

GOVERNMENT OF INDIA  
MINISTRY OF FISHERIES, ANIMAL HUSBANDRY AND DAIRYING  
DEPARTMENT OF ANIMAL HUSBANDRY AND DAIRYING  
RAJYA SABHA

UNSTARRED QUESTION No. 2647  
TO BE ANSWERED ON 11<sup>TH</sup> AUGUST, 2023

**REARING AND MAINTENANCE OF MILCH ANIMALS UNDER WHITE REVOLUTION**

2647. SHRI ADITYA PRASAD:

Will the Minister of FISHERIES, ANIMAL HUSBANDRY AND DAIRYING be pleased to state:

- (a) the details of measures taken for rearing-up and maintenance of milch animals under White Revolution during the last five years;
- (b) whether such efforts have made any impact on the income of cattle rearers in the country, if so, the comparative details of the last five years;
- (c) the efforts being made to boost production and income by encouraging cattle rearers in this sector, the details thereof; and
- (d) the details of milk production and its demand in the country at present?

**ANSWER**

**THE MINISTER FOR FISHERIES, ANIMAL HUSBANDRY AND DAIRYING  
(SHRI PARSHOTTAM RUPALA)**

(a) and (c) The Department of Animal Husbandry and Dairying is implementing Rashtriya Gokul Mission (RGM) for development and conservation of indigenous breeds, genetic upgradation of bovine population and enhancement of milk production and productivity of bovines in the country since 2014. The following key measures have been taken to boost milk production and income of cattle rearers under RGM:

- (i) Nationwide Artificial Insemination Programme for extension of Artificial Insemination coverage.
- (ii) Progeny testing and pedigree selection for production of high genetic merit bulls of indigenous breeds.
- (iii) Establishment of Breed Multiplication Farms preferably of indigenous breeds.
- (iv) Promotion of In-vitro Fertilization (IVF) technology for faster genetic upgradation of indigenous breeds.
- (v) Implementation of genomic selection using genomic chip.
- (vi) Sex sorted semen production for indigenous breeds.
- (vii) Funds have been released to the States for establishment of 16 Gokul and 2 National Kamdhenu Breeding Centres.

(b) Dairying is sustainable activity in rural India as it is playing important role in providing livelihood support to more than 8 crore rural households engaged in dairying mainly small and marginal farmers and landless labours. As per National Account Statistics 2022, the value of output of milk has increased by 88.88% (from Rs.4.95 lakh crore to Rs. 9.35 lakh crore) between 2014-15 to 2021-22.

(d) As per Basic Animal Husbandry Statistics 2022 (BAHS-2022) the total milk production in the country is 221.06 million metric tonnes. Department had conducted a study on Demand of Milk and Milk Products in India under National Dairy Plan Phase I (NDP-I) and as per the study the estimated demand projections of milk and milk products for the year 2030 at All India level is 266.5 million metric tonnes.

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