiative transformed India from a milk-deficient nation into the world's largest milk producer. Recognizing its significant national impact and contribution to dairy development, the NDDB was designated an **Institution of National Importance by an Act of Parliament in 1987.**

Transforming India's Milk Economy: A Decade of Progress

- Over the past decade, India's dairy sector has experienced remarkable growth**. Milk production** increased by **63.56 percent** from **146.30 million tonnes in 2014 - 15 to 239.30 million tonnes in 2023-24**. **Per-capita milk availability** has also surged **from 124 grams** to **471 grams per person per day**.
- India's dairy economy is anchored by its **303.76 million bovines**, including cattle, buffalo, mithun, and yak. Between 2014 and 2022, bovine productivity (kg/year) grew by 27.39 percent, the highest growth globally and significantly above the world average of 13.97 percent.
- Sheep (74.26 million), and goats (148.88 million) continue to make a significant contribution, especially in arid and semi-arid regions, where they support milk production. The number of **milch animals** has expanded from 86 million to 112 million, while milk production from **indigenous cow breeds** has risen from **29 million tonnes to 50 million tonnes**.

This success is driven by initiatives such as the **Rashtriya Gokul Mission** and the **Livestock Health and Disease Control Programme (LHDCP)**, which focus on enhancing breeding, improving genetic quality, and promoting animal health. Additionally, the integration of **Ethnoveterinary Medicine (EVM)**with Ayurveda offers sustainable, low-cost alternatives to antibiotics, thereby enhancing the overall health and resilience of livestock.

Progress under Rashtriya Gokul Mission

The Department of Animal Husbandry and Dairying has been implementing the **Rashtriya Gokul Mission** since **2014** with the aim of conserving and developing indigenous cattle and buffalo breeds, improving the genetic potential of bovines, and enhancing milk production and overall productivity. In **March 2025**, the Mission was **revised** to accelerate the growth of the livestock sector. It now functions as a Central Sector component of the Development Programmes scheme with an additional allocation of **Rs.1,000 crore**, taking the total outlay to **Rs.3,400 crore** for the period of the **15th Finance Commission** cycle from **2021 to 2026**.

The revised Mission builds upon the earlier activities while placing greater emphasis on **strengthening semen stations, expanding the Artificial Insemination network, and promoting scientific breeding through sex-sorted semen and accelerated improvement programs.** Through the **Rashtriya Gokul Mission**, India is conserving indigenous cattle breeds and improving genetic diversity. So far, over **92 million animals** have benefited, supporting more than **56 million farmers**.

Artificial Insemination: Artificial insemination remains one of the most effective tools for boosting milk yields and productivity of bovines. Currently, approximately **33percent** of breedable bovines in

India are covered through this method, while **70 percent** of the animals are still serviced by scrub bulls with unknown genetic merit. In **2024–25,** a total of **565.55 lakh** inseminations were conducted across the country, marking a substantial expansion in scientific breeding practices.

National Artificial Insemination Programme (NAIP): Under the National Artificial Insemination Programme, free insemination services are provided at the farmers doorstep. As of **August 2025**, the programme has reached **9.16 crore** animals and performed **14.12 crore** inseminations, benefitting more than **5.5 crore farmers**. To support advanced reproductive work, **22 IVF laboratories** have been established, and more than **10 million** doses of sex sorted semen have been produced, of which **70 lakh** doses have already been used. This has helped farmers obtain a higher proportion of female calves and strengthen future milk output.

MAITRIs: To bring breeding services closer to rural areas, trained **Multipurpose AI Technicians** known as MAITRIs have been deployed. These technicians undergo **3 months** of training and receive grants of up to **Rs.50,000** for necessary equipment, eventually becoming self-sustaining through service revenue. In the last four years, **38,736 MAITRIs** have been engaged and are playing an important role in delivering doorstep veterinary and breeding services.

Progeny Testing: Scientific evaluation of bulls is carried out through progeny testing, which assesses their genetic worth based on the performance of their daughters. Between 2021 and 2024, **3,747 progeny-tested bulls** were produced against a target of **4,111**, and **132 breed** multiplication farms have been sanctioned to ensure the availability of high-quality bovines for farmers.

Progress under the National Programme for Dairy Development (NPDD)

Since 2014-2015, the National Programme for Dairy Development has been carried out nationwide to enhance the quality of milk and milk products, as well as to expand organised systems for procurement, processing, and marketing. The scheme has helped build and strengthen infrastructure that supports producers associated with cooperative federations, unions, and producer companies.

The scheme has been restructured/ realigned in July 2021 for implementation from **2021-22** to **2025-26** with the following two components:

(i) The Component ''A'' of NPDD is designed to establish or upgrade infrastructure quality milk testing equipment as well as primary chilling facilities for State Cooperative Dairy Federations/District Cooperative Milk Producers' Union/SHGs/Milk Producer Companies/Farmer Producer Organizations.

(ii) The Component 'B' of the NPDD scheme **"Dairying through Cooperatives"** aims to increase the sale of milk and dairy products by increasing farmers' access to organized markets, modernized dairy processing facilities, and marketing infrastructure, and strengthening the capacity of producer-owned institutions.

Cooperative Dairy Network

Over time,**31,908 dairy cooperative societies** have been organised or revived, bringing in **17.63 lakh** new milk producers and boosting daily milk procurement by **120.68 lakh kilograms**. The programme has also led to the establishment **of 61,677 village milk testing laboratories**, nearly **6,000 bulk milk**

coolers with a total chilling capacity of **149.35 lakh litres**, and the upgrading of **279 dairy plant laboratories** with advanced adulteration detection technologies. According to the state report, **1,804 new dairy cooperative societies** have already been formed, generating opportunities for **37,793 milk producers** during the current year.

Several major infrastructure projects were also inaugurated under this initiative in **October 2025.** These include **New Milk Powder** and **(Ultra-High Temperature) UHT Plant** in **Mehsana, Indore, and Bhilwara,** along with **a Greenfield Dairy Plant in Karimnagar, Telangana.** Additionally, foundation work has begun for an integrated dairy plant and a cattle feed unit in Chittoor District in Andhra Pradesh with a total investment of **Rs.219 crore**. India's cooperative dairy sector includes **22 milk federations**, **241 district unions**, **28 marketing dairies**, and **25 Milk Producer Organisations (MPOs)**. Together, they serve **2.35 lakh villages** and connect **1.72 crore dairy farmers**, ensuring fair prices and efficient milk processing.

Women remain central to this ecosystem, comprising around**70 percent** of the dairy workforce and **35 percent** of cooperative members. Over **48,000 women-led cooperatives** and **16 all-women MPOs** managed under **NDDB Dairy Services** represent nearly **1.2 million producers** across **35,000 villages**. The all-women **Shreeja Milk Producer Organisation, Andhra Pradesh** stands out as the symbol of empowerment, having won the **Dairy Innovation Award** from the **International Dairy Federation** at the ***World Dairy Summit in Chicago*.**

Amul's Rise as a Global Cooperative Leader

The International Cooperative Alliance *has placed* ***Amul*** *at the* ***top*** *of its global ranking, highlighting the strength and scale of India's cooperative dairy movement. Amul continues to serve as the central force behind the country's White Revolution. Through its network of* ***3.6 million*** *farmer members,* ***18,000 village societies,*** *and* ***18 district unions****, it collects nearly* ***30 million*** *litres of milk every day from across India.*

In the financial year ***2024–25****, Amul's turnover surpassed* ***Rs.90,000 crore****, an achievement made possible through the collective efforts of millions of small producers, more than* ***65 percent*** *of whom are women. Their ability to successfully manage and sustain one of the world's largest cooperatives through individual contributions of modest scale demonstrates the enormous potential that cooperatives hold for rural development and economic empowerment in India.*

New GST Reforms in the Dairy Sector

India's dairy sector received a major boost when the **56th GST** Council approved a broad set of tax rationalisations on milk and milk products during its meeting on **3rd September 2025.** This decision represents one of the most extensive revisions of GST rates for the dairy industry, ensuring that many widely consumed products are now either exempt from tax or placed in the **5%** bracket.

The revised rates, which came into effect on **22nd September 2025**, provide substantial relief across the value chain. **Ultra-High Temperature (UHT)milk** and **pre-packaged paneer** are now **tax-free**. Items such as **butter, ghee, dairy spreads, cheese, condensed milk, and milk-based beverages** have all been shifted from the**12 percent** slab to the **5 percent** slab. **Ice cream**, which previously attracted

an **18 per cent** GST, has also been reduced to **5 per cent**. Additionally, **milk cans** are now taxed at **5 percent** instead of **12 percent.**

This reform is expected to strengthen the dairy economy by easing the financial load both on producers and consumers. Over**8 crore** rural households, many comprising small, marginal, or landless farmers who rely on dairy farming for their livelihoods, will directly benefit from the reduced tax structure. The lower tax structure is also likely to reduce operational costs, curb adulteration and enhance the competitiveness of Indian dairy products in both domestic and international markets.

Ongoing National Efforts for Dairy Growth

White Revolution 2.0

The launch of the Standard Operating Procedure for **White Revolution 2.0** on **19thSeptember 2024**, followed by its formal rollout on **25thDecember 2024**, signals a renewed national effort to strengthen dairy cooperatives, expand employment opportunities, and increase women's participation in organised dairying. The programme will run for **5 years** from **2024–25 to 2028–29**, during which milk procurement by cooperatives is projected to rise to **1,007 lakh kilograms per day.**

A central feature of the initiative is the expansion of the cooperative network through the creation of **75,000 new dairy cooperative societies**. These societies will be set up across villages that are still outside the organised dairy system, with a strong emphasis on enrolling women farmers. Alongside this expansion, **46,422**existing **Dairy Cooperative Societies** will be strengthened to deliver better services and improve the incomes of their members.

White Revolution 2.0 also places a strong focus on sustainability and efficient resource use. Three specialised **Multi-State Cooperative Societies (MSCS)** are being established. One will supply cattle feed, mineral mixtures, and other essential inputs. Another will support the production of organic manure and promote the scientific use of cow dung and agricultural residues to produce biofertilizers and biogas, contributing to natural farming and a circular economy. The third will manage hides, bones and horns of fallen animals in an organised and environmentally responsible manner.

Sabar Dairy's New Plant Boosts Cooperative Growth

Union Home Minister and Minister of Cooperation inaugurated the **Sabar Dairy Plant** in Rohtak, Haryana on 3rdOctober 2025. Built at a cost of about **Rs. 350 crores**, the facility is now the country's largest plant dedicated to the production of **curd, buttermilk, and yoghurt.** It has been developed to support milk producers and will enable Haryana to meet the entire demand for dairy products of the Delhi National Capital Region (Delhi-NCR).

During the inauguration, it was highlighted that Sabar Dairy, which began as a cooperative initiative in Gujarat, has now expanded its operations across **9 states** and continues to open new avenues for farmers. The cooperative movement it represents has empowered **35 lakh women** who together conduct annual business worth **Rs.85,000 crores** in Gujarat alone.

The Rohtak plant is designed with substantial production capacity, to produce **150 metric tonnes** of **curd**, **10 metric tonnes** of **yoghurt**, **3 lakh litres of buttermilk** and **10,000 kilograms of sweets** every day. This scale of production is expected to enhance farmer's incomes and strengthen the cooperative dairy network in states including **Rajasthan, Haryana, Maharashtra, Punjab, Uttar Pradesh and Bihar**.

India's Expanding Dairy Landscape and Future Outlook

According to the monthly dashboard from the **Agricultural and Processed Food Products Export Development Authority (APEDA) for September 2025**, India's milk production is expected to rise steadily in the coming years due to strong domestic demand, improvements in breeding practices, and a favourable policy. The growing use of advanced tools such as artificial intelligence and sexed semen has helped farmers achieve higher yields by improving herd quality and enhancing productivity. India is expected to contribute approximately **32 percent** to the global milk supply in **2025-26**, reflecting its position as the world's largest milk producer. According to APEDA, the monthly dashboard for Dairy (September 2025), **Projections for 2026 estimate** national **milk output** at **242 million tonnes**. The country also continues to lead in cattle population, recording a stable increase from **35 percent in 2024** to **36 percent in 2025**, which reinforces the long-term resilience of its dairy sector.

India aims to increase its m**ilk Processing Capacity** to **100 million liters by 2028-29,** a significant rise from the present level of **660 lakh litres per day**. Comprehensive livestock data is being compiled through the **Pashudhan initiative**, which will support better planning and targeted interventions. Considerable progress is being made in breed improvement, and large-scale vaccination drives are underway to protect cattle from Foot-and-Mouth Disease and Brucellosis. These vaccines are being provided free of cost, with a national goal to eradicate both diseases by **2030.** Together, these efforts are expected to enhance productivity, strengthen the value chain, and position India to emerge as a leading e**xporter of milk** in the near future. Under the revised **National Programme for Dairy Development (NPDD) programme,** targets have been set for establishing **21,902 new dairy cooperative societies in 2025–26,** with a financial outlay of **Rs. 407.37 crore.** Of this, **Rs. 211.90 crore** is being provided by the Government of India.

Honouring Excellence in the Dairy Sector

The **National Gopal Ratna Awards 2025** have been announced by the Department of Animal Husbandry and Dairying, recognising outstanding contributions in the livestock and dairy sector. These awards will be presented on **26 November 2025**, coinciding with **National Milk Day**, underscoring their symbolic importance for Indian dairying.

The awards will honour the **best dairy farmers** rearing indigenous cattle or buffalo, **top-performing dairy cooperatives or milk producer organisations, and skilled artificial insemination technicians**. Winners in each of the first two categories will receive **Rs.5 lakh**, **Rs.3 lakh**, and **Rs.2 lakh** for first, second, and third places, respectively. This recognition aims to promote excellence, innovation, and dedication within the dairy community while furthering India's mission of sustainable and inclusive dairy growth.

Conclusion

National Milk Day 2025 reflects the evolution of India's dairy sector from the cooperative foundations laid in Anand to its present position as the world's leading milk producer. The progress achieved through Operation Flood, the strengthening of dairy cooperatives, and sustained government support has resulted in substantial gains in overall milk production, rising per-capita availability, and improved bovine productivity. Programmes such as the Rashtriya Gokul Mission, the National Artificial Insemination Programme, and the National Programme for Dairy Development have expanded the reach of scientific breeding, improved animal health services, and strengthened dairy infrastructure.

The growing prominence of women-led cooperatives, large-scale producer organisations, and major dairy institutions, such as Amul and Sabar Dairy, underscores the sector's inclusivity and its increasing economic impact. The reforms under the GST Council, enhanced processing capacity, and the focus of White Revolution 2.0 further reinforce India's commitment to a stronger and more sustainable dairy system. As the country observes National Milk Day, it acknowledges the farmers and cooperatives whose efforts continue to shape a resilient, productive, and forward-looking dairy economy.

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