

GOVERNMENT OF INDIA
MINISTRY OF COOPERATION

RAJYA SABHA
STARRED QUESTION NO. 281
TO BE ANSWERED ON 26th MARCH, 2025

White Revolution

281 Shri Raghav Chadha:

Will the Minister of COOPERATION be pleased to state:

- (a) the progress made in implementing the 'White Revolution 2.0' initiative in Punjab; and
- (b) the steps taken particularly for empowerment of women farmers and the enhancement of local milk production in Punjab?

ANSWER

THE MINISTER OF COOPERATION
(SHRI AMIT SHAH)

(a) to (b): A statement is laid on the Table of the House.

STATEMENT REFERRED TO IN REPLY TO PARTS (a) to (b) IN RESPECT OF RAJYA SABHA STARRED QUESTION NO. 281 FOR REPLY ON 26TH MARCH, 2025 ASKED BY SHRI RAGHAV CHADHA REGARDING WHITE REVOLUTION.

(a) to (b): The Ministry of Cooperation has launched cooperative-led "White Revolution 2.0" aimed at expanding cooperative coverage, employment generation and women's empowerment with an objective "To increase the milk procurement of dairy cooperatives by 50% from the present level over next five years by providing market access to dairy farmers in uncovered areas and increasing the share of dairy cooperatives in organised sector.

The Standard Operating Procedure (SOP) for White Revolution 2.0 was launched on 19.09.2024. In absolute terms, by the end of fifth year i.e 2028-29, the milk procurement by dairy cooperatives is expected to reach 1007 lakh kg per day. The target will be achieved through two pronged strategies:

- i. Expanding the coverage by dairy cooperatives.
- ii. Deepening the reach of dairy cooperatives.

For the above purpose, the Ministry of Cooperation has envisaged to set up 75,000 new Dairy Cooperative Societies (DCSs) in uncovered panchayats/villages and strengthen 46,422 existing DCSs. These DCSs will be provided market linkage either by expanding the existing milk routes or by creating new milk routes. NDDB will coordinate various activities related to White Revolution 2.0.

Women play an indispensable role in India's dairy sector performing important work related to milking, feeding, managing cattles and ensuring animal health. Nearly 70% of workforce in dairy farming consists of women, yet their contribution often remain undervalued due to unorganized nature of the sector. Women led dairy cooperatives have emerged as powerful tool for their empowerment. By setting up DCS in every uncovered panchayat/village under white revolution 2.0, more women dairy farmers will be brought under organized dairy cooperative sector for empowerment of women. So far as Punjab is concerned, a target to set up 2,378 new DCSs and strengthening of 2,440 existing DCS has been fixed under white revolution 2.0 and so far, 87 DCSs have been registered.
