

GOVERNMENT OF INDIA  
MINISTRY OF FISHERIES, ANIMAL HUSBANDRY AND DAIRYING  
DEPARTMENT OF ANIMAL HUSBANDRY AND DAIRYING  
LOK SABHA  
UNSTARRED QUESTION NO. 1132  
TO BE ANSWERED ON 8<sup>TH</sup> FEBRUARY, 2022

**IMPORTANCE OF DAIRY SECTOR**

1132: SHRI T.R. BAALU:

WILL THE MINISTER OF FISHERIES, ANIMAL HUSBANDRY AND DAIRYING

मत्स्यपालन, पशुपालन और डेयरी मंत्री

be pleased to state:

- (a) whether the Government has made any efforts to raise public awareness about the relevance of milk and milk products in daily life, and the importance of the dairy sector in India's rural economy;
- (b) if so, the details thereof; and
- (c) if not, the reasons therefor?

**ANSWER**

THE MINISTER OF FISHERIES, ANIMAL HUSBANDRY AND DAIRYING

(SHRI PARSHOTTAM RUPALA)

(a) **and (b)** Yes sir, the Government has made following efforts to raise public awareness about the relevance of milk and milk products in daily life and importance of the dairy sector in India's rural economy;

1. The Department of Animal Husbandry and Dairying, M/o Fisheries, Animal Husbandry & Dairying, celebrates "National Milk Day" on 26<sup>th</sup> November and the "World Milk Day" on 1<sup>st</sup> June every year since 2014. In these events, all stakeholders and Media are invited. During National Milk Day 2021, the Gopal Ratna Award for the best Farmers rearing Indigenous Cattle/Bufalos, best Artificial Insemination Technicians and best Dairy Cooperative society /Milk producers Company/Farmer producers organization engaged in collection of milk were conferred by the Government under the Scheme "Rashtiya Gokul Mission" to motivate the individuals engaged in Dairy sector especially at rural level.
2. The Department in partnership with Startup India, launched the '**Animal Husbandry Startup Grand Challenge**', in search of innovative and commercially viable solutions to address the problems faced by the animal husbandry and dairy sector.
3. **Awareness programs through audiovisual publicity and through Common Service Centres(CSC)-** Wider publicity of Government's Schemes are being given through audiovisual and print medias by way of flyers, information booklets, success story videos etc. Till date, the Department has arranged 4000 awareness camps through Common Service Centres(CSCs) across the country. The Department disseminates information through it's website, annual reports & an e-Gopala webpage. The Department participates actively on Episodes in DD Kisan Channel & various social media platforms also to raise public awareness.

4. ICAR established a technology transfer project called Krishi Vigyan Kendra (KVK). Over the years, the KVKs emerged as a national network of training organization at the base level for imparting improved knowledge and skills to the farmers, farm women, rural youth and extension functionaries. This department is giving capacity building of farmers through training programs on Dairying and Livestock Management to 80000(Eighty thousand) farmers by arranging 2000 three day training programs through 400 KVKs across the country.
5. Beside this, National Dairy Development Board(NDDDB) is also engaged via many platforms like Social media & webinars , TV Commercial & Films , Episode in DD Kisan, National Nutrition Month, study tours, IMAP portal , Biogas-based electricity generation plant for milk union & dairy mark, Exhibitions and Display advertisements to raise public awareness.

( c) In view of reply above, does not arise.

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