



PRAGMATIC ANALYSIS OF DAIRY INDUSTRY IN INDIA

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ABSTRACT

Dairy is an important sector in India. The Dairy sectors providing employment opportunities through directly and indirectly, benefited for 15 millions of people. This paper attempts to study the growth of dairy industry, economical contribution, rural development, recent trends in dairy sectors, and problems of dairy cultivation have been discussed. It has been found that the level of growth in dairy, demand in market situation. The study has suggested the development of cooperative dairy industry in a sustainable manner; the co-operative dairy plants should formulate long-term vision and strategy. The study has observed that value addition in dairy sectors should be done without compromising the micro and macro level of planning activity in rural areas.

KEYWORDS

Dairy Industry, Impact, Demand, Trend.

INTRODUCTION

Milk becomes popular and essential food for throughout the world and some areas it was the only source of food and refreshment drink. Some historians believe that the milk interlinked with the human life. Because milk and milk products almost covered by the different age people in different dimension, like milk is essential food for children, tea and coffee and milk products to use the young also aged people. Milk plays an important role in Indian economy. Dairy sector has become an important secondary source of income for millions of rural families and has assumed a most important role in providing employment and income generating opportunity. Indian Dairying is unique in more than one ways. In India dairying is recognized as an instrument for social and economic development. The nation's milk supply comes from millions of small producers, dispersed throughout our rural areas. These farmers



maintain an average here of one or two milk animals comprising cows or buffaloes. The animal nutritional requirements are largely met by agricultural wastes and by-products. Ample Labour on a small land base encourages farmers to practices dairying as an occupation subsidiary to agriculture. While crop production income is seasonal, dairying provides a stable, year-round income, an important economic incentive for the small farmer to take to dairying.

The major challenge for the dairy sector in any developing nation is undoubtedly to raise milk production to meet the increasing demand that arises from the almost inevitable expansion of population. To meet this challenge, policies must become more market oriented. Adoption of appropriate technologies for production, procurement, processing and marketing-after considering the unique environmental, social, economic, political and cultural environment of the individual country are the important aspects of dairy development. The main reasons for dairy development are supply of adequate quantity of milk at reasonable price to urban consumers and to provide a viable subsidiary occupation to unemployed rural poor so as to raise their income earning capacities. Dairy Development Programmes make these twin objectives coincide.

IMPORTANCE OF MILK AND MILK PRODUCTS

The world milk production in 2011-12 was estimated at 127.9 million tones and it's that accounting for 12.5 percent of the total world milk production. Leading milk producers are USA, Russia, Germany and France. Milk has now emerged as the second largest agricultural commodity. This only goes to show the importance of milk production enterprise in the agricultural system in particular and the national economy in general. Population of Indian occupies the first position bovine population in the world.

The human population in the country was nearly 130 crore in 2013 while accounting for per capita per day availability of milk of 291 Gms in 2012.

WHITE REVOLUTION

India is a leading milk producer in worldwide. The national dairy development board (NDDB) started in 1956. NDDB launched such kind of development programs in India. The most important operation of white revolution started in 1970. The chairmen of NDDB Dr. Varghese kurien architect of the operation flood. He is called a father of white revolution. This operation to influence the milk production, improve the rural economy, reasonable price

for consumers. In the operation covered three phases in twenty five years (1970to 1995). Operation flood to develop a network model based on Gujarat Anand model to reach out the wide range of milk producers.

PROCESS

- **Village level** - Milk production- Co-operative society
- **Union level** -procurement & process - Milk union
- **State Level** - products marketing & selling - Milk federation

In the operation Rs.1750 million was invested in the dairy cooperative sectors. The milk processing capacity established was 200 lacks liters per day. In the operation to develop 170 milk sheds fewer than 22 states cooperative.

MILK PRODUCTION IN INDIA

Today India is the largest milk producer in world wide. The milk production India touches with 127.9 million tons in 2011 to 2012. In all aspects of milk production, consumption and export, India has emerged to be the world leader, mainly becomes it account127.9 million tones of milk production and 529.7 of cattle populations also. National dairy development board it covers for 144246 village co-operative societies,346 districts including 177 milk union and 15 million former families and 127.9 million tones milk procurement per day. NDDDB is a largest milk federation in world wide. The table shows last five years of milk procurement its count of every year respectively.

Year	Production (Million tons)
2015-2016	107.9
2016-2017	112.2
2017-2018	116.4
2018-2019	121.8
2019-2020	127.9

Source: Department of animal & fisheries. Ministry of agriculture

Dairy industry is growing progressively every year. At an average of 5% growth happens annually. This growth not only helps in milk production but also GDP, employment opportunities, increasing individual income and brings rural development. Some of state milk federation contributed in the achievements. The Milk production counted with the state of Uttar Pradesh, Rajasthan, Andhra Pradesh, Punjab, Gujarat, Maharashtra and Tamilnadu respectively.



RURAL DEVELOPMENT

Dairy sector fully based on rural sector. The general and state government invested in number of schemes in rural development through the dairy industry. Following Operation Flood program, the India government had been implementing various dairy development schemes since 1993-94 and is presently implementing Centrally Sponsored schemes "Intensive Dairy Development Programme", "Strengthening Infrastructure of Quality & Clean Milk Production", Central Sector schemes "Assistance to Cooperatives" & "Dairy/Poultry Venture Capital Fund" with focused objectives. Apart from these, Government is also envisaging implementing a scheme "National Project for Cattle and Buffalo Breeding" for genetic improvement of cattle and buffalo to increase the productivity. This is being envisaged through increasing productivity, expanding infrastructure for procurement, processing, marketing and quality assurance. Simultaneously the Government has launched a new scheme called Rashtriya Krishi Vikas Yojana (RKVY) with a massive investment to promote agriculture and allied sectors. All these activities are expected to help India emerge as a major player in the world dairy sector.

ECONOMIC DEVELOPMENT

India is one of the developing countries in the world, which can be identified by the rise in GDP. Gross domestic product encompasses of the productivity of various industries. Dairy industry plays a crucial role in the GDP of the country. From the table we can understand its contribution of dairy sector in Indian economy for the past five years. From this we can interpret the importance that dairy industry has got in the well being of our nation. Live stock sector contribute the certain percentage of GDP growth in every year.

CATTLE POPULATION IN INDIA

India having the largest cattle population is counted 2003 and 2007 censuses is clearly stated the table. The live stock strength is touch with the 529.7 million in the year of 2007. Some of the states play a major role in the cattle population followed by Uttar Pradesh, Madhya Pradesh, Rajasthan, Andhra Pradesh and Maharashtra respectively. Indian castles having different types namely mainly called Holstein Friesian, Jersey, Brown Swiss, Hallikar, Kangayam, Red Sindhi, Tharparkar, Vechur.



PROBLEMS IN DAIRY PRODUCTION

There is wide variation in Agro-climatic condition, Biodiversity and ecology, Socio economic and Cultural background of people, Types/breeds of dairy cattle reared. These are the problems major issue of dairy cultivation. Some of other problems namely High cost of feed , Low Procurement cost, Increasing Day to Day expenses, Low medical Facility, Insufficient income, Marketing, Technology, Environmental situation etc. These are the problems affected by the diary people can't sustain our business as well as our life.

CONCLUSION

The study gives a detailed research about the dairy industry and its development, necessity continuous demand in this sector. Milk average production exists growth is not marketing the demand of the present scenario. World population has grossed 130 crore but still the demand for milk exists. Due to the sprit in population growth, the milk produced is sent for feeding the population the convenient of milk in to other milk product does not happen. This is the future to increase the productivity and milk and bring about second white revolution by adopting breeding of high verity milch animals, micro level schemes and new technology also. This sector offers huge employment both direct and indirect. If also provides growth of economy rise in disposable incomes. By banking on this dairy sector, there can be a multisectorial growth. If central and state government decides to draft new plans to this sector, there can be tremendous growth in this sector.

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