



A Monthly e Magazine
ISSN:2583-2212

March, 2026 Vol.6(3), 655-658

Popular Article

Market Milk Industry Development in India during Pre and Post Operation Flood

Dr. Satla Sneha Priya¹, Dr. Vankudoth Sandeep²

¹Contract Teaching Faculty, Department of Livestock Products Technology, C. V. Sc, Rajendranagar, Hyderabad

²PG student, Department of Livestock Products Technology, C. V. Sc, Rajendranagar, Hyderabad

[DOI:10.5281/ScienceWorld.19203793](https://doi.org/10.5281/ScienceWorld.19203793)

Dairy development in India before Operation Flood:

British people established military dairy forms for the supply of milk and butter to the colonial army. The 1st farm started in Allahabad in the year 1913, followed by in Bangalore, ooty and karnal. With the growth of population in urban areas, consumers depend on milk vendors who kept cattle in these areas and sold their milk, often door to door. As a result of this several cattle sheds came into existence in different cities, which led to environmental problems.

As the milk vendors focused on increasing the profits, the high yielding cattle developed sterility problems which influenced on calving rate. As a result, the unproductive cattle sold to slaughter houses. This problem focused the country to develop genetically superior breeds. At the time of 2nd world war, private dairies were established with some modern processing facilities. In the metro Politian cities like Bombay, Calcutta, Madras, Delhi and some other towns processed milk, table butter and ice cream were available in a limited scale. Polson's, Keventers and express dairy are some of the urban processing dairies established in those days. But these dairies focused only on increasing milk production and getting more profits rather than improving the breeds of milch animals. As a result modernization of dairy industry became a priority for the government after 1st 5 year plan in 1951 and it was put in place. The goal to provide hygienic milk for growing countries population lead to development of milk schemes in large cities. The government implemented programmes such as Integrated Cattle Development Project (ICDP), Key Village Scheme (KVS) and several others to stimulate milk production. However, milk production remained stagnant because of absence of stable and remunerative market for milk producers.

655



During 1951-1970 the growth rate in milk production is only 1% even after development of different policies by government. It became difficult to procure milk from rural areas and implementing schemes to increase profits, as no attention was paid to create an organized system for procurement of milk because it was left to contractor's and middlemen.

Dairy development in India after Operation Flood:

Organized dairy development in India started in the late 1960's after the establishment of National Dairy Development Board (NDDB). This helped in promoting dairy cooperatives by giving loans and grants and providing technical support. In 1969 government of India approved operation flood programme and its financing through monetization of world food programme gifted commodities, but did not provide handling of government funds. Therefore in 1970 government established a public sector company, the Indian Dairy Corporation (IDC). The IDC will test the quality, their storage and transfer to user dairies, and receiving the payments from dairies. So, IDC having the responsibility to take care of financial aspects, whereas the technical support was provided by NDDB.

Operation Flood Phases:

Operation Flood programme was set up with the objectives to enhance milk production, increase the rural income and to ensure reasonable price to the farmers for the milk they produce. OFP implemented in 3 phases.

*Phase I-1970-1980,

*Phase II-1981-1985,

*Phase III- 1986-1996.

During phase I sale of 1, 26, 000 metric tonnes of skim milk powder (SMP) and 42, 000MT of butter oil gifted by European Union, then European Economic Committee (EEC) through world food programme. India currently having 133349 village dairy cooperatives federated into 177 milk unions and 15 milk federations that produced on an average of 25.1 million litres of milk every day. These village dairy cooperatives have nearly 14.11 million farmers as members. During this phase, operation flood linked 18 milk sheds with consumers in India's four metropolitan cities: Delhi, Mumbai, Calcutta and Chennai.

During phase II, milk sheds were increased from 18 to 136; 290 urban markets expanded the outlets for milk. By the end of 1985, 43000 village cooperatives covering 4.25 million milk producers. Domestic milk powder production increased from 22000 tons to 140000 tons by 1989, this increase had come from dairies set up under operation flood. Direct marketing of milk by producer cooperatives increased by several million litres a day.



During phase III, enabled dairy cooperatives to expand and strengthen the infrastructure required for procuring and marketing increasing volumes of milk. Veterinary first-aid health care services, feed and artificial insemination services expanded. 30000 new dairy cooperatives were added to the existing 43000 cooperatives. Milk sheds increased to 173, and the women's dairy cooperative societies increased significantly. Phase III focused on increasing research and development in animal health and nutrition, which ultimately enhanced productivity of milch animals.

India ranks 1st in cattle and buffalo population, in spite of this high population, the total milk production is only 987kg/lactation when compared with world average of 2038kg/lactation. The countries like Denmark and Israel, though the bovine population decreased over past decade but the milk production has gone up because of the increased productivity of animals

Government Initiatives to Boost Dairy Industry

The government has taken several initiatives for the development of the dairy industry in India. Few initiatives under taken by the government to further boost the opportunities in the dairy sector in India are as follows

Rasthriya Gokul Mission:

To enhance milk output and productivity which ultimately increase farmer's income from dairy, the Rasthriya Gokul Mission has given 5 years extension for implementation. The farmers can now have access to several technologies at their step included sex sorted semen, In-vitro fertilization technique and genomic selection. Milk production has increased from 198.4million MT in 2019-2020 to 300 million MT in 2024-2025 with the implementation of the planned programme. An increase in milk production of an average of 1,200kg/animal/year will directly assist 8crore dairy producers.

Dairy Entrepreneurship Development Scheme (DEDS)

DEDS implemented by the department of Animal Husbandry, Dairying and Fisheries for creating self-employment opportunities in the dairy industry. It was focused on the activities such as improvement in milk production, procurement, and preservation, transportation, processing and marketing by offering back –ended capital subsidies for different projects. The National Bank for Agriculture and Rural Development (NABARD) was taking care of this programme.



*If we look into the development of Dairy industry during Pre-Independence and Post-Independence era, the following changes have occurred

S. No'	Aspect	Pre-Independence	Post-Independence
1	Organization	Unorganized, traditional methods	Structured cooperatives and modern techniques
2	Ownership	Mostly individual or family-owned farms	Collective ownership via co-operatives (Example- AMUL)
3	Supply chain	Non-existent or fragmented	Integrated supply chains with collection, processing and distribution
4	Milk yield	Very low productivity due to indigenous breeds & poor nutrition	Improved yield due to cross breeding, better fodder and veterinary care
5	Processing	Manual or very basic	Modern pasteurization, packaging, chilling units
6	Storage	No refrigeration	Cold storage and chilling plants widely available
7	Institutions	None or negligible	Establishment of NDDB, AMUL, State milk federations
8	Global status	Marginal player	World's largest milk producer (Since 1998)

References:

- * www.dahd.nic.in
- * NDDB Reports 2023-2024
- * FAO statistical data
- * Government of India, Basic Animal Husbandry Statistical reports 2023-2024

