

GOVERNMENT OF INDIA
MINISTRY OF COOPERATION

RAJYA SABHA
UNSTARRED QUESTION NO. 1762
TO BE ANSWERED ON 11/12/2024

Promotion of Dairy Cooperatives

1762 SHRI K.R.N. RAJESHKUMAR:

Will the Minister of COOPERATION be pleased to state:

- (a) the steps taken by the Central Government to promote dairy cooperatives across the country, especially in rural areas;
- (b) whether the Ministry is supporting the capacity building and technological upgradation of dairy cooperatives;
- (c) the initiatives undertaken to improve the marketing and branding of dairy products from cooperatives; and
- (d) the specific targets set for increasing milk procurement and value addition through cooperatives in the next five years?

ANSWER

THE MINISTER OF COOPERATION
(SHRI AMIT SHAH)

(a): The Government is implementing, inter-alia, following specific schemes in the country for promoting the dairy cooperatives and providing better dairying ecosystem to the farmers associated with dairy cooperatives, namely-

- i. Supporting Dairy Cooperatives and Farmer Producer Organizations engaged in dairy activities (SDCFPO)
- ii. Animal Husbandry Infrastructure Development Fund (AHIDF)
- iii. Rashtriya Gokul Mission (RGM)
- iv. National Livestock Mission (NLM)
- v. Livestock Health and Disease Control Programme (LH&DCP)

Further, the Government has also launched White Revolution 2.0 with aim establish/strengthen about 1,03,000 Multi Dairy cooperative societies in the country over a period of next five years.

(b): The Government is implementing the following schemes which have provisions for capacity building and technological upgradation of dairy cooperatives:

- I. National Livestock Mission:** One of the submissions of the scheme is innovation and extension and under the component extension, assistance is made available to the States/ Union Territories for organization of seminars, workshops, training, capacity building for livestock farmers/ groups, breeders associations, promotional activities related to Animal Husbandry, operationalisation of farmers field school, exposure visit for farmers, demonstration activities, creating awareness through social media and audio visual support etc. Latest technology like artificial insemination among sheep, goats and pigs is promoted under the scheme.
- II. Animal Husbandry Infrastructure Development Fund (AHIDF):** AHIDF is being implemented to facilitate incentivisation of investments in establishment of dairy

processing and value addition infrastructure, feed manufacturing, vaccine and drug production units, animal waste to wealth management, breed improvement technology and breed multiplication farms, etc. The erstwhile Dairy Infrastructure Development Fund has been merged with AHIDF.

III. Accredited Agent for Health and Extension of Livestock Production (AHELP): For generating awareness among farmers Department has inducted “A HELP” (Accredited Agent for Health and Extension of Livestock Production). A-HELP is acting as a local livestock resource person and a connecting point between the livestock farmers and Veterinary Services. Further, MAITRIs (Multipurpose AI Technicians in Rural India) are being inducted by the Department to deliver Artificial Insemination Services at Farmers doorstep. MAITRIs are also handling animal vaccinations, first aid, animal nutrition advice, and farmer awareness.

IV. Rashtriya Gokul Mission: One of the components of the scheme Rashtriya Gokul Mission is organization of farmer awareness programmes including organization of fertility camps, milk yield competition, calf rallies and farmer training programme. Latest breeding technologies are being made accessible to farmers including Artificial Insemination (AI) with sex sorted semen, Bovine In-Vitro Fertilization (IVF) and genomic selection.

(c): To improve the marketing and branding of dairy products from cooperatives, National Dairy Development Board is implementing “Support to Strengthen Marketing Operations of Producers’ Owned Institutions” with following components under the scheme are as under:

- (i) Infrastructure Support: Establishment of milk parlors and cold chain infrastructure.
- (ii) Brand Development and Promotion: Deployment of professional branding/marketing agency and financial aid for brand promotion.
- (iii) Professional Support- Advisory support through Marketing Professional as well as financial aid for hiring sales and marketing professionals.
- (iv) Training & Capacity building.
- (v) Market Research Studies.

25 dairy cooperatives are currently supported under the scheme. Till date, under the scheme, 91 new milk parlours have been established. Besides, cold chain infrastructure of these cooperatives were strengthened by adding about 1600 cooling equipment to their distribution networks.

(d): The Ministry of Cooperation has launched SOP for ushering White Revolution 2.0 with objective “To increase the milk procurement of dairy cooperatives by 50% from the present level over the next five years by providing market access to dairy farmers in uncovered areas and increasing the share of dairy cooperatives in organised sector.”

The White Revolution 2.0 envisage the following targets by the end of 2028-29 year.

- (i) Milk procurement by dairy cooperatives to reach to 1007 Lakh Kg per day (LKGPD).
- (ii) Setting up of around 56,000 new Multipurpose-DCS (M-DCS)/Multipurpose-PACS (M-PACS).
- (iii) Strengthening of around 46,000 existing DCS/Multipurpose-DCS (M-DCS)/Multipurpose-PACS (M-PACS).
