

THE DAIRY INDUSTRY'S ROLE IN RURAL DEVELOPMENT OF INDIA: A STUDY

Avinash Choudhary*

ABSTRACT

The Indian dairy business is quickly expanding, keeping up with technological advances as widely as feasible. Today, India is known as "The Oyster" of the global dairy sector. It provides exciting chances to those all over the world who want to explore one of the world's largest and fastest growing markets for milk and milk products. With the spread of this business and its overseas operations to India, there are several profitable options and prospects for Indian dairy farmers. Dairying is an important industry internationally, but it is also vital in emerging countries like India for providing nutrition assistance, lowering rural poverty and inequities, assuring food security for millions of rural households, and improving economic growth, particularly in rural regions.

Keywords: *Indian Dairy Business, Rural Development, Economic Growth, Rural Poverty.*

Introduction

Dairy farming has evolved from traditional family-run operations to a specialised and well-established dairy business with mechanical intrusion in all of its activities. We have noticed an increase in dairy farming supplies, which assists present dairy producers in caring for cows and buffaloes. This business support has made a significant impact by creating alternative professions for folks. As a result, a huge number of dairy farmers maintain dairy farms, particularly in towns, and sell dairy products to major organisations, which are then sold to customers as retail items.

The ideal method for the dairy farmer in the process of producing excellent product is to run his dairy farm in a way that provides the most benefits to the end organisation that uses his products. Furthermore, it should be able to maintain the influence of dairy farms on circumstances and species throughout time.

Dairy Farming Contribution to Indian Economy

Indian Dairy is unique in various ways. Milk is a significant agricultural commodity in India, accounting for around 5.3 percent of agricultural GDP. During 2006-07, the value output from milk at current prices was more than Rs.144386 crores, which was more than the value output from paddy (Rs.85032 crore) alone, and also more than the value output from wheat (Rs.66721 crore) and sugarcane (Rs.28488 crore) combined. The system's distinguishing feature is that over 120 million rural families are involved in milk production operations, as opposed to large specialised dairy farmers in the West. Progress in the dairy business has been outstanding in the post-independence period. Milk output has more than quadrupled, from 17 million tonnes in 1950-51 to 104.8 million tonnes in 2007-08. However, the country's per capita availability remains lower than the global daily average of roughly 285 gms, despite having more than doubled from 124 gms per day in 1950-51 to 256 gms per day in 2007-08. This tremendous expansion effort speaks volumes about the collaborative efforts of a large number of milk producing farmers, scientists, planners, non-governmental organisations (NGOs), and industry in reaching milk production self-sufficiency. The dairy business is critical to India. The country is the entire

* Department of Economics, University of Rajasthan, Jaipur, Rajasthan, India.

planet. Greatest milk producer, accounting for more than 13% of global milk output It consumes nearly all of its own milk output and is the world's largest consumer of dairy products. Dairy products are a key source of affordable and nutritious food for millions of people in India, as well as the sole acceptable supply of animal protein for a huge vegetarian portion of the Indian population, notably among landless, small and marginal farmers, and women.

The progress in this sector will result in a more balanced development of the rural economy. This impact of Dairy Industry can be categorized into the following:

- **Infrastructure Impact**

Farmers who have taken part have been more conscious of their responsibilities to the community. Every year, they kindly donate a share of their cooperative's profits to the village's general development, such as:

- Improving the condition of the village approach road
- Providing services to kids through constructing village libraries
- Contributing to educational institutions and basic health care clinics in rural areas
- By installing television sets in DCSs, we can provide and update daily knowledge.
- Giving members access to a phone line for better and faster communication
- Contributing to the establishment of the village's drinking water delivery system.
- As a result, cooperative dairying has had a huge socioeconomic influence on rural development.

- **Cleanliness and Hygiene**

All farmers are often reminded of the necessity of maintaining animal and milker hygiene and cleanliness while milking and at the milk collecting centre. It has been noticed that such learning is carried over into their daily lives.

- **Resolving Inequity in Society**

This societal stigma persists in many rural areas of India. Hundreds of adults and children of milk producers from all castes come to all APDC collection centres in the morning and evening to give milk, forming a disciplined habit. The mixing of different ethnic and social groups twice a day for a shared goal and mutual betterment has reduced social injustice.

- **Democracy**

Members' elected representatives operate the DCSs and are accountable for all policy decisions. All members have the right to vote (one vote each) for the members of the management committee. This yearly election of the management committee and its chairwoman by members improves participants' understanding of the importance of their vote and their rights to vote for the best person for the position.

- **Social Implications**

Because membership is accessible to all, the lack of discrimination based on caste, creed, gender, or financial position has succeeded in breaking down barriers for individuals who own milch cows. A remarkable new awareness has emerged and been noted among the producers.

- **Medical Care**

The privilege of collecting milk from members requires cooperatives to give inputs to boost milk output. As a result, the unions provide complex veterinary services at their doorstep to ensure the health of livestock. Farmers have become more conscious of the importance of healthcare for their family members as a result of their exposure to numerous modern technology and their uses by vets to treat their animals.

Conclusion

Dairying has become a significant secondary source of income for many rural households, as well as a vital supply of labour and pay. Indian Dairy is distinctive in several respects. The framework's distinguishing feature is that over 120 million rural families, as opposed to major specific dairy producers in the west, are involved in milk preparation operations. Since the country's independence, progress in the dairy business has been spectacular. The time it takes to prepare milk has more than doubled. This substantial development endeavour reflects the joint efforts of many milk producing farmers, researchers, organisers, non-governmental organisations, and industry in attaining milk handling independence.

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