

Administration of Department of Dairy Development, Government of Kerala – A Study

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1. PROLOGUE

The world's largest and fastest growing market for milk and milk products is in India. With an annual growth rate of about 3.54 percent during the period of 2012-13. The country's milk production is predominantly rural based. The milk production in India was 132.43 million tonnes in 2012-13. Dairying in Kerala is distinctive while comparing with that of the other states in India. In Kerala, dairying is an important source of auxiliary income to small or marginal farmers and agricultural labourers. It also creates a generous income for housewives of Kerala. The milk production in Kerala was 27.16 lakh MT in 2011-12. During 2012-13 a total of 4886 lakh litres of milk procured by the DCS 's in the state of which 3079 lakh litres sent to the dairies and 1768 lakh litres were marketed locally by the societies. Kerala contribute about 2.1 percent to the National Milk production during 2011-12. Many agriculture labourers are shifting to dairy farming and as a result a new category of Dairy Entrepreneurs is emerging in Kerala.

The Kerala Government is making their massive efforts for strengthening the dairy sector farming through implementing various development schemes like Intensive Dairy Development Programme, Strengthening Infrastructure for Quality & Clean Milk Production, Assistance to Cooperatives and Dairy Entrepreneurship Development Scheme through the Department of Dairy Development. Dairy Development programmes have been run through the state structure. The development programmes undertaken by the Department falls under four main categories of sponsorship :

- I. Centrally sponsored- needed a matching grant of 50% from the State and Central Govt.
- II. Central sector- the programmes completely funded by Central Government.
- III. State sector- completely funded by the State.
- IV. Local Self Government Schemes.

Initially these projects were initiated by the Department of Animal husbandry and milk societies were registered and controlled by the Co-operative Department.

Later in 1962 an independent department was formed exclusively for providing special attention to the dairy sector which contributes the maximum to the state and central GDP and that was the derivation of Department of Dairy Development. There started a new chapter in the dairy sector. 2012 Department completed its Golden Jubilee, as everything has something disregarded which is of course failure.

2. DEPARTMENT OF DAIRY DEVELOPMENT

Dairy Development Department that works under the Government of Kerala is the nodal agency for the Rural Dairy Extension and Fodder Resource Development in Kerala. Administrative Supervision of Dairy Cooperatives in the state is the statutory functions vested with the department.

The main activities of department are as follows:-

- Edify the farmers by providing inputs and technical advices for producing good quality milk.

- Nurture scientific management practices to reduce the cost of production and to increase their profit.
- Organization and registration of DCS that work under the three tier system.
- Supervision, Inspection, Election, and Arbitration etc related to DCS.
- Implementing plan schemes related to Dairy sector.
- Ensuring the quality of milk and milk products in the market.
- Enhancing production and consumption of milk products and
- Overall development of the state dairy sector.

Department's vision is to take a pilot role in making the state self sufficient in milk and fodder production and in strengthening the DCS sector, and thereby guarantee in providing fair price for the milk producers and quality milk for the general public.

Department's mission and 12th 5 year plan strategies are:-

- To sustain the growth rate in milk production
- To viaduct the demand-supply gap.
- To attain the annual milk production target of 35 Lakh Metric Tons by 2016
- To promote quality forage production for economic milk production
- To fetch more farmer members under the DCS sector
- To create employment opportunities for households
- To prevail over the shortfall of roughage by increasing the green fodder cultivating area
- To setup new DESU in 'Dairy Friendly' Panchayaths' of the state
- To develop the facilities for testing the chemical and microbial quality of milk to guarantee good quality of milk and milk products for the consumers.
- To employ the waste or unutilized land available with Government and Semi Government for fodder cultivation.
- To develop and disseminate cost-effective strategies for sustainable dairy farming
- To fortify the Dairy Extension network in the state and thereby promulgate the emerging significance of food security in milk production.
- To achieve persistent growth in the availability of quality milk and milk products for the budding population of Kerala.
- Modernizing and Intensification of the quality control activities by improving the existing infrastructure.
- To enhance the managerial extension, research and development potential of human resources in the dairy sector.
- To increase the per capita consumption of milk by popularizing milk and milk products.

The schemes of Dairy Development Department falls under three categories:-

1) State Plans:

- Registration of DCS
- Milk Shed Development Programme
- Fodder Development Programme
- Rural Development Extension and Advisory Services

- Modernization of Dairy Co-operatives
 - Strengthening of Quality Control Labs
 - Cattle feed Subsidy
- 2) **Central Plans:**
- Rashtreeya Krishi Vikas Yojana (RKVY)
 - Enhancement of Rural Marketing
 - Milk Can Supply
 - Need Based Assistance
 - Feed Supplements
 - Rural Infrastructure Development Fund
- 3) **Local Self Government Schemes:**
- Assistance for the purchase of cattle
 - Assistance for construction of cattle shed
 - Assistance for cattle shed renovation
 - Assistance for establishing fodder plots
 - Cattle feed subsidy scheme etc...

The department started to be operational in the year 1962 .The first Director of the Department of Dairy Development was Mr. A. Balakrishnan Pillai. Under his leadership a number of Chilling Plants and Dairies for processing milk were started. This encouraged the farmers to get involved in to the dairy farming sector. Milk societies acted as an instantaneous marketing unit for the Dairy farmer.

When the Dairy Development Department was formed, 150 dairy co-operatives were functioning in the state. This has now increased to 3698 as on January 2014. Prior to 1962 the DCS were registered under Registrar of Co-operative Societies, Co-operative Department of Kerala. With the creation of the Dairy Development Department, for the registration of DCS one Deputy Registrar and 2-3 registrars for assisting him were deputed from Co-operative Department. This practice continued till 1996. On 6th January 1996 the Director of Dairy Development Department become the registering authority of DCS as per the GO. (P) No.16/96/AD and on 22 June 2000 it was decentralized and DDs become the registering authorities at district level as per the GO. (p) No.218/2000/AD. The first DCS that registered was at Mudavanmugal, Poojapura, Thiruvananthapuram which was registered on 1934 and the first district level union was at Kozhikode.

The Operation Flood programme, the White Revolution implemented by the department during mid seventies has been a landmark of the sector. In 1976 the Government of India adopted this successful ‘Anand model’ after witnessing the success of Dairy Co-operatives and set up the NDDB in 1965 which prepared a blueprint for Operation Flood across the country and the third generation of Dairy Co-operatives named as Ksheerolpadaka Sahakarana Sangham (Milk Producers Co-operative Societies) were formed and registered under the influence of Anand Model of Gujarat. In 1983 APCOS have been started registering, Kerala Government and NDDB arrived at an agreement regarding the implementation of the Operation Flood Programme in the southern 8 districts of Kerala i.e. Thiruvananthapuram, Kollam, Pathanamthitta, Alappuzha, Kottayam, Idukki, Ernakulum, and Thrissur and only APCOS will be registered in future. The first APCOS was Kachani, Thiruvananthapuram. The DCS which were registered before 1983 were started calling as the Traditional societies. Since 1983 the traditional societies have the freedom to shift to APCOS. That was a boost for the Dairy Farmers and for Development Activities of Department of Dairy Development.

During 1990’s Swiss aided Dairy Development Programme was implemented in 6 northern districts of Kerala (Palakkad, Malappuram, Kozhikode, Wayannad, Kannur and Kasergod).

The Milk Shed Development Programme implemented by the department during 1999 to 2001 at Oachira and Karunagappally blocks have helped to increase fodder as well as milk production in the area. The service of barefoot workers for the above programmes has been a key factor for the success.

One of the major activity of the department is to assure good quality of milk and milk products i.e. produced and marketed in the State. In order to fortify the Quality Control activities of the department the following steps should be taken care of:-

- 1) The department has Quality Control Labs at district levels headed by the QCOs which are outfitted with the minimum amenities to demeanor habitual tests to assess the quality of milk. Tests for determining the fat and SNF percentage, presence of adulterants, preservatives etc, primary assessment of microbial quality etc are the routine test that is happening at the QC labs. Hence it is necessary to furnish these labs with indispensable requirements like glass wares, chemicals and minor equipments and the repair and maintenance of the existing ones.
- 2) Assistance to State Dairy Laboratories at Thiruvananthapuram and Alathur, Palakkad.
- 3) Refreshment Training and workshops of NDDB, NDRI, BIS etc... are given to the capacity building of laboratory staff

Beneath listed are few among the schemes commissioning by the Department of Dairy Development through the three tier system of state, district and block levels :-

✓ **Rural Dairy Extension and Advisory Services :**

1. Farmers Contact Programme
2. Quality Awareness Programme
3. Assistance for the DTCs to conduct training programmes
4. State Dairy Seminar
5. Extension activities through Print and Electronic Media
6. Newsletter – Ksheerapadham
7. World Milk Day commemoration
8. Disclosure visit for Dairy Farmers
9. Block, District and State level Ksheerasangamams
10. Student Dairy Clubs at school level
11. Exhibitions
12. Technical trainings for Departmental Technical staffs
13. Assistance for Farm field schools etc...

✓ **Schemes for Fodder Production**

1. Fodder Cultivation
2. Assistance to Azolla Cultivation
3. Conducting Fodder Day and Fodder Seminars
4. Assistance to Sewage Farm
5. Irrigation Assistance
6. Koyippuram Model massive fodder cultivation
7. Scheme for Maize Cultivation
8. Fodder cultivation and marketing by women groups

✓ **Commercial Dairy Units and Milk Shed Development Programme:**

1. Godhanam(Single), 2, 5,10 Cow Units
2. 5,10 Heifer Unit
3. Need Based Assistance for progressive Dairy farming
4. Assistance for purchasing Milk machines
5. Construction of Cattle sheds
6. Support for women cattle shed programmes

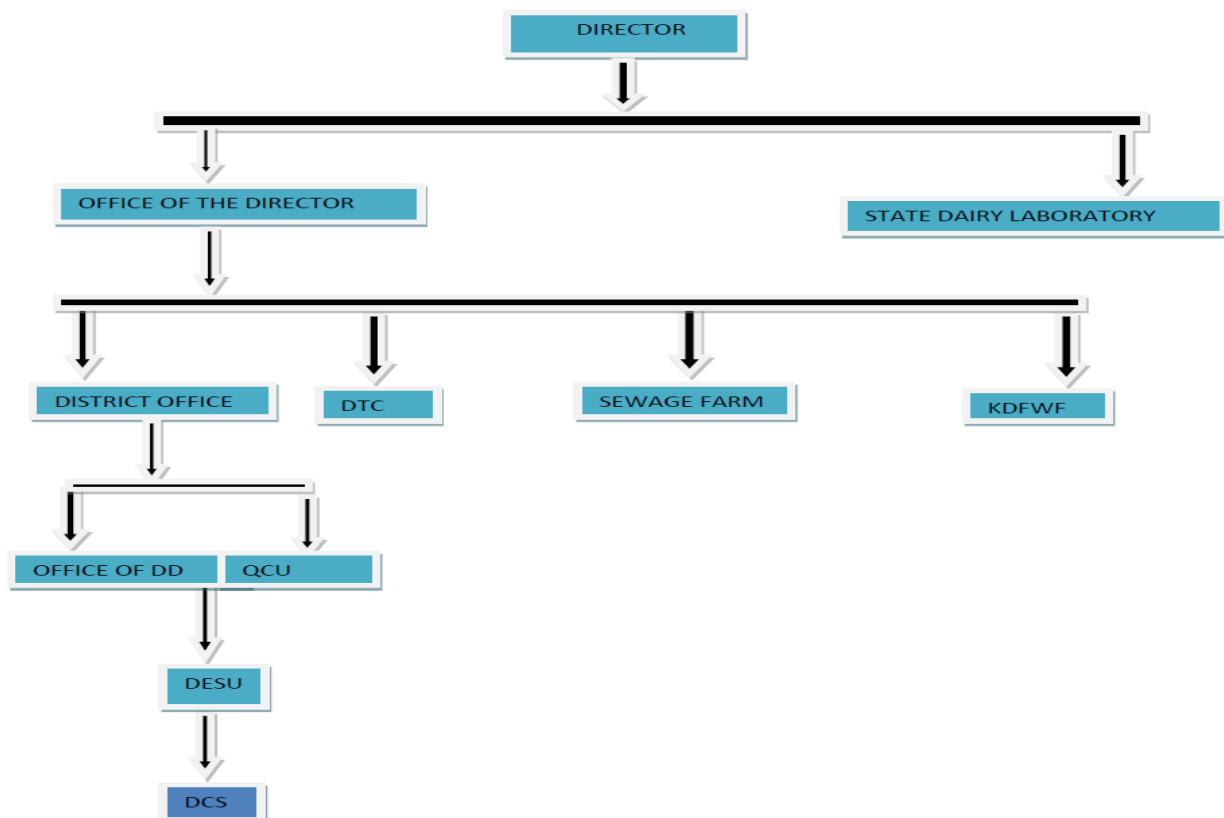
✓ **Schemes to subsidize cattle feed:**

STAFFING IN THE DAIRY DEVELOPMENT DEPARTMENT

No	Staffing in Department	Total No.
1	Director	1
2	JDs	3
3	DDs	24
4	Ads	35
5	SMS (Co-operation)	5
6	Annalist (DEO)	1
7	DEO	177
8	DFI	269
Ministerial Staffs		
9	AO	1
10	FO	1
11	AA	1
12	SS	20
13	JS	6
14	Fair Copy Supernatant	1
15	HC	14
16	Clerk	193
17	Typist	34
18	Clerk Typist	3
19	OA	140
20	Sweeper	55
21	CA	3
22	Lab Technician	12
23	Lab Assistant	5

24	Watch Man	12
25	Driver	31
26	Agricultural Assistant	2
27	Statistical Assistant	2
Total Number of Officials		1371

ORGANISATION STRUCTURE OF DAIRY DEVELOPMENT DEPARTMENT



3. ADMINISTRATION

A) STATE LEVEL:

1) Secretariat:

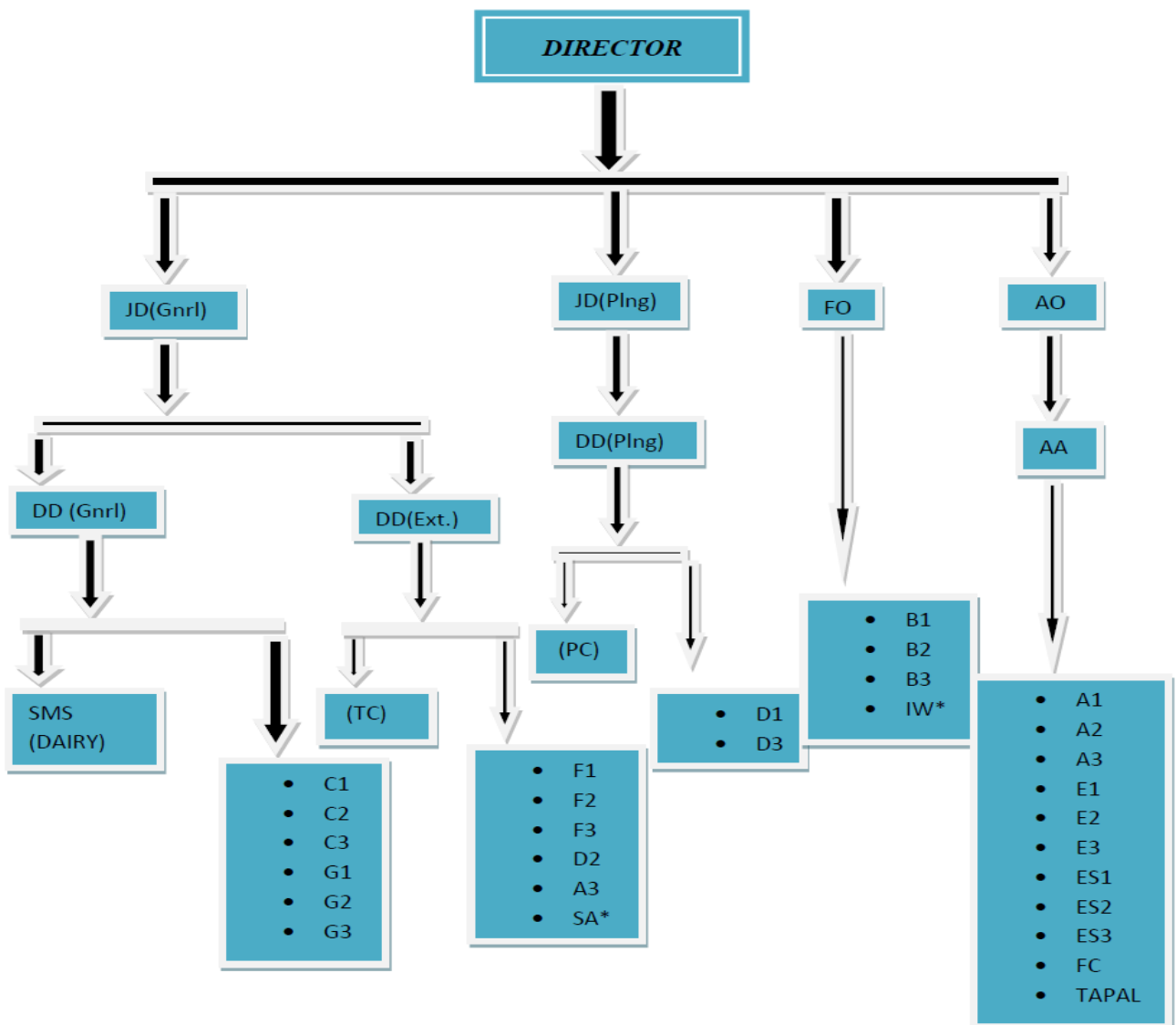
The highest level of state administrative structure of Department of Dairy Development offering locus for the exercise of authority by state government. Its political head is Shri K.C. Joseph, Minister for Rural Development, Dairy Development, Milk Co-operatives, Planning, Culture NORKA and Information and Public Relations. The Minister is assisted by Shri Subrata Biswas, Principal Secretary and Agricultural Production Commissioner, Animal Husbandry and Dairy and ST Development Department to the Government, seated at the Kerala government secretariat at Thiruvananthapuram. The Principal Secretary is assisted by the Joint Secretary assisted by Deputy Secretary and he is assisted by the Under Secretary. Underneath them there exist the Agri – Dairy Section with the section officer as the head and assisted by the secretariat assistants.

Below the secretariat comes the Department of Dairy Development. The administration of Dairy Development Department is working under the three tier system which falls under the State, District, and the Block level.

2) Directorate:

The Directorate of Dairy Development is situated at Pattom, Thiruvananthapuram, headed by the Director Smt. K T Sarojini. Smt. K T Sarojini is the first lady officer to be in the post of the Director. The duties of the Directorate varies like enhancing the milk production in the state, enhancing the rural consumption of milk, providing facilities for profitable dairying, administrating of Dairy cooperatives under the powers of KCS Act, and check and ensure the quality of milk produced and marketed in the state. Directorate is the locomotive engine of all the Dairy Development activities by the department in the state.

SCALAR CHAIN OF DIRECTORATE OF DAIRY DEVELOPMENT IS AS FOLLOWS:



Director: - The Director of Dairy Development Department is supreme authority of the department in the state who controls the administration of all the staffs in the department, implementation of central, state, Local Self Government schemes as well as its control and review and system administration as well as the district level DDs. He sanction or withhold increments, sanction journeys of subordinate officer their jurisdiction within and outside the state, transfer and posting of all officers and sanctioning leave without allowance of NGOs. The director works with the assistance of two Joint directors, three deputy directors, two Assistant directors and two Dairy Extension officers. For serving in administration Administrative Officer and an Administrative Assistant is there. The Director is also the Registrar of Dairy

Co-operative Societies and also the apex societies. He is the government nominee for MILMA, KLDB, Regional Co-operative Societies and KDFWF.

Joint Director (General):- Control and supervision of all the activities of Deputy Director (General) and Deputy Director (Extension) as well as the district level DDs. He is acting as the Vigilance Officer and he is the Government nominee for TRCMPU, and he is approving the Advance Tour Programmes as well as Tour dairies of the officials of the department. In addition to this he also performs all other tasks that the director is entrusting with.

Joint Director (Planning):- Control and supervision of all the activities of Deputy Director (Planning) and supervision of plan schemes that comes under Deputy Director (Extension) as well as the district level. And he is the Board member of ERCMPU. Similar to JD (gnrl) he also performs all other responsibilities that the director is entrusting with.

Administrative Officer (AO) :- AO is the in charge of the overall administration of the department who is from the secretariat. AO looks after the matters relating to the entire staff of the dept. He is also appointing authority of all the NGOs in the dept. He does things like establishment matters, all bills, budget, accounts, cashbook and Disciplinary actions. He controls A1, A2, A3, E1, E2, E3, ES1, ES2, Fair Copy and TAPAL sections.

Administrative Assistant (AA):- AA is the top most post among ministerial staffs in the Dairy Development Department. He don't have any powers to execute only the files to AO especially that of Establishments will be rooted through him.

Finance Officer (FO):- FO is the also the representative of the secretariat. FO post is provided for financial discipline in the department. FO performs duties in connection at the budget, allotments, inspection and all files relating to financial matters. Sections such as B1, B2, B3 and Inspection Wing.

Deputy Director (General):- He is acting as the State Public Information Officer of Right To Information (RTI) and the state nodal officer of Kerala Dairy Farmers Welfare Fund (KDFWF). He mainly deals with the cooperation in connection with the Dairy Co-operatives. The sections C1, C2, C3, G1, and G2 comes under him. He controls and supervise the activities of SMS Dairy. He also deals with the files related to applications and information regarding RTS Act. He Is also helps the director in Arbitration cases, corporative tribunal, and high court cases related to Dairy co-operatives. He also act as the Editor of Department News letter 'Ksheeradweepam'.

Subject Matter Specialist (Dairy): He assists DD (gnrl). All the files from the sections of C1, C2, C3, G1, and G2 is directed to the DD (gnrl) through SMS (dairy).

Deputy Director (Extension):- He review, monitor and timely report to the Director about all the activities of Dairy Training Centers in the state. He recommend the nominations of officials for the different official training programme conducted by various training institutions, controls and supervises the plan and the non plan activities of Sewage Farm, overall quality control activities, stock and purchases, purchase of office vehicles, breeding activities in the state. He organizes seminars, workshops and exhibitions. He also controls and supervises the activities of TC. He controls D2, F1, F2, F3, A3 and the statistical assistants.

Technical Cell (TC):- TC is the cell within the Dairy Directorate which controls and coordinates the activities related to Milk quality. It monitors and reviews all the activities of Quality Control Units. It has also the responsibility in implementing the FSSA. Technical cell consists of three officials. The head is an Assistant Director who is properly known as AD (TC). And two DEOs. TC have the power to consolidating the reports related to the half yearly statement reports, Status of Dairy Plant, Milk Procurement and sales details milk co-operatives, Consolidation of search results market milk samples receiving from districts and send the same to the director, Consolidation of reports from the district level QCUs, Dealing with all the file related to technical matters in the directorate, suggest the technical trainings for the officials of the department, organizing and planning the quality control related programmes of the department during festival seasons like the Onam drive programme. DEO in TC is the nodal officer from department to the SLA, arbitrator for cases and as well as the custodian of stock register of TC.

Deputy Director (Planning):- He controls, coordinate and supervises the state and central plans, preparation of plan, implementation and review of plan and plan activities. He is the department nodal officer of Janakeeyasoothranam (Peoples Plan Campaigning), and he also controls and supervises the activities of Project Cell (PC). He controls D1 and D3 sections.

Project Cell :- PC is the cell within the Directorate which prepare projects and proposals for sending to Central and State Government according to the direction of the director, review of plan and plan activities in the state. Assists DD (planning) in monitoring and review of projects and planning schemes, consolidation of plan progress report that is received from district offices, documentation of various plan schemes implemented by the department. PC consists of three officials. Project Cell is headed by a DEO assisted by two DFIs. DEO is the in charge of timely submission of projects and its follow up, documentation of various departmental plan schemes, custodian of computer and other equipments in the Directorate and he is also perform of the duty to maintain the of Department Site

SECTIONS

A Section	<ul style="list-style-type: none"> •A1 :- Preparation of bills except contingency bills, Maintenance of all Pass Books, Recovery registers, Issue of Last Pay Certificate, Non Liability Certificate. • A2 :- Custodian of Cash and Valuables, Cash transaction and recoveries, deposits etc. Issue of TR-5 Receipts (Receipt of Government money and payment of such money into Government Account), Preparation of Contingent bills and registers, Maintenance of Cash Book and connected registers including Demand Draft register, register of Advance, Register of valuables, maintenance of Treasury Personal Account etc... All papers related to above subjects. Family Benefit Scheme, Accounting maintenance of connected registers, reconciliation of Family Benefit Scheme, Group Insurance Scheme Admission, final settlement and connected work, Medical reimbursement, verification, approval and sanction. •A3 :- Travel Allowance Bills of all GO's and NGO's, Tour Programme and Tour Dairies of all officials, Maintenance and repairs of vehicles, Purchase of Fuel, Battery, Tyre etc, Disposal of unserviceable of auto spare parts and vehicles stock register of department vehicles.
B Section	<ul style="list-style-type: none"> •B1 :-Preparation of Annual Budget Plan and Non Plan, Distribution, Re-appropriation and surrender of Funds, Additional authorisation, PAC Recommendations, Treasury authorisation, Operating sanction of PD and Treasury Personal Accounts, Preparation of notes for subject committee, Appropriation Accounts, Correspondence related to write off, waiver of amounts – all files and registers relating to the above work, Fixation of Grand, Appropriation Account, Correspondence with Account General relating to budget etc, Regularisation of excess grant – SDG, All files related to Legislative Assembly except Legislative Assembly interpellation, budget subject committee. •B2 :- Reconciliation of works, processing and recording of both un-reconciled and reconciled receipts and expenditure of the Directorate and sub offices, Watching and regularisation of advance bills in the sub offices, Issue sanction for the time barred claims and all advances except Gross Provident Fund, clearing of securities, maintenance of all files and registers connected with the work, Demand Collection and Balance statement collection of amount due from units, collection of fees from DTCs, from various schemes. •B3:- Sanction of advances from General Provident Fund, Temporary and Non Refundable Account, enrolment in General Provident Fund, Sanctions of pension including the permanent workers of Sewage Farm, Files connected with this work, files relating to OPs connected with pension claims.
C Section	<ul style="list-style-type: none"> •C1 :- All matters regarding KCMMF and Regional unions, Section 80, Director Board Meetings of KLDB, Kerala Feeds Ltd. •C2 :- Registration and Liquidation of DCS, By Law Amendments of DCS and Regional Unions, Appointment of Administrative committee, Approval of Land purchasing and building construction of DCS. •C3 :- KDFWF, Arbitration Cases up to tribunals, Audit of KCMMF. Regional Unions and DCS, Sutharya Keralam (Public Grievances Programme), Chief Minister's Call Centre, Janasambarga Paripadi (Peoples Participation Programme)
D Section	<ul style="list-style-type: none"> 1.D1 :- Centrally Sponsored Schemes, Intensive Dairy Development Programme, Strengthening of quality and clean milk production, Schemes related to Regional Unions,

	Projects for Additional Central Assistance, Projects with Central Funds and other sources, NABARD assisted schemes, NCDC assistance, Tsunami assistance, Vidharbha Package, Animal Disease Control Programme, Progress Report relating to Central Schemes, Miscellaneous related to Centrally aided scheme etc. RKVY, decentralized planning and other department schemes and files related to progress report.
	2.D2 :- State Training Policy, All training programmes, Training for department staffs, programmes of DCS and the department like Seminars, training etc, In service training for DFIs, Trainings in DTC, Land Acquisitions, Land AR cases, Miscellaneous related to training programmes and seminars , Sewage Farm.
	3.D3 :- State Plan Schemes, Review meetings of state plan schemes, Assistance to KCMMF and KLDB, MPs Conference, Preparation of Administrative Report, Formulation of yearly plan schemes, Conference of DDs, Plan review, Miscellaneous related to State plan scheme.
	4. Compilers:- <ul style="list-style-type: none"> ➤ Consolidation of Monthly Plan Progress Report ➤ Preparation of District wise Progress Report of Districts and Department's Administrative Report . ➤ Preparation and consolidation of Progress Reports of DTCs and Sewage Farm. ➤ Other Compilation works connected with Plan Section ➤ Preparation of Departmental Bulletin ➤ Collection of data for preparing display charts, ➤ Consolidation of State progress Report ➤ Consolidation and tabulation of procurement and distribution of all district monthly and yearly wise ➤ Consolidation of DCB statements
E Section	<ul style="list-style-type: none"> •E1 :- All establishment matters of DFI, Preparation of Business statement, Preparation of gradation list of NGOs, •E2 :- Establishment matters of NGOs, Preparation of gradation list of NGOs
ES Section	<ul style="list-style-type: none"> •ES1 :- Establishment matters of GOs, Preparation of progress report relating to Special recruitment, continuance sanction for temporary posts, Preparation of gradation list of all GOs except JDs, Amendment of special leaves register of GOs. •ES2 :- Files related to disciplinary action of all employees, Departmental promotion committee, Preparation of office orders, Delegation of powers
F Section	<ul style="list-style-type: none"> •F1 :- Major and Minor Purchases, issue of purchase sanction, Automatic Milk collection, Purchases for the State Dairy Lab, maintenance of all electronic equipments, disposal of unused and unserviceable equipments •F2 :- Purchase of Stationary and printed forms , Right to Information Act, Right to Service, E Governance, IT related activities, official language Malayalam, government press and printing. •F3 :- Building, Land Purchase and Sewage Farm Labourers etc
G Section	<ul style="list-style-type: none"> •G1 :- Complaints from DCS, Annual Statement and Dairy Co-operatives Employees Pension •G2 :- All case regarding DCS, Supervision Report, Annual General Body Meeting
IW Section	Inspection Wing – Internal, AG, Finance etc.
Fair Copy	Comparing typed copies for errors .

3) State Dairy Laboratory:

The State Dairy Laboratory is one of the great initiatives of Government of Kerala with the aided fund of Central Government under the flag ship of the Department of Dairy Development. It shares the same building with the Deputy Directors office of Thiruvananthapuram and Dairy Training Center, Thiruvananthapuram the Directorate premises. It was inaugurated on 21st April 2010. The laboratory is capable with the modern imported equipments to cater various Microbiological and chemical analysis of milk, milk products and cattle feed.

State Dairy Laboratory is equipped with highly sophisticated equipments like High Performance Liquid Chromatogram (HPLC), Gas Chromatogram (GC), TEMPO (Rapid enumeration of Micro Organisms), VIDAS (Rapid detection of Pathogenic Organisms like Salmonella) etc...for the chemical and microbial analysis of samples.

The High Performance Liquid Chromatogram can detect even the faintest traces of micro and macro nutrients, antibiotic residues, heavy metals and chemicals in a given sample of milk. State Dairy Laboratory carries out its testing and calibration activities in such a way to meet the ISO 17025 International Standard and to satisfy the needs of the customer. Now It is trying to get accreditation from the NABL. But it is handicapped by severe staff shortage.

4) Sewage Farm:

Sewage Farm is the fodder farm which was initiated with an intention to provide fodder to the dairy farmers in low price. It was launched under the Department of Dairy Development in 1962. A Deputy Director of the department is appointed as Superintendent is the overall in charge of the Sewage Farm. He will be assisted by two Dairy Extension Officers.

The DEO (I) have the responsibilities regarding the planning about the cultivation, replanting and upgrading cultivation with high yielding variety of crops, harvesting of both coconut and grass, access the requirement of root slips for supply and make it ready as and when required, give direction to the field laborers for gap filling, irrigation, weeding etc, make arrangements to harvest the required quantity of fodder to meet daily indent given by DEO(II), maintain office vehicles, its log book, and stock and stores, verify the attendance of both the permanent and casual workers, deploy the workers as per requirements and verify the norms, scrutinize their leaves and certify their statement, responsible for irrigation, pump house and for application of pesticides as and when required, maintain the stock book of fodder and coconut with the help of agricultural assistant, certify the work dairy of the agricultural assistant, direct the raising of nursery and planting of coconut seedlings, recommend the payment of wages for the workers, act as Technical Assistant to the Farm Supernatant as well as maintain the log book of farm activities. He also plays the role of Public Information officer of the farm.

DEO(II) have the responsibilities of selling grass, root slips, coconut etc, maintain sale register with proper certification, requirement Fodder for the next day should be intimated to the DEO(I), try to market the Fodder at the maximum extent through providing publicity in Media, finding out new avenue for Fodder marketing, verify the weight of Fodder bundles periodically, prepare monthly progress report and submitting to the Farm Supernatant.

The land is owned by the Kerala Water Authority. It was leased to the Dairy Development Department for a long-term. The department undertake this area which was unclean and convert this area appropriate for scientific method of fodder cultivation using sewage water. For the last so many years, fodder has been cultivated using the sewage water from Thiruvananthapuram Corporation area. The non treated sewage water was allowed to flow free in to the fodder plots. No fertilizer was required since sewage mainly contain biological waste like human excreta. Hence the fodder production was relatively cheap. Many people have been rearing cows using the fodder bought from the farm. Recently Thiruvananthapuram Corporation executed a modern sewage treatment plant. It is expected to become fully operational soon. The plant is built on the land taken back from the farm (about 25 acres). As a result the government is in need to shut down the farm. But during the earlier days the farm was capable to use the complete sewage from the Corporation area. But later when the volume of sewage increased along with the increase in the population residing in the corporation area the sewage become more than its requirement and it resulted in its overflow.

Earlier, in 1932 Sewage Farm had about 532 acres of land. Now it has shrunk to about 25 acres. A big chunk of the land has already been given to Central Government Organizations like Air Force, CBI, BSF, IGNOU, a co-operative Engineering College etc. A protest led by the workers of the farm has put a temporary stop to the process of giveaway of lands to other organizations. However, the Sewage Farm is certainly going to be shut down. The challenge before the dairy development department is to hold on to at least some portion of the land and to build a modern hygienic farm for training purposes. There is also some plans to set up a fodder training centre, hydroponics unit etc.. The closing down of the farm is likely to affect the livelihood of the farm laborers and the dairy farmers who depend on the farm for green fodder. However their plight has not received the attention of the authorities or media so far.

5) Kerala Dairy Farmers Welfare Fund:

Kerala Dairy Farmers Welfare Fund the first of its kind in India. The Head Office of the Board is at Thiruvananthapuram. Board has no regional offices KDFWF gives an aid to the dairy farmers of the state. It was established to ensure Social security by providing pension during their old age and by implementing different schemes for the welfare of their family.

The Kerala Dairy Farmers welfare Fund was established by the Kerala Government Ordinance 16250/Leg .Uni. 3/2005/law and Act came in to force after the legislation passed on the 13th of April 2007 with the prior validity. As per KDFWF Act, a Board has been constituted comprising of 12 members, includes the three regional board members, KCMMF Chairman, three government nominees including the chairman, three representatives from traditional DCS, Dairy Development Director and the Chief Executive Officer as the Ex-officio member.

The currently existing board members are :-

1. Sri. John Jacob Vallakkalil - Chairman
2. Sri. P T Gopala Kurup - KCMMF Chairman
3. Sri. Mathew Chammathil - TRCMPU Chairman
4. Sri. P S Sebastian - ERCMPU Chairman
5. Sri. Shelva Kumar Swami - MRCMPU Chairman
6. Sri. C K Shasidharan Pillai - Representative from traditional DCS
7. Sri. V L Thomas - Representative from traditional DCS
8. Sri. M Kunjambadi - Representative from traditional DCS
9. Sri Joseph Paravan Parambil - Government Nominee
10. Sri. Ezhukon Sathyan - Government Nominee
11. Smt. K T Sarojini - Director, Department of Dairy Development
12. Sri. G Hari - Chief Executive Officer

The function of the Board is mainly the administrative control and management of funds for the distribution of various assistance. The official staffs of KDFWF are as follows:-

• Chief Executive Officer	-	1
• Deputy Director (Non Cadre)	-	1
• DFIs		5
• Clerks	-	3
• Data Entry Operators	-	8
• Drivers	-	2
• Office Assistant	-	1
		21

Among the above listed above only the post of Chief Executive Officer is permanent and all other post are deputed from the Department of Dairy Development. Deputy Director General is the State Nodal Officer and the Quality Control Officers of the Districts are the District Nodal Officers. DEOs in DESUs. An 18 year old dairy farmer who pores minimum 500liters of milk during one financial year in a DCS that is registered under the Department of Dairy Development can register in KDFWF by paying the registration fee of 100 rupees. The finance for distributing pensions is collecting from the members in the same pattern following by Accountant General for distributing provident funds.

The following are the financial aid provided by KDFWF for all its members:-

- Pension for Dairy Farmers
- Family Pension
- Marriage Assistants
- Educational Assistants
- Award for the Best Dairy Farmer of the State

- Award for the Best Dairy Farmer of the District
- Disability Fund

Dairy Training Centers:

For organizing training for the Dairy Officials and for the Dairy Farmers there are 5 DTCs in the state. The DTC's are instituted in order to tutor Dairy farmers, Department officials in their respective fields. Different trainings falls under the categories like training for department scheme beneficiary, for commercial dairy farmers and dairy owners, for prospective farmers, for entrepreneurship development, for milk product and manufacture, for dairy co-operative personal, for VHSE students, for food science students, for women groups, Pre-service training for DFIs, in service trainings and workshops for departmental staffs. A DD who act as the Principal is the head of a DTC, assisted by an AD as Vice Principal. Below them there will be DEOs, one SMS (co-operation), Clerks, an OA, A night watcher and a part time sweeper.

5. Dairy training Centers in the State are:-

- 1) Pattom-Thiruvananthapuram
- 2) Oachira – Kollam
- 3) Eerayilkadavu -Kottayam
- 4) Alathur – Palakkad
- 5) Bepoore - Kozhikode

(B) DISTRICT LEVEL:

The District head of DDP is the DD. There are 14 district offices in the state. The DD will be assisted by two Assistant Directors. One AD act as TA to help him in the administration and technical matters and also act as the PIO under RTI act at the District level. QCU, which works under an AD who act as The QCO. And to assist the DD, there are Dairy Extension Service Units headed by DEO at each block.

(I) Deputy Director Officers:

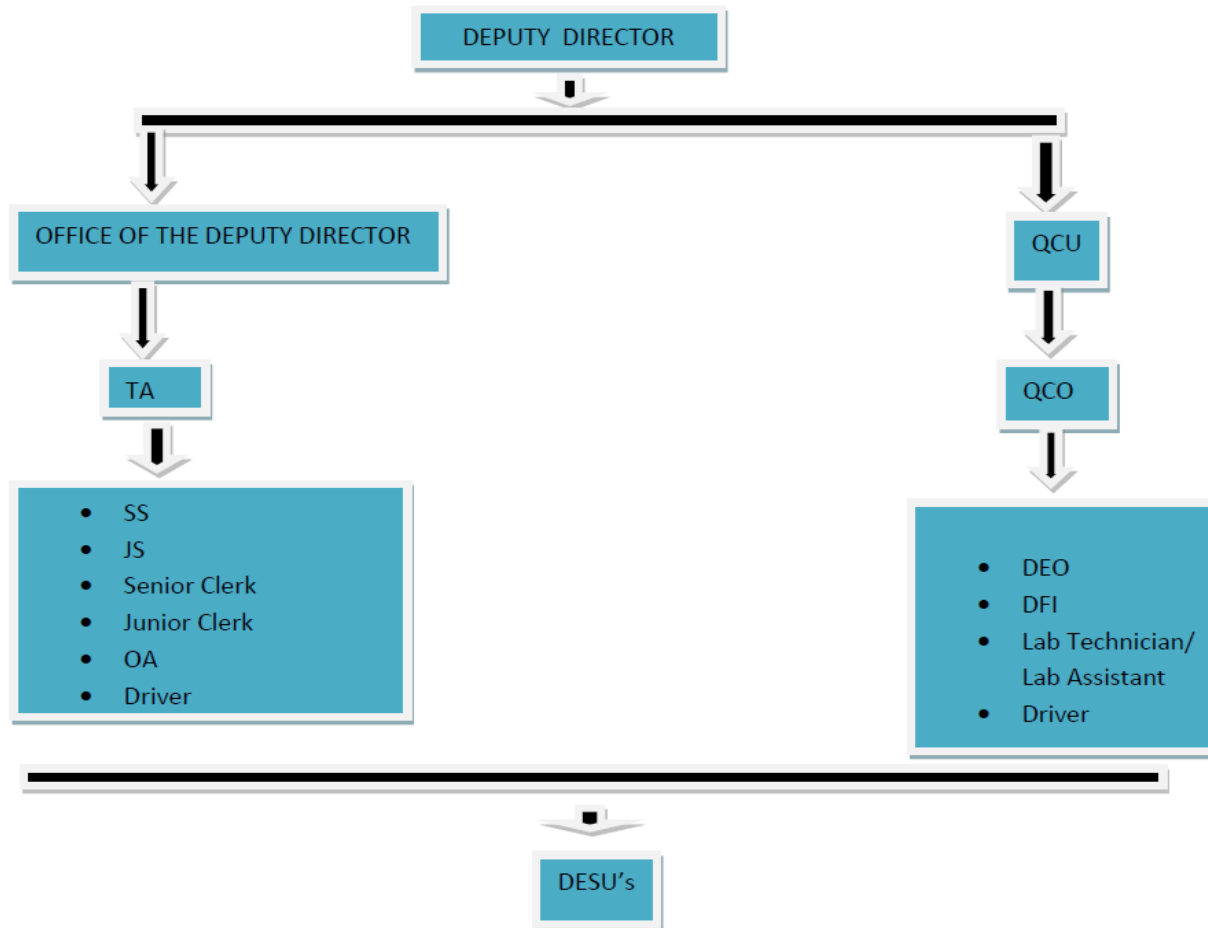
- ✓ Thiruvananthapuram
- ✓ Kollam
- ✓ Pathanamthitta
- ✓ Alappuzha
- ✓ Kottayam
- ✓ Idukki
- ✓ Eranakulam
- ✓ Thrissur
- ✓ Palakkad
- ✓ Malappuram
- ✓ Kozhikkode
- ✓ Wayannad
- ✓ Kannur
- ✓ Kasargod

(II) Office of the Deputy Director:

The DD office control coordinates and supervises all the developmental activities entrusted by the director at the state and the local self governments. The DD office is the link between the state and the block. it implements all plan schemes

implementation, conducts Inspection of QCU and DESUs and Spearhead of the Dairy Extension activities at District level.

Scalar Chain of District level is as follows:-



DD act as the Drawing and Disbursing officer, Administers the district and sub offices of QCU and DESU, Planning ,Coordinating and monitoring of all schemes under state plan, he is the appellate authority of Right to Information Act . Enjoys the power of Registrar of Dairy cooperative societies , Member of District Development committee (D.D.C) , Member of District Planning committee (D.P.C) , Member of District level review committee (D.L.R.C), Member of District level consultative committee (D.L.C.C) , Member of District level Technical Advisory Committee (D.L.T.A.C) , Member of District SC/ST Development committee, Member of District Agriculture Development committee , Member of Consultative committee of Prasarbharathi, Member of Scientific Advisory Committee of Krishi Vinjyankendra., and to attend all District level meetings as directed by Government and district administration. The duty of a Technical Assistant is to completely assist the Deputy Director to perform his duty whereas the duties assigned to the Quality Control officer is to act as the Drawing and Disbursing officer, District level officer engaged in milk qualitative analysis, Assists Deputy Director in discharging his duties ,Ensure the quality of market milk and take remedial measures, Facilitate the procurement of quality cow milk in dairy cooperative societies and ensure fair price to producers, Impart training to society personal in analytical methods of milk testing and standardization of testing equipment's, Create awareness among farmers and consumers on clean and quality milk production, Discharge the responsibility delegated as per SRO 22/96 dated 4/1/1996, Implement the state plan schemes and L.S.G (Local Self Government) schemes. The DEO in QCU will assist the QCO in statutory milk sample collection, market milk sample collection, testing and recording, Laboratory maintenance, Implementation of plan schemes, Inspection of DCS, ensuring the milk collection and proper pricing at DCS.

(C) BLOCK LEVEL:

DESU: The block level office which undertook the duties as Drawing and Disbursing officer, Planning and Coordinating of all schemes under state plan, Enjoys the power of Member of Block level review committee (B.L.C.C), Member of District level Technical Advisory Committee (D.L.T.A.C) to attend all District level meetings as directed by Government and district administration. There are total 156 DESU in the State. It works as the direct connecting link between farmers and the department. They implements the local Self Government Schemes related to the dairy sector. They performs the statutory duties like inspection, conducting elections etc... related to DCS. They are the full time filled based extension workers. A DEO is the head assisted by two DFIs.

SL.NO	DISTRICTS	NO. OF DESUs
1	THIRUVANANTHAPURAM	12
2	KOLLAM	13
3	PATHANAMTHITTA	9
4	ALAPPUZHA	12
5	KOTTAYAM	11
6	IDUKKI	8
7	ERANAKULAM	15
8	THRISSUR	17
9	PALAKKAD	13
10	MALAPPURAM	14
11	KOZHICKODE	12
12	WAYYANAD	3
13	KANNUR	13
14	KASERGOD	4
TOTAL		156

(D) DCS:

DCS is a self governing body and comes under the administrative control of Dairy Development Department. There are 3113 APCOS and 472 Traditional co-operatives become total 3585 Dairy Co-operatives. Each district has an average of 100 societies, which could each comprise 200 to 2,000 dairy farmers. They are the village level milk collection centers. A society is registered under Co-operative Acts & Rules 1969 to procure and sale milk. The farmers bring their produce to the societies, where it is measured in terms of quantity and quality, and this data is recorded on a daily basis. Their process involved manually entering data into registers, ledgers, schedules and forms. The primary duty of these DCS is to collect surplus milk from the Dairy Farmers and help them to market it. They collect the surplus milk from the farmers in the morning and evening and then they send that collected milk to the Dairy plant and the farmers will be paid once in a month. They act as an information centers for Dairy Farmers, supply inputs for Dairy Farmers.

They work under the Three Tier System:-

1. Village Level – Milk Societies
2. Apex Bodies - Regional Unions (TRCMPU, ERCMPU, MRCMPU)
3. State Level - KCMMF

4. CONCLUSION

The year 2012 also conceded away like all the other common year devoid of any carousing despite the fact that it was its Golden Jubilee. I do agree that The Department of Dairy Development anticipated countless achievements during the last 50 years. However the department had botched hardly in some range of activities The present status of per capita availability of milk is 223gm/ day in 2011-12 where as it was only 16gm/day in 1962. There is an severe shortage of feed and fodder and the availability of land for apiece family unit is less than 25 cents.

Department's two main 12th Five year plan strategies are to promote quality forage production and to succeed in excess of the deficit of roughage by increasing the green fodder cultivating area and to employ the waste or unutilized land available with Government and Semi Government for fodder cultivation. One of my suggestion to both the government and the department to cultivate green fodder either individual or in group by making use of the waste lands available with Local self governments, schools, jails etc for fodder cultivation, to encourage the dairy farmers for fodder cultivation on their available piece of land and also encourage dairy clubs in schools to cultivate fodder in small scale it will help to be trouble-free for the department to enhance the fodder cultivation .

In Kerala the per capita consumption is more than that of per capita availability to fulfil the demand of milk by the consumers Kerala imports milk from other States. As a result the quality of market milk is gradually decreasing. According to the statistics provided by the Dairy Development Department of Kerala, 5 dairies were banned because of their low quality of milk during the period of 2006-2011. The State Dairy Laboratory works in the midst of short of specialized human resources and it not yet received the accreditation of NABL. Once more, while going back to the present 12th 5 year plan strategies of the department we should make a note of the following strategies to promulgate the emerging significance of food security in milk production and to achieve persistent growth in the availability of quality milk and milk products .

The Milk and Milk Product Order of 1992, which later included into the Food Safety Standard ACT, 2006 was taken away from the department on 5th August 2011. As a result the Dairy Development Department lost its clout to prohibit the dairies that don't have the registration or license of Food Safety Standard Authority of India or the plant which lacks the prescribed necessities or hygiene or prescribed standard of milk quality, which can be result in the appearance of deprived quality milk and milk products.

Around ten years before the department submitted a project to establish Milk Products Manufacturing Facilitation Centre at Aroor, Pattanakad, Alappuzha. That project was targeted to provide infrastructure in Women's Self Help Group of Pattanakkad Block to produce various milk products with all necessary equipments and facilities. But that stressed upon the English proverb that "INDIANS ARE GOOD PLANNERS BUT NOT IMPLIMENTORS".

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ABBREVIATIONS

AA	Administrative Assistant
AD	Assistant Director
AD (TC)	Assistant Director – Technical Cell
AMUL	Anand Milk Union Ltd.
AO	Administrative Officer
APCOS	Anand Pattern Co-operative Societies
CA	Confidential Assistants
DCS	Dairy Co-operative Society
DD	Deputy Director
DD (Ext)	Deputy Director (Extension)
DD (Gnrl)	Deputy Director (General)
DD (Plng)	Deputy Director (Planning)
DDP	District Development Programmes
DEO	Dairy Extension Officer
DESU	Dairy Extension Service Units
DFI	Dairy Farm Instructors
DTC	Dairy Training Centres
ERCMPU	Ernakulam Regional Co-operative Milk Producers Union
FC	Fair Copy
FO	Finance Officer
FSSA	Food Safety and Standard Act
GO	Gazetted Officer
IW	Inspection Wing
JD (Gnrl)	Joint Director (General)
JD (Plng)	Joint Director (Planning)
JS	Junior Superintendent
KCMMF	Kerala Co-operative Milk Marketing Federation
KCS Act	Kerala Co-operative Societies Act
KDFWF	Kerala Dairy Farmers Welfare Fund
KLDB	Kerala Livestock Development Board
KVASU	Kerala Veterinary and Animal Science University
MRCMPU	Malabar Regional Co-operative Milk Producers Union
NABL	National Accreditation Board of Laboratories
NDDB	National Dairy Development Board
NDRI	National Dairy Research Institute
NGO	Non Gazetted Officers
OA	Office Attendees
PC	Project Cell
PIO	Public Information Officer
RTI Act	Right to Information Act
RTS Act	Right to Service Act
SA	Statistical Assistance
SLA	State Legislative Assembly
SMS	Subject Matter Specialist
SS	Senior Superintendent
TC	Technical Cell
TRCMPU	Ernakulam Regional Co-operative Milk Producers Union
VHSE	Vocational Higher Secondary Education