

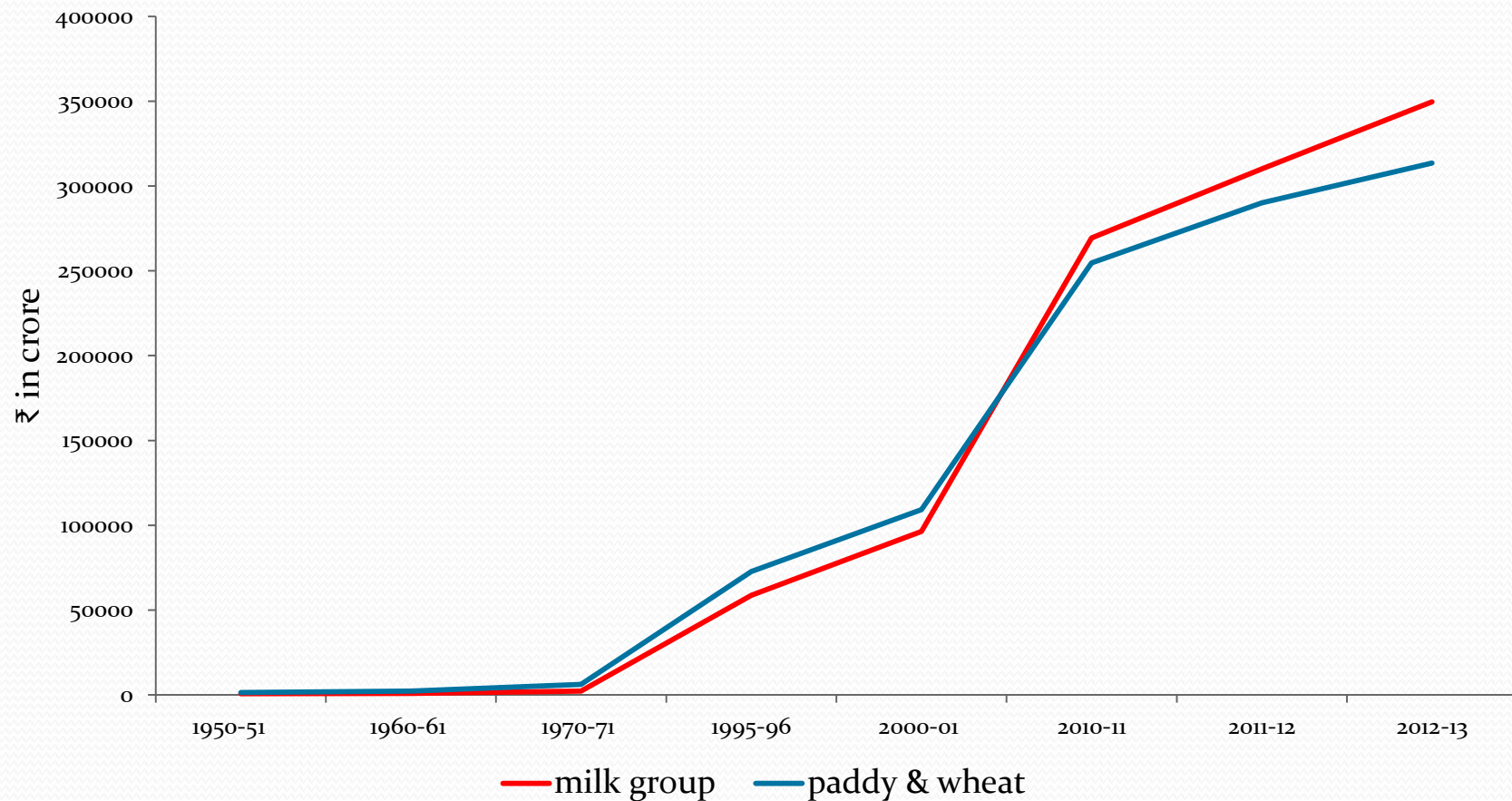
# **CONVERGENCE *for* HIGHER PRODUCTIVITY**

25-26 Aug 14,  
ANAND

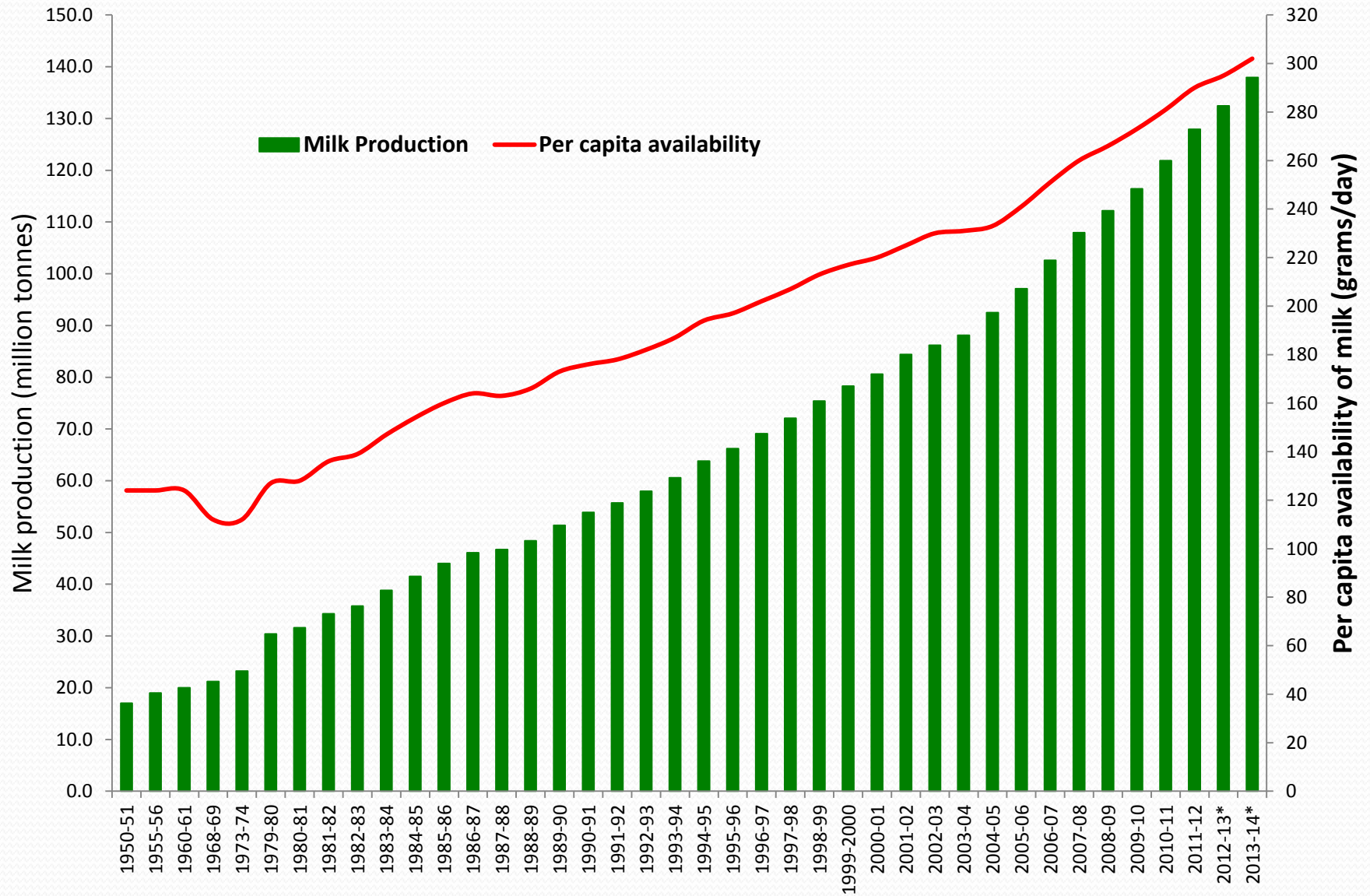


National Dairy Development Board  
August 2014

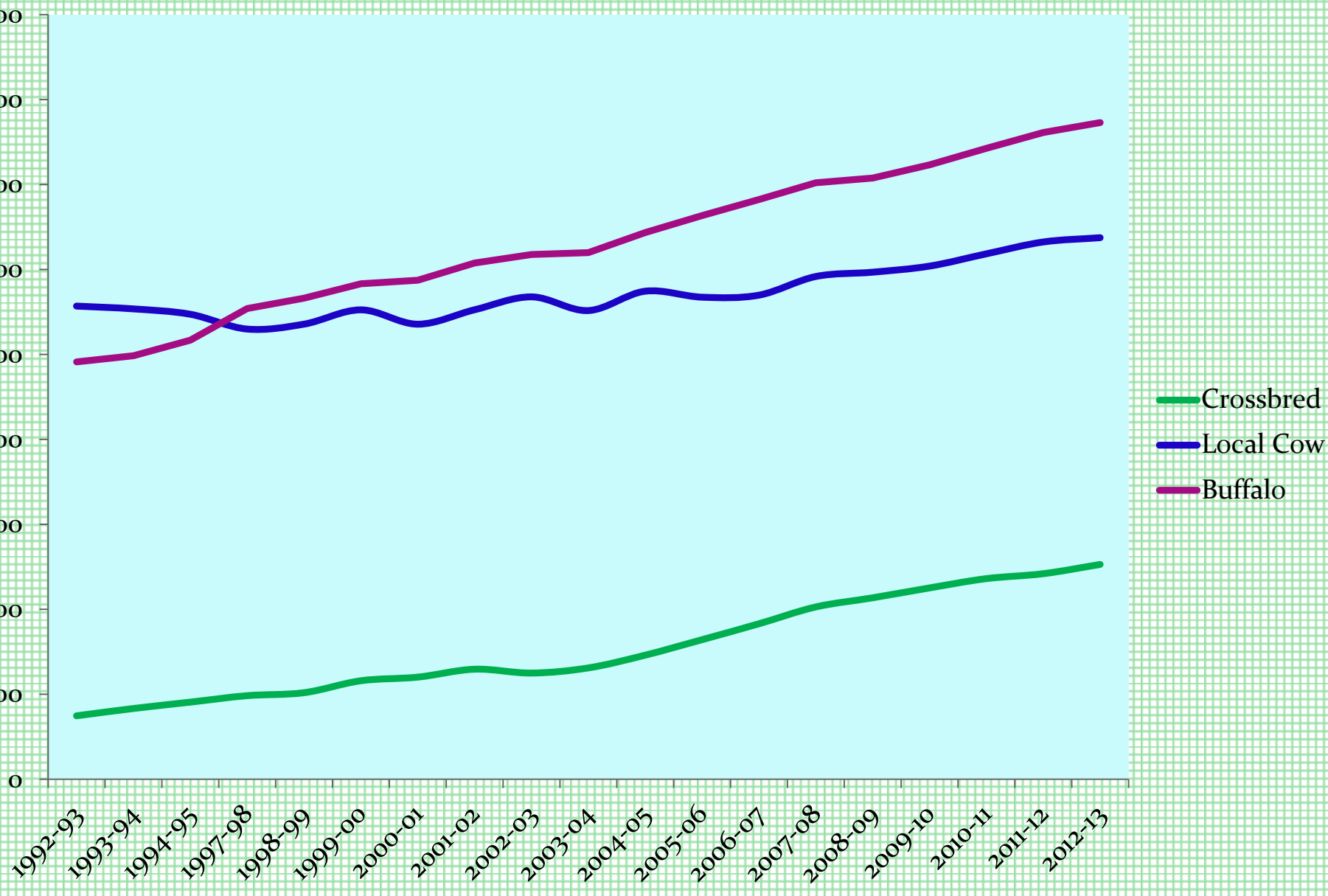
## Value of output of milk > paddy and wheat



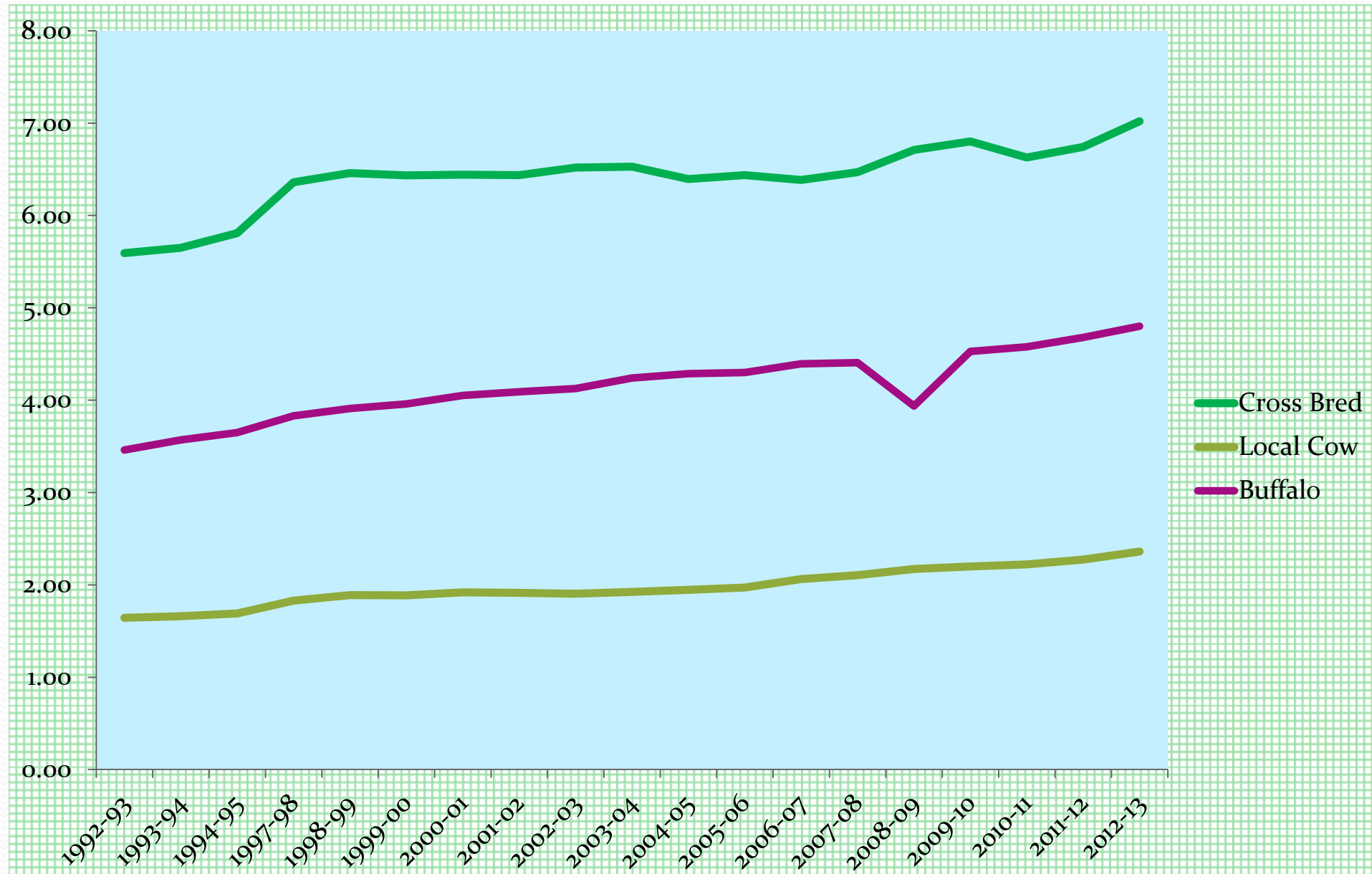
# Milk Production and Per Capita Availability



# Distribution of In-milk animals over the years ('000 Nos.)



# In-milk yield over the years (Kg/Day)



Crossbred cow	Indigenous cow	Buffalo (Kg/day)
<b>High (&gt; 9.0)</b>	<b>High (&gt; 4.5)</b>	<b>High (&gt; 6.5)</b>
Punjab Kerala	Punjab Haryana	Punjab Haryana
<b>Medium(7.0 to 9.0)</b>	<b>Medium(3.0 to 4.5)</b>	<b>Medium(4.5 to 6.5)</b>
Gujarat Haryana Rajasthan Andhra Pradesh Uttar Pradesh Madhya Pradesh Maharashtra Tamil Nadu	Gujarat Rajasthan	Rajasthan West Bengal Gujarat Andhra Pradesh
<b>Low (&lt;7.0)</b>	<b>Low (&lt;3.0)</b>	<b>Low (&lt;4.5)</b>
Orissa Bihar Karnataka West Bengal	Bihar Tamil Nadu Uttar Pradesh Madhya Pradesh Karnataka Andhra Pradesh, Kerala West Bengal, Maharashtra Orissa	Uttar Pradesh Tamil Nadu Maharashtra Bihar Madhya Pradesh Orissa Karnataka Kerala

# Categorisation of States by Milk production and procurement

<b>Milk Production</b> (million tonnes)	<b>Milk Procurement</b> (Lakh Kg per day)	<b>Cooperatives' procurement as % of production</b>
<b>High (&gt; 16.0)</b>	<b>High(&gt; 70)</b>	<b>High (&gt; 40)</b>
Uttar Pradesh	Gujarat	Gujarat
<b>Medium (9.0 to 16.0)</b>	<b>Medium(30 to 70)</b>	<b>Medium (10 to 40)</b>
Rajasthan Andhra Pradesh Gujarat Punjab	Karnataka Maharashtra	Karnataka Maharashtra* Tamil Nadu* Kerala
<b>Low (&lt;9.0)</b>	<b>Low (&lt;30)</b>	<b>Low (&lt; 10)</b>
Madhya Pradesh Maharashtra Haryana Tamil Nadu Bihar Karnataka West Bengal Kerala Orissa	Tamil Nadu Andhra Pradesh Rajasthan Punjab Bihar Kerala Madhya Pradesh Uttar Pradesh Orissa Haryana West Bengal	Orissa Bihar Andhra Pradesh* Rajasthan Punjab* Madhya Pradesh Haryana West Bengal Uttar Pradesh*

# Dairy Development & Animal Husbandry Schemes

- **Department of Animal Husbandry Dairying & Fisheries**
  - National Programme on Bovine Breeding and Dairy Development (NPBBDD)
  - National Livestock Mission (NLM)
  - Livestock Health & Disease Control (LH&DC)
  - Dairy Entrepreneurship Development Scheme (DEDS)
  - NDP Phase I
- **Department of Agriculture & Cooperation**
  - RKVY and its Sub scheme-
    - *National Mission for Protein Supplement*



# **Dairy Development & Animal Husbandry Schemes**

- **Ministry of Rural Development**
  - National Rural Livelihood Mission (NRLM)
- **Ministry of Food Processing Industries**
  - Scheme for Cold Chain, Value addition and Preservation Infrastructure
- **Ministry of Women & Child Development**
- **Ministry of Tribal Affairs**
- **Dairy Development Schemes of NABARD**

# National Programme on Bovine Breeding and Dairy Development (NPBBDD)

## A. National Programme on Bovine Breeding

### Activities under NPBB:

- Establishment of **30,000 AI centres** (*funding for 5,000 centres only, remaining funding may be sourced from NMPS*)
- Strengthening of **84,000 existing AI centres** (*Replacement of cryocontainers @20% per year, AI Kits & training to AI worker*)
- Development and conservation of *indigenous breeds (bull production / procurement for natural service)*
- Implementation of *modern reproductive technique (Semen Sexing, Embryo Transfer Technology and Genomics)*

# Contd...

## B. Dairy Development Programme (Non NDP I)

- Activities under DDP
  - Strengthen *village dairy cooperatives*; Create and strengthen infrastructure for Clean Milk Production, milk procurement, processing and marketing
  - Rehabilitation of *potentially viable milk Unions / Federations*

# National Livestock Mission (NLM)

## **Sub Mission on Livestock Development; Component IV: Risk Management and Insurance**

- **Objective:** To cover indigenous/crossbred milch animals including cattle, buffaloes, ... **for insurance**
- 2011-12 eight lac animals (dairy) insured

# National Livestock Mission (NLM)

## Sub-mission on feed & fodder

### Objective:

- To address the problems of scarcity of animal *feed resources*
- To focus on increasing both *production and productivity* through adoption of improved and appropriate technologies best suited to specific agro-climatic region in both arable and non-arable land.

# ... contd

- **Activities:**
- Fodder Production from Non-forest wasteland/grassland/ non arable land/ current fallows
- Fodder Production from forest land
- Fodder seed production/procurement and distribution
- Conservation of fodder through post-harvest technologies (*hand/power driven chaff cutters, fodder block making unit, silage unit, Mineral mixture/bypass protein/fat making units, feed testing laboratories*)

# Livestock Health & Disease Control (LH&DC)

- **Objective**

- Assistance to States for *control of livestock diseases; Establishment and strengthening of existing veterinary hospitals and dispensaries*

- **Activities:**

Assistance to state for control of animal disease.

- National Project on Rinderpest Surveillance and Monitoring (NPRSM)
- National animal disease reporting system (NADRS)
- Establishing and strengthening of existing veterinary Hospitals and dispensaries.
- FMD, Brucellosis, classical swine fever control programme

# Dairy Entrepreneurship Development Scheme (DEDS)

**Subsidy**, maximum of 25% (33.33% for SC/ST farmers) for setting up of mini dairy units (*upto 10 animals*), establishment of **milking parlours, BMC Units, cold chain facilities and dairy processing infrastructure etc.**

- Milk Unions/ Federations can avail funds for purchase of milking machines, testing equipment's like milko-tester and Bulk Milk Coolers, dairy processing equipment's etc.
- Further they can also promote dairy entrepreneurs in its operational area.



# RKVY

- *A flexible scheme for overall agricultural growth*
- Production growth : 35%
- Infrastructure & Assets : 35%
- Special schemes : 20%
- Flexi fund 10%
- Convergence with other schemes a condition
- *Most Dairy/ AH related schemes covered*

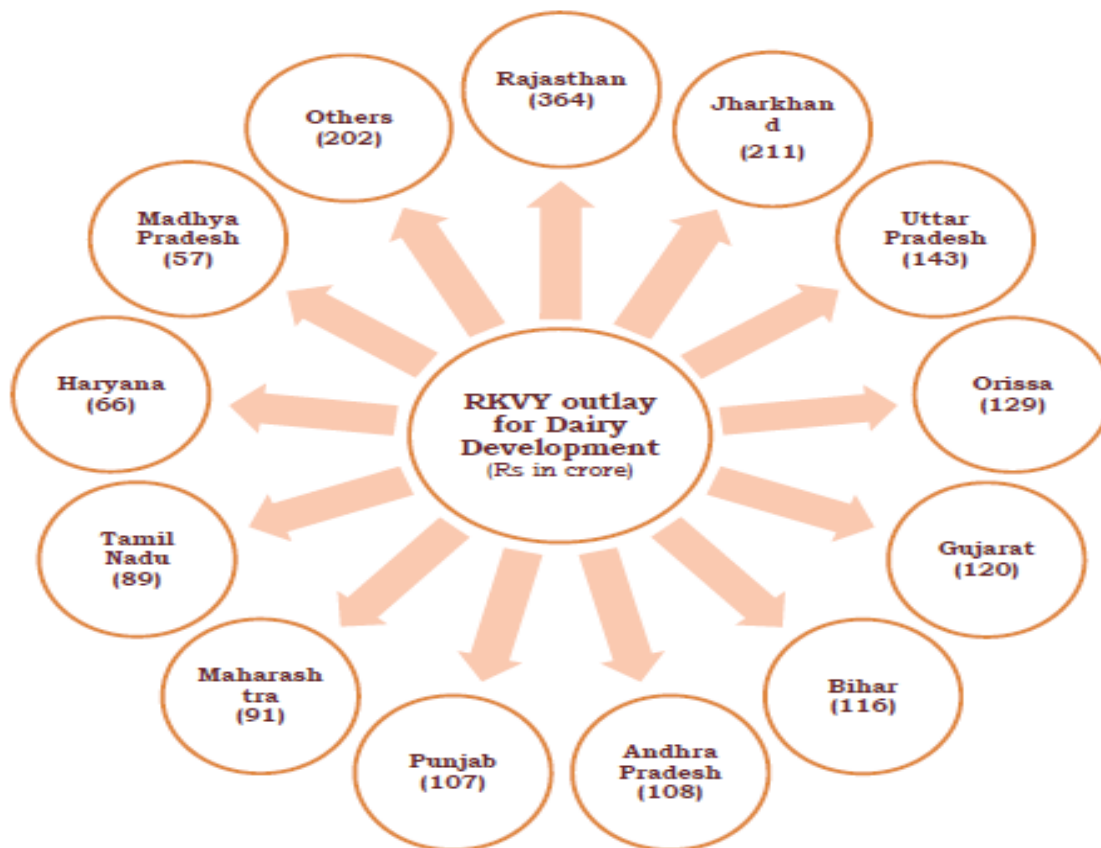
# National Mission for Protein Supplement (NMPS) under RKVY

## ● Activities :

- Assistance to modernise & expand existing processing units.
- Creation of cold chain facility
- Creation of AI centres
- Demonstration of improved technologies/ practices for improving productivity
- Scientific feeding practices & production of quality bulls for natural service
- Production & supply of fodder blocks, creation of fodder banks
- Any other innovative project to improve productivity of milk and widening scope of marketing quality milk

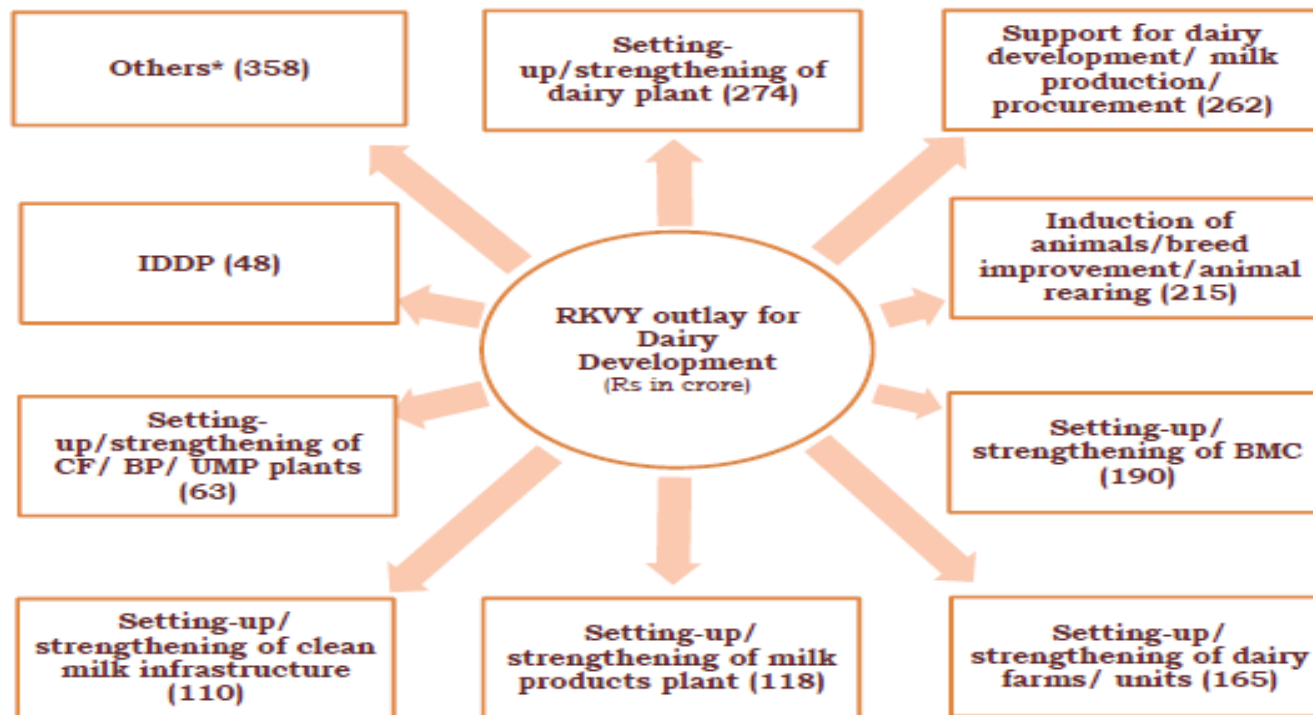
# RKVY : DAIRY DEVELOPMENT

**RKVY outlay for Dairy Development: State-wise**



# RKVY: DAIRY DEVELOPMENT

**RKVY outlay for Dairy Development: Segment-wise**



\* Others include strengthening of DCS/ collection unit/ SHG, animal shed, support for marketing, capacity building, setting up of CC/AMCU/milking machine, etc.

# National Rural Livelihood Mission

NRLM aims at creating efficient and effective institutional platforms of the rural poor enabling them to increase household income through sustainable livelihood enhancements and improved access to financial services.

## Activities of NRLM related to Dairying and Animal Husbandry:

- **Institutions building**
  - Promoting dairying as one of the livelihood activities among SHGs, livelihood groups and producer collectives and **linking them** to Dairy Cooperatives
  - Generating **awareness** through Community Resource Person (CRPs) on clean milk production for production and supply of good quality milk.
  - Use of **Community Resource Persons (CRPs)** appointed under NRLM as LRP for implementation of Ration Balancing Programme (RBP) in the operational area of the Milk Unions
  - **Pashu Sakhi**
- **Livelihoods Promotion - Mahila Kisan Sashaktikaran Pariyojana**
  - Promoting dairy development activities at village level

# Contd...

- **Community Investment Support** on 'Livestock and Dairying'
  - Induction of **good quality milch animals**
  - Promoting good animal management practices through Livestock extension system
  - Promoting animal health care services by developing network of para-vets, conduct of animal health and vaccination camps and supply of medicine kits.
  - Milk Unions can leverage upon the **delivery channel of NRLM** for support in distribution of fodder seed for fodder cultivation and promote community based fodder cultivation.

# Schemes of Ministry of Food Processing Industries

## I. Cold Chain, Value addition and Preservation Infrastructure

- **Objective**

- To develop infrastructure related to cold storage like Processing Centre at the farm level, Control Atmosphere (CA)/ Modified Atmosphere (MA) cold storage, normal storage and Individual Quick Freezing (IQF)

- **Pattern of Assistance**

- Financial assistance(grant-in-aid) of 50% the total cost of plant and machinery and technical civil works in General areas and 75% for NE region subject to a maximum of Rs.10 crores.

... contd

## II. National Mission on Food Processing

- **Cold chain for non-horticulture products (including milk)**
  - Assistance for cold chain solutions as grant-in-aid of 35% of total project cost in general areas & 50% in NE & difficult region subject to a **maximum of Rs. 5 crore**
- **Possible convergence**
  - Milk Unions/ Federation may avail funds for cold storage at dairy plants, Moving cold storage units to ease distribution, chilling infrastructure, Scraped surface heat exchangers, Bulk Milk Coolers at farm level for pre-cooling, Milk products processing units as Value Addition Centres et al.



# **Schemes of Ministry of Women & Child Development**

- **Support to Training & Employment Programme for Women (STEP)**
  - For organisation of Women DCS.
- **Grant-in-Aid scheme for assistance to voluntary organisations in the field of women and child development**
  - For induction of cattle for Women beneficiaries, organisation of Women DCS, etc.

# Schemes of Ministry of Tribal Affairs

- **Special Central Assistance to Tribal Sub Plan** (*allocated budget 1200 crore for 2014-15*) &
- **Scheme of Grant-in-Aid to State Governments under Article 275(1) of the Constitution of India** (*allocated budget 1317 crore for 2014-15*)
  - State may avail fund dairy development in tribal dominated area to promote dairying as livelihood option

# Dairy Development Schemes of NABARD

- **NABARD Warehousing Scheme (NWS)**

- NWS is funded for setting up of any dry and cold storage infrastructure.
- Dairy Cooperatives can avail funds under this scheme majorly for BMC/milk silo including Civil structure and storage godown of minimum 50 MT capacity along with ancillary structures.
- The beneficiary has to contribute minimum 20% of the project cost; The balance 80% of the project cost (subject to a minimum of 50%) can be sourced from NABARD as interest bearing loan.

## • Financing and Supporting Producer Organisations (PODF)

- Producer Companies/Cooperatives can avail term loan as well as working capital loans.
- Subsidy is available for all activities until there is no change in the form of milk from collection to processing and packing of liquid milk only.
- Subsidy maximum of 25% of project cost would be available under Integrated Scheme for Agricultural Marketing (ISAM) and NABARD will provide 10% of loan amount as grant for Training and capacity building activities. The balance amount (minimum 50%) can be sourced from NABARD as loan with current quarterly rate of interest of 10.50%.

## • RIDF

# National Dairy Plan Phase I

- India: largest milk producer in the world
  - 137.6 million tonnes in 2013-14
- It is estimated that demand for milk is likely to be
  - **About 155 million tonnes by 2016-17**
  - **Around 200 million tonnes by 2021-22**
- To meet the growing demand
  - Increase the annual incremental milk production from **4 million tonnes** per year in past 10 years to **7.8 million tonnes** in the next 8 years (210 million by 2021-22)
- NDP I a scientifically planned multi-state initiative to
  - Increase the productivity of milch animals and thereby increase milk production to meet the rapidly growing demand for milk

# National Dairy Plan Phase I

- World Bank (IDA) assisted Central Sector Scheme of GoI with an outlay of Rs. 2242 Crore implemented by National Dairy Development Board through End Implementing Agencies

## Project Objectives:

- Increase **productivity** of milch animals and thereby increase milk production to meet the rapidly growing demand for milk through scientific breeding and feeding
- Provide rural milk producers with **greater access to the organised milk processing sector** by strengthening and expanding milk procurement system at village level

## Component A: Productivity Enhancement

### Production of HGM cattle and buffalo bulls

- Production of 2,500 HGM bulls
- Import of 400 exotic bulls/ equivalent embryos



### Strengthening of “A” and “B” graded Semen Stations

- Production of 100 million semen doses annually in the terminal year



### Pilot Model for Viable Doorstep AI delivery Services

- 3000 MAITs carrying out annual 4 million doorstep AIs by the terminal year



### Ration Balancing Programme

- Coverage of 2.7 million milch animals in 40,000 villages



### Fodder Development Programme

- Production of 7,500 tonnes of certified/ truthfully labeled fodder seed
- 1350 silage making/ fodder conservation demonstrations



## Component B: Village Based Milk Procurement System

### Strengthening and Expanding Milk Procurement System at Village level

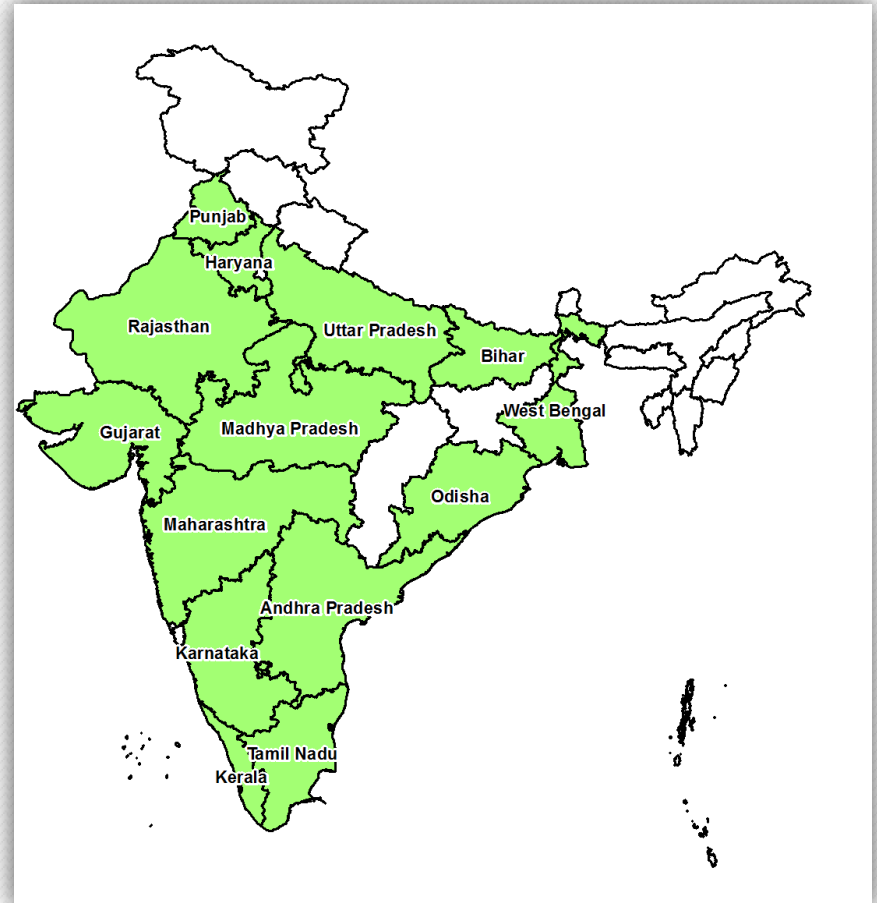
- 23,800 additional villages to be covered
- 1.2 million additional milk producers



# Proposed Project Area

- NDP I is focussing on 14 major milk producing States which accounts for
  - More than 90 per cent of the country's milk production,
  - Over 87 per cent of the breedable cattle and buffalo population and;
  - 98 per cent of the country's fodder resources

**Benefits of NDP I however will be across the country**





# Convergence

- Breeding policy
  - New induction, Semen stations( Semen sexing, embryo transfer) AI services
- Animal health
  - Vaccination, AH services
- Feed & Fodder
  - Fodder cultivation, Management of crop residues, Ration Balancing, Mineral mixtures, Bypass fat/ protein

# Convergence

- Infrastructure:
  - Milk Chilling, Transport, Women DCS, Feed plants, Revival of coops
- Marketing:
  - FSSAI compliance, Farmers' institutions, Focus on women, Transparency
- Financial Inclusion: All members to get bank accounts
- Digital India:
  - all milk unions ➡ coops ➡ members



Thank You