

Today, India is world leading producer of milk in the world ie 208 million tonnes. The success of milk production owes to OPERATION FLOOD & innovative techniques in dairy sector.

### Benefits Gained from Operation flood

- ① Reduce malpractices in milk production & marketing
- ② Empowered Dairy farmer by creating cooperative association like AMUL.
- ③ Increased Dairy farmer income
- ④ Creating NATIONAL MILK GRID across country

Despite the achievement dairy sector at present facing various challenges :-

- ① Slow down in Growth - Milk production has doubled in 18 years but growth remained below 3%.
- ② Lack of Innovative & Scientific technique - hampers productivity.
- ③ Lack of cold chain infrastructure
- ④ Lack of Investment & decadal Budgetary Allocation - as compare to Agriculture sector.

- ⑤ Poor Animal Husbandry & Genetic Technique.
- ⑥ Lack of Availability of Green fodder.
- ⑦ Diary sector relies on Demand-supply dynamics -  
no MSP provision in diary sector - lead to distress sale  
by farmer.

\* According to National Dairy Development Board - "Capacity build by private sector in 15 years is equivalent to capacity build by cooperatives in 30 years".  
Hence, private sector participation is imperative  
in order to -

- ① Increase production - by providing scientific technique in dairy production.
- ② Bring Global Competitiveness - by reducing cost of production.
- ③ Provide Investment - for infrastructure development like cold chain infrastructure.
- ④ Better Animal Husbandry technique - Sexed Semen Technology.
- ⑤ Provide better consumer services - like providing directly from farm to home. Ex Country Delight.
- ⑥ Provide Green fodder - through technique like Hydroponics.

As Government aiming to double the former  
income by 2022; the dairy sector must play  
a Game changing role. Hence Government should  
promote private sector in dairy sector in order  
to <sup>bring</sup> global competitiveness & increase standard of living  
of farmers.