

GOVERNMENT OF INDIA
MINISTRY OF FISHERIES, ANIMAL HUSBANDRY AND DAIRYING
DEPARTMENT OF ANIMAL HUSBANDRY AND DAIRYING
LOK SABHA
UNSTARRED QUESTION No. 1312
TO BE ANSWERED ON 11th FEBRUARY 2025

DAIRY SECTOR

1312. Shri Naba Charan Majhi:
Smt. Smita Uday Wagh:

Will the Minister of FISHERIES, ANIMAL HUSBANDRY AND DAIRYING
मत्स्यपालन, पशुपालन और डेयरी मंत्री
be pleased to state:

- (a) the objectives of the initiatives and how aim at improving the dairy sector and rural livelihoods in Maharashtra especially in Jalgaon Lok Sabha Constituency;
- (b) the manner in which the distribution of 3,000 high-genetic-merit cattle to beneficiaries in Mayurbhanj district impact local milk production and rural incomes;
- (c) the details on the strategies to be employed to ensure that the Gift Milk Programme effectively combats malnutrition among children in Mayurbhanj;
- (d) the manner in which the Ministry plan to ensure that the fortified milk meets national standards for nutritional quality and what measures are in place to track its effectiveness in combating malnutrition;
- (e) whether the Government has introduced a new Market Support Programme aimed at doubling the milk procurement capacity from five lakh litres per day to ten lakh litres per day, how does the Ministry anticipate this will impact milk production, processing, and farmers' incomes in Odisha, particularly in Mayurbhanj; and
- (f) the Market Support Programme and the 37.45 crore Productivity Enhancement project impact milk production, processing and farmers' incomes in Maharashtra?

ANSWER

THE HON'BLE MINISTER OF FISHERIES, ANIMAL HUSBANDRY AND DAIRYING
(SHRI RAJIV RANJAN SINGH ALIAS LALAN SINGH)

- (a) The Department of Animal Husbandry and Dairying is implementing following dairy development schemes to improve dairy sector across the country including Maharashtra :
 - (i) Rashtriya Gokul Mission with the aim of development and conservation of indigenous bovine breeds, genetic upgradation of bovine population and enhancement of milk production and productivity of bovines in all the States/ UTs and all the districts are covered under the programme including Jalgaon Lok Sabha Constituency. Maharashtra is participating under Rashtriya Gokul Mission and Central assistance of Rs 101.58 Cr has been released since inception of the scheme. Under the nationwide AI programme so far 2 lakh animals have been covered, 2.54 lakh AI performed and 1.22 lakh farmers benefitted in Jalgaon district of Maharashtra.

(ii) National Programme for Dairy Development scheme focuses on creating/strengthening of infrastructure for quality milk testing equipment as well as primary chilling facilities. As on date 4 projects have been approved with total outlay of Rs 51.77 Crore (Central Share Rs 46.46 Crore) including Rs 1.30 Crore for Jalgaon district. Jalgaon dairy plant laboratory has been strengthened and 121 Dairy Cooperative Societies in Jalgaon district has been provided with Automatic Milk Collection Unit.

(iii) Animal Husbandry Infrastructure Development Fund (AHIDF) also aims to help increase milk processing capacity and product diversification thereby providing greater access for unorganized rural milk producers to organized milk market. As on date, 30 Dairy Projects have been sanctioned in Maharashtra with an total outlay of Rs 1856.85 Crore including loan amount of Rs 1268.72 Crore.

(b) Productivity of local animals in Mayurbhanj district is low due to their low genetic makeup. In order to enhance productivity of local animals in the district 3,000 high genetic merit animals have been inducted under Rashtriya Gokul Mission. This will not only enhance milk production in the district but also increase rural income.

(c) and (d) In order to combat the issue of malnutrition among school going children. Giftmilk program has been launched in Mayurbhanj district of Odisha. Initially the programme is being implemented in few selected schools with about 1200 children. Under the Giftmilk programme, National Dairy Development Board (NDDB) Foundation for Nutrition is distributing quality tested 200ml of flavoured milk fortified with Vitamin A & D to students which has multifaceted benefits. Milk is supplied under the programme is as per standards and specifications prescribed by Food Safety and Standards Authority of India (FSSAI).

(e) Yes, Sir. Odisha State Cooperative Milk Producers' Federation Ltd. (OMFED) and their constituent milk unions together procure about 5 Lakh litres of milk per day. To support increase in milk procurement National Dairy Development Board (NDDB) has initiated a market support program for brand building, distribution coverage enhancement and capacity building with an outlay of Rs.3.9 Crore in which NDDB is providing Rs. 1.90 Crore as grant and Rs. 1.41 Crore as interest-free loan.

(f) The market support programme is initiated for enhancing milk procurement by Odisha State Cooperative Milk Producers' Federation Ltd. The productivity enhancement programme being implemented with an allocation of Rs 37.45 crore is for genetic upgradation of bovine population in Mayurbhanj district. Both the programme is for increasing farmers' income and enhancing rural economy.

Maharashtra is participating under the schemes being implemented by the Department namely Rashtriya Gokul Mission for genetic upgradation of bovine population and National Programme for dairy development for milk procurement, processing, marketing and value addition for enhancing rural economy. With the implementation of these schemes milk production in the State has increased from 12.02 million tonnes in 2019-20 to 16.04 million tonnes in 2023-24 that is by 33.44%.
