

India is no.1 dairy product producing country. And to sustain this position the outcomes of white revolution should be re-
invented.

Operation flood initiated by Veerghese Kurien during 1970 to 1998 made India a self reliant and even exporter of milk products. But new challenges have emerged such as

(i) pandemic induced

→ crashed demand supply chain.
due to limited marriages, hotels, restaurants.

→ The seasonal industry which had stored skimmed milk powder (smp) from winter surplus remained unused in summer lockdown.

(ii) slowdown in dairy

→ Though dairy output has doubled in recent years, the CAGR

larges around 3% due to decline
in investment & end of operation
flood.

(iii) lack of budgetary allocation despite
dairy's value is higher than combined
value of rice and wheat.

(iii) Breed problem

→ output has increased not due
to increased productivity but due to
increase livestock, showing low
productivity.

(iv) Informal sector

only 20-30% dairy product
is organised, rest come from un-
organised and low scale livestock
owners.

(v) Lack of feed and fodder due to diversion of fodder land.

(vi) Lacking cold chain infrastructure for perishable dairy items.

way forward

(i) procurement - The National Dairy Development Board (NDDB) should procure milk and government should allow it in mid-day meal.

(ii) Increasing production and market through breeding by Artificial Insemination, veterinary like FMD vaccination,

Sutra Pic, Kamdhenu etc mission.

Raising quality to avoid SPS measure in global markets like China.

(iii) cooperatives

→ Government should promote

'FPO' to cooperatise to increase their negotiating power.

'milk' is a traditional as well as cultural industry of India, which should also reflect in future via sustainable adoption of white revolution.