

# Diary industries and its development in Tamilnadu

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**Abstract:** In recent decades, developing countries have increased their share in global dairy production. This growth is mostly the result of an increase in numbers of producing animals rather than a rise in productivity per head. In many developing countries, dairy productivity is constrained by poor-quality feed resources, diseases, limited access to markets and dairy animals' low genetic potential for milk production. Unlike developed countries, many developing countries have hot and/or humid climates that are not favorable for dairying. Since the 1970s, most of the expansion in milk production has been in South Asia, which is the main driver of milk production growth in the developing world. Indian Dairy farming is a class of agriculture for long-term production of milk, which is processed for eventual sale of a dairy product. The current milk chain flow in India is from milk producer to milk collection agent. Then it is transported to a milk chilling center and bulk transported to the processing plant, then to the sales agent and finally to the consumer. In most developing countries, milk is produced by smallholders, and milk production contributes to household livelihoods, food security and nutrition. Milk provides relatively quick returns for small-scale producers and is an important source of cash income. This is a study the existing marketing practices adopted by the union in Tamilnadu and their strategies for developing the dairy industry and also ensure availability of quality milk and milk products to the consumers at reasonable rates.

**Keywords:** Dairy development, Milk, Co-operative organisation, Aavin, Strategies.

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## 1. INTRODUCTION

The Co-operative Movement in India began in 1904. The Anand Milk Union Ltd (Amul) started in 1946 at Anand, Gujarat, is a sterling example of successful Dairy Co-operative Organization. The strategy for organized dairy development in India was actually conceived in the late 1960s, within a few years after the National Dairy Development Board (NDDB) was founded in 1965. It rested on the Operation Flood programme, which was conceived by the NDDB and endorsed by the government. Operation Flood is a unique approach to dairy development.

Operation Flood and dairy co-operatives emerged in India as the largest rural employment scheme, enabling the modernization of the dairy sector to a level from where it can take off to meet not only the country's demand for milk and milk products but can also exploit global market opportunities. As the milk cooperative movement spread across the country, "White Revolution" began in India and India became the largest milk producer in the world. All this was achieved not merely by mass production but production by the mass.

The Dairy Development Department was established in 1958 in Tamilnadu. The administrative and statutory control over all the milk cooperatives in the State were transferred to the Dairy Development Department on 1.8.1965. The Commissioner for Milk Production and Dairy Development was made as the functional Registrar under the Tamilnadu Cooperative Societies Act. With the adoption of 'Anand pattern' in the State of Tamilnadu, Tamilnadu Co-operative Milk Producers' Federation Limited was registered in the State on 1st February 1981. The commercial activities of the Department such as Milk Procurement, Processing, Chilling, packing and sale of milk to the consumers etc., hitherto dealt with by the Tamilnadu Dairy Development Corporation Ltd., were transferred to the newly registered Tamilnadu Co-operative Milk Producers' Federation Limited, popularly known as "Aavin". Significant achievement has been made by Milk Producers' Cooperative Societies, Unions and Federation in the State of Tamilnadu.

**1.1 Objectives of the Tamilnadu Dairy Development Department**

1. To organize Milk Producers’ Cooperative Societies in villages to safeguard the milk producers from the exploitation of the private traders.
2. To pay regular and remunerative price to the milk producers based on the quality of milk.
3. To work towards bringing the un-organized dairy sector into an organized structure.
4. To ensure availability of cattle feed, green fodder and provide veterinary inputs and health care to milch animals.
5. To ensure availability of quality milk and milk products to the consumers at reasonable rates.
6. To strive to uplift rural economy and empowerment of women.

**1.2 Strategies adopted to achieve the objectives**

To achieve the objectives of the Dairy Development Department, the following activities are being undertaken:

1. Providing Artificial Insemination service to cattle, insurance of cattle, inputs like fodder seeds and cuttings for fodder cultivation to milk producers in dairy co-operative sector.
2. Strengthening of clean milk production at village level through necessary education and milk testing.
3. Implementation of various Schemes of State and Central Government.
4. Strengthening and increasing the handling capacity of Dairies functioning in Dairy Cooperative sector.
5. Opening of new parlours, sales points, formation of new milk routes, consumer societies and sale of milk cards.

NDDDB’s creation is rooted in the conviction that our nation’s socioeconomic progress lies largely on the development of rural India. NDDDB’s programmes and activities seek to strengthen farmer cooperatives and support national policies that are favourable to the growth of such institutions.

**The above strategies are discussed below:**

**CATTLE FEED:**

Nutrition plays a key role in animal productivity and fertility. Over last five years, through provision of subsidy and training to milk producers, thrust has been given in the usage of cattle feed by cooperative milk producers. As a result, off take of cattle feed supplied through Aavin has increased 12 times over last five years. As a long term measure, the production capacity of cattle feed plant at Erode has been enhanced to 150 MT per day at a total cost of Rs. 20.36 Crore. This plant has been in operation since 1982. Various types of feeds are produced at Erode which are supplied to District Unions, Animal Husbandry Department and local bodies. During 2013-14, the storage capacity of raw material and finished products were increased from 3350 MT to 6000 MT with an investment of Rs.3.50 Crore. **21,331 MTs** of balanced cattle feed was produced by this plant during the year 2016-17. Apart from Erode Cattle Feed, Cattle feed is also arranged through other agencies like Tamilnadu Co-operative Marketing Federation - (TANFED – IPL & IFFCO), Andhara Pradesh Co-operative Marketing Federation – (AP Mark Fed) and Telegana State Marketing Federation – (TS MarkFed)

**CATTLE FEED OFF-TAKE DETAILS (in MTs)**

Year	Off-Take (in MTs)
2010-2011	4612
2011-2012	15046
2012-2013	31093
2013-2014	53292
2014-2015	51702
2015-2016	58652
2016-2017	60770
2017-18 (upto Dec’17)	60947

### Mineral Mixture Plant

Minerals are essential for proper metabolic functions. Mineral mixture contains all the essential minerals in required quantities. Feeding area specific mineral mixture should be preferred.

#### Benefits of Feeding Mineral Mixture:

- Helps improving growth rate in calves.
- Better utilization of absorbed nutrients.
- Increases milk production in animals and improves reproductive efficiency and reduces inter-calving period.
- Increases productive life and improves immunity status of the animals.

Four mineral mixture plants are functioning at Villupuram, Thiruchirapalli, Tirunelveli and Erode District Co-operative Milk Producers' Unions. Each plant has a production capacity of 12 MT per day.

#### MINERAL MIXTURE OFF-TAKE DETAILS 2011 - 17 (in MTs)

Year	Total Quantity Supplie(in MTs)
2011-2012	171.60
2012-2013	390.67
2013-2014	131.10
2014-2015	244.42
2016-2017	1314.73
2017-18 (upto Dec'17)	973.41

**FODDER DEVELOPMENT:** At present, 20.58 acres of land is available in four unions where fodder cultivation is under progress. It is proposed to cultivate fodder in 59.75 acres covering all the 17 district unions and necessary action has been initiated in this regard. Cultivation of CO3, CO4 and CO5 slips, Azolla, Hydroponics are being introduced among the producers.

#### SCHEME

**I. Part – II Scheme** – Under Part-II scheme implemented by the State Government with the 50% subsidy, SS Milk Cans, Electronic Milko-Tester, Milk Collection Accessories Kits, Automatic Milking Machines were distributed to the producers.

**II. National Dairy Plan (NDP-I) - Ration Balancing Programme (RB)** - is being implemented in 7 milk unions viz: Salem, Coimbatore, Erode, Villupuram, Vellore, Trichy and Madurai unions under Phase - I and in Kpm-Tvtr, Dharmapuri, Dindigul and Tirunelveli unions under Phase - II at a Total project cost of Rs.2172.22 lakh commencing from 2014-15 to 2018-19. The programme is aimed at reducing the feeding cost by adopting least cost formulation with locally available feed materials.

**III. National Agricultural Development Programme - (NADP)** - Under this Central Government Scheme, Automatic Milk Collection Unit (AMCU), Data Processing Milk Collection Unit (DPMCU), Chaff Cutter, Automatic Milking Machines have been given to the MPCS of the district unions.

**IV. National Livestock Mission (NLM)** - Under this scheme fodder slips, fodder seeds, chaff cutter are being distributed to the farmers at subsidized rate. Further, capacity building and training to the progressive dairy farmers is also being implemented.

**V. State Fodder Development Scheme (SFDS):** Under this scheme, fodder seeds, fodder slips, tree saplings were distributed to the producers of 16 district unions. The total amount allocated under the scheme for the year 2015-16 was Rs.25.00 crore.

**VI. Fodder Development at Pudukudi** – In 2017-18, 20 acre land will be brought under fodder cultivation at Pudukudi farm in Thanjavur District.

## **TRAINING**

**Training Centre** - At present 3 training centres are functioning at Salem, Madurai and Tirunelveli unions. Two training centres namely, Salem and Tirunelveli have been accredited by the Central Monitoring Unit (CMU). Training on Clean Milk Production (CMP), Artificial Insemination (AI) & First Aid (FA), Bulk Milk Cooler (BMC) and Non conventional Feed and Fodder resources apart from Orientation programme for new Secretaries, Milk Tester training are being conducted by the Training centres.

## **SPECIAL ACHIEVEMENTS**

1. The Nucleus Jersey and Stud Farm has been granted the ISO 9002:1994 Quality System Certification by the Bureau of Indian Standards vide License No. QSC/L-008958 with effect from 25-02-2002 . Now, the Quality System Certification of ISO 9002:1994 has been upgraded to ISO: 9001:2000.
2. This is the second Farm in India to obtain ISO Certification.
3. Among the 13 Farms maintained by the Co-operatives in India , this Farm is the first one to get ISO 9002:1994 Certification.
4. Even in Tamil Nadu this is the only Farm with ISO 9002:1994 Certification.
5. Out of about 65 semen stations evaluated all over India , The Nucleus Jersey Farm was awarded “A” GRADE by the Government of India based on the evaluation carried out by the Central Monitoring Unit constituted by the Department of Animal Husbandry and Dairying, Government of India. Only 7 Semen Stations have obtained “A” Grade in the country.
6. The data available in this Farm on semen production, Animal maintenance, Fodder production, trials on new fodder varieties etc are utilized by Research Scholars and Post-graduate students of Tamilnadu Veterinary and Animal Sciences University and Tamilnadu Agricultural University .
7. For the Milk Producers of Dairy Co-operative Societies of various Districts and for the under graduate students of Veterinary Colleges this Farm is highly educative.
8. Many Farmer/Producers visit this farm and seek guidance to start small dairy farms of their own at their places.

## **2. CONCLUSION**

Most of the rural people especially women make their livelihood by rearing milk animals and by supplying milk to the Co-operatives. Keeping this in view and to improve the rural economy and to enhance the personal income of the stake holders in rural area, Government of Tamilnadu directed the Tamilnadu Co-operative Milk Producers’ Federation and District Co-operative Milk Producers’ Union to raise the procurement price of the cow's milk from Rs.23.00 to Rs.28.00 per litre and that of the buffalo’s milk from Rs.31.00 to Rs.35.00 with effect and the milk cost as per the revised procurement price is being disbursed to the Milk producers.

Currently, India is the largest producer of milk in the world and dairying is one of the largest processing industries in India. As a result of economic liberalization, the dairy cooperatives now operate in an environment of competition. The cooperatives need to improve operations by adopting innovative technologies. The cattle population in India is approximately 15% of total cattle population in the world. India stood no. 1 position in milk production. Tamilnadu is one of the leading state in milk production. The milk production in Tamilnadu per day is 145.88 Lakh litres.

## **REFERENCES**

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