

GROWTH AND DEVELOPMENT OF DAIRY WITH SPECIAL REFERENCE TO RAJASTHAN

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ABSTRACT

Indian dairy industry is one of the fastest growing sector in India. It is the one of the key chain of human development and economic growth is to bestow generously for the education of the people. Organisation of cooperatives is the most successful sector for production, procurement, processing and marketing of milk in the world. This kind of agencies have been working efficiently in the countries where there is a large production of milk such as Denmark, Sweden, Australia, New Zealand and the U.S.A. The first dairy cooperative society in India was established at Allahabad (U.P) in 1913, for supply of clean pasturized milk to consumers a dairy cooperative organisation was established as as Kolkata Milk Supply Society Union in 1919.

Keywords: Human Development, Economic Growth, Dairy Industry, Pasturized Milk.

Introduction

Development of Dairying in India

During the pre-independence period some dairy farms were established by private entrepreneurs, military cantonments, princely estates, charity institutions and the Indian Agricultural Research Institute. Such milk colonies were set up at Aarey (Mumbai), Haringhata (Kolkata), Madhuvaran(Chennai). Thereafter at large scale and systematic dairy cooperative in India was established in 1948 by Kaira District Cooperatives Milk producers Union Ltd. at Anand. This unit produced milk products for market located all over the country and provided technical inputs for milk production enhancement. The Kaira union merged as pioneer in milk cooperative movement in India. It was the earliest co-operative organization in the country for the supply of clean and pasturised milk to consumers. Some dairy farms along with co-operative societies and unions were also formed in 1946. The dairy farmers of Kheda (Kaira) formed a milk union named Kaira District Milk Producer Union Limited comprising two village co-operative societies and arrangements were made with the milk commissioner for the supply of milk directly to the greater Mumbai milk scheme. The establishment of dairy co-operatives has been the most important feature of the dairy industry in India after independence. In 1949 a chilling plant was purchased by the Kaira union to increase the life of milk purchased. This was the first time when a large scale and systematic break through industry co- operatives in India was made by the milk union. The Amul brand covering the produce of five additional districts in Gujarat and marketed by Gujarat Co-operative Milk. Marketing Federation has grown into the largest brand umbrella for butter cheese and baby food. Encouraged by the success of Anand Pattern the Govt. of India constituted the National Dairy Development Board (NDDB) in 1960.

National Dairy Development Board (NDDB)

The main objectives are:

- to make available on request the information, skill and technical service needed to increase production of milk and dairy technical inputs to speed up procurement, processing and distribution of milk.

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- to provide man power services for dairy and allied projects by organising technical programmes to train the personnel's.
- to promote projects of dairy, cold storages, animal husbandry, cattle feed agriculture and fisheries.
- to prepare initial feasibility studies to design plan and start of operation.
- to offer consultancy services on dairy and allied operations in the field of planning and control including quality control, organisation and marketing backed up where over necessary by research with the NDDDB and outside organisation.
- to help in the selection of equipment and undertake bulk procurement services.
- to conduct research in the field of dairy and animal husbandry.
- to serve as International liaison to other national dairies, boards and international agencies and to facilitate the exchange of information and personnel as also to assist other country's dairy development.

The NDDDB formulated an integrated dairy development programme in 1969 popularly known as 'Operation Flood'. The first stage of the programme of Operation Flood was launched in 1970 and the second stage of the programme known as Operation Flood-II was launched concurrently in 1979.

The Indian Dairy Corporation (IDC) was set up to handle the donated commodities such as milk powder and butter oil. The generation of funds and their disbursement for the dairy development programme initiated the IDC to become a finance and promotion house for the country's dairy development. The NDDDB became the official technical expert for the IDC. It expanded its dairy development services to meet the needs of operation flood. The Government of India have also set up a dairy development department to co-ordinate the activities of National Dairy Development Boards, Indian Dairy Corporation and state government. In 1972, National Co-operative Dairy Federation of India limited (NCDF) was also formed with its headquarters at Delhi. It aims at standardising the working of the milk co- operatives in the country.

Indian dairy has made incredible evolution for the last several years. India holds position in the world in milk production with 88 million tonnes (2003-2004). India's dairy export share is less than 1%. With rising income levels and serious efforts to improve the milch animals. It can be estimated that India would produce 175 MT and 200 MT of milk by the year 2015 and 2020 respectively from the present production figure of 88 million tonnes which will enable processed milk and milk based product to reach the vast consumer base in an efficient and cost effective manner.

Dairy industry is growing very rapidly with a rate of 4.5% per annum. The global milk production in the year 2003 was reported at 600 million tonnes (FAO, 2003) hence it may be calculated that with the stimulated annual growth rate of 0.5- 1.0% the world milk production by 2020 is expected to rise to 650-700 million tonnes. India's share to world milk production at that time would substantially increase from the present level of 15% to about 30%. India's dairy is expected to triple its production in the next 10 years in view of expanding potential for export to Europe, Middle East, and South East. India is also the lowest cost producers of per litre of milk in the world, at 27 percents compared with the U.S. 63 percent.

Potential of Indian Dairy

India has the largest population of milch animals in the world. With 198 million cattle and 86 million buffaloes, they constitute more than 50 percent of the cattle in the world. Unlike other milk producing countries 54 percent of India's milk comes from buffaloes, which is endowed with unique processing qualities. Buffalo milk as an advantage to India because buffalo milk especially appropriate for commercially important dairy product such as Mozzarella cheese, casein, cream, paneer, Khoa, etc. India may emerge as the leading supplier of these products in the world market. Indian dairy industry has to derive maximum benefits of the uniqueness and positive virtues of buffalo milk to obtain the competitive edge in the global dairy market. The increasing world production of milk has made the availability of milk and milk products much easier in most countries through imports. Most of the countries in Asia and Africa continents are large importers of dairy products and therefore these regions are emerging as important dairy export markets by realizing the nutritional importance of milk in the dietary composition. These two continent accounts over 74 percent population of the world.

The organized dairy industry in India is estimated at Rs. 145 billion (US \$ 3 billion) and expected to reach a size of Rs. 240 billion (\$ 5 billion) by the end of year 2005. The augmentation and progress in dairying aims at rural development i.e. all dairy development projects initiate at village level. This also helps in economic development of the country as a whole.

Growth of Dairy Industry in Rajasthan

The development of dairy co-operative societies in Rajasthan was started in 1958 when government of Rajasthan established Department of Animal Husbandry and introduced various schemes for the development of livestock in the state to give special emphasis on dairy. A separate cell was created in Animal Husbandry Department in 1972 which was later transferred to the Directorate of Dairy Development with the responsibility of developing dairying in the state.

In the state real efforts for the development of dairy co-operatives started in the seventies however, some efforts to create the infrastructure for animal husbandry sector were made during the first two decades of state planning. At the time of formation of Rajasthan, the state economy was mainly based on agriculture and that too was dependent on vagaries of nature.

The major thrust in development plans was on the creation of basic infrastructure and enhancing production of food grains in infrastructure for animal husbandry. In the First Plan no important work was done for the development of dairy sector. In the Second Plan (1956-61) the policy of dairying and milk supply development was undertaken. In the Third Plan (1961-66) a policy was designed to develop dairy project with emphasis on milk production in rural areas linked with plan for marketing the surplus milk in urban centres. It was envisaged that the supply and collection of milk would be undertaken by producer, co-operatives in villages while the processing distribution and manufacturing of milk products would be organized through plants operating on co-operative lines. This policy initiated in Rajasthan was very identical to the contemporary national policy. In the Fourth Five Year Plan (1969-1974) the dairy development programmes got a new perspective and higher preference. During the seventies efforts were made to give it the new shape and Operation Flood programme was launched in 1970-71 which provided funds for dairy development in the states. National Commission on Agriculture was appointed on August 29, 1970 to boost up the dairy development programmes.

The Commission dealt with the subject to milk production through small and marginal farmers and agricultural labourers on a priority basis and submitted a report on milk production in Dec. 1971. The commission also emphasis that operation flood and other major dairy projects under implementation at that times and those proposed for the future ought to be implemented on this pattern. This strategy seeks to reserve a major share of dairy industry for the weaker section of farmers and adopt an integrated area development approach mainly based on a system of producers co-operatives as prevalent in Kaira districts of Gujrat. This system later came to be more popularly known as Anand Pattern or Amul Pattern. This was taken as a mode for dairy development programme in Rajasthan based on co-operatives lines. During 1975, The Government of Rajasthan launched the dairy development programme in six eastern districts viz. Jaipur, Ajmer, Alwar, Bhilwara, Tonk and Sawai Madhopur. The programme received financial assistance from the Indian Dairy Agency (IDA). The Rajasthan State Dairy Development Corporation (RSDDC) was established in 1975 the implementing agency. The project included formation of five milk producer unions and organisation of 1800 dairy co-operative societies (DCS) which were responsible for the collection of milk, processing, cattle feed manufacturing, semen storage, training facilities, marketing and technical inputs to the member producers through DCS which were undertaken by the RCDF.

In 1977-78 the Government of Rajasthan established Rajasthan Co-operative Dairy Federation (RCDF) as an apex organisation by merging RSDDC and the Directorate of Dairy Development to carry out the development of dairying in the state. Management of all the dairy plants, chilling centres, and cattle feed compounding facilities was entrusted to the RCDF. In the state dairy development activities are coordinated and implemented by RCDF.

Objectives of Rajasthan Dairy

The objective of the dairy development is to implement integrated programme for increasing the production of milk in rural areas through cooperative development programme adopting the Anand Pattern, which also includes improvement of cattle quality, cross breeding, facilities for milk collection, processing, marketing and provision of training.

In the mid-sixties the Intensive Cattle Development Project (ICDP) was started which was sponsored by the Central Government. Bikaner milkshed was selected for launching the project in Rajasthan in 1968 to provide technical services and marketing facilities. It was abolished in 1975 with the transfer of its material and set up the "Uttari" Rajasthan Milk Produces Cooperative Union Ltd. (URMUL) Bikaner.

The history of organized dairying cooperative/public sector really started with the sanction of Jaipur Milk Supply Scheme (JMSS) in 1958. A liquid milk plant with a handling capacity of 600 litres per day was commissioned in January 1965.

A dairy cell was established in the Animal Husbandry Department in November, 1972 at the State level. After a year in November, 1973 Dairy Development Department was set up to co-ordinate and control the activities of milk unions. In order to implement the International Development Association (IDA) assisted Rajasthan Dairy Development Project (RDDP), The Rajasthan State Dairy Development Corporation was registered on March 31, 1975. Ajmer, Alwar, Jaipur and Bhilwara milk unions (established earlier) came under its control. In the IDA project areas the cattle development activities were also transferred over to the RSDDC. The Jaipur milk supply scheme was also transferred to the corporation in the month of February, 1976. The Rajasthan Cooperative Dairy Federation was established in 1977. In the year 1979 department of dairy development was abolished and RCDF emerged as an apex body of all the milk unions working in the state.

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