

GOVERNMENT OF INDIA
MINISTRY OF AGRICULTURE AND FARMERS WELFARE
DEPARTMENT OF AGRICULTURE, COOPERATION AND FARMERS WELFARE

LOK SABHA
UNSTARRED QUESTION NO.343
TO BE ANSWERED ON THE 5TH FEBRUARY, 2019

OPERATION GREEN AND OPERATION FLOOD

343. SHRI SHRIRANG APPA BARNE:
DR. PRITAM GOPINATH MUNDE:
SHRI KUNWAR PUSHPENDRA SINGH CHANDEL:
SHRI ANANDRAO ADSUL:
SHRI ADHALRAO PATIL SHIVAJIRAO:
DR. SHRIKANT EKNATH SHINDE:

Will the Minister of AGRICULTURE AND FARMERS WELFARE कृषि एवं किसान कल्याण मंत्री be pleased to state:

- (a) whether the Government has launched Operation Green which aims to aid farmers to double their income by 2022 if so, the details thereof;
- (b) whether the Government has finalised the modalities of Operation Green, if so, the details thereof;
- (c) the allocation made for implementation of Operation Green;
- (d) whether the Government has evaluated the performance of Operation Flood, if so, the achievements made under the Operation Flood particularly in Bundelkhand;
- (e) the extent to which the Operation Flood has increased the income of farmers;
- (f) the extent to which Operation Flood has minimised stray cow problem in the country particularly in Bundelkhand; and
- (g) whether the Government has linked the production areas with the consumption centres particularly in Bundelkhand to increase product sales and if so, the details thereof?

ANSWER

MINISTER OF STATE IN THE MINISTRY OF AGRICULTURE AND FARMERS WELFARE

कृषि एवं किसान कल्याण मंत्रालय में राज्य मंत्री (SHRI PARSHOTTAM RUPALA)

(a) to (c): In pursuance to budget announcement for the year 2018-19, Ministry of Food Processing Industries (MoFPI) has launched a new central sector scheme "Operation Greens – A scheme for integrated development of Tomato, Onion and Potato (TOP) value chain" with a budgetary allocation of Rs. 500 crore spread over 2018-19 and 2019-20 with allocation of Rs. 200 crore and Rs. 300 crore respectively.

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Scheme Guidelines are available in public domain at <http://mofpi.nic.in/Schemes/download-guidelines-9>

(d) to (g): The Operation Flood (OF) Programme was implemented by the National Dairy Development Board in three phases between 1970-1996 which connected the rural milk producers to the urban consumers through the network of dairy cooperatives and laid the foundation for White Revolution in the country. OF assisted in establishing 73,000 village milk producers' cooperatives in 170 milk sheds. Notably 9 million milk producing households came under the fold of OF. The physical progress of Dairy Cooperatives during OF is at **Annexure**.

Operation Flood is considered as world's largest food and development programme. The World Bank Report "India: The Dairy Revolution – the Impact of Dairy Development in India and the World Bank's Contribution" by Wilfred Candler and Nalini Kumar, 1998 highlights the progress of Operation Flood. It mentions that with an investment of Rs.20 billion, the Operation Flood Programme provided net return of Rs.2400 billion to the rural economy each year, which was remarkably highest input-output ratio. Further, it has also contributed to an increase of 40 million tonnes in milk production and there was an annual estimated gain of about Rs. 30,000 crore due to the programme.

The Operation Flood has increased the productivity thus addressed the problem of stray cattle to some extent.

During Operation Flood, some part of current Bundelkhand region was covered by "Sagar Milk Union", formed during 1980-81. At present in cooperative sector, in Bundelkhand region of Madhya Pradesh-Bundelkhand Milk Union and in Bundelkhand region of Uttar Pradesh – Chitrakoot and Jhansi Milk Unions are operational. In addition to this NDDB Dairy Service (NDS), a wholly owned subsidiary of National Dairy Development Board (NDDB) has initiated dairy development activities in the Bundelkhand region (both Uttar Pradesh and Madhya Pradesh) with financial assistance from national rural Livelihood Mission (NRLM), a project under ministry of Rural Development, Government of India. Under NRLM mission 3 dairy development projects have been sanctioned for Bundelkhand region. These are- Dairy Development Project in Sagar, Dairy Development Project in Chhatarpur, Madhya Pradesh, and Dairy Development project in 5 districts of Bundelkhand region of Uttar Pradesh. The existing set up in cooperative sector and producer companies as well as new projects under NRLM will strengthen the linkage of production area with the consumption center in Bundelkhand region.

Annexure

Physical progress of Dairy Cooperatives during Operation Flood(OF)

Parameters	Unit	Pre-OF June 1970	End of OF March 1996
Producer Members	Million	0.11	9.3
Village Societies	No	1,350	72,744
District union/milksheds	No	5	170
Districts covered	No	5	352
States/UTs covered	No	1	23
Average liquid milk procurement	Million Kg/day	0.31	10.9
Average liquid milk sale	Million litre/day	0.9	9.9
Rural processing capacity	Million litre/day	0.66	19.2
Drying capacity	Tonnes/day	-	990
Cattle feed capacity	Tonnes/day	-	5,205

Source: Milk Unions & Federations
