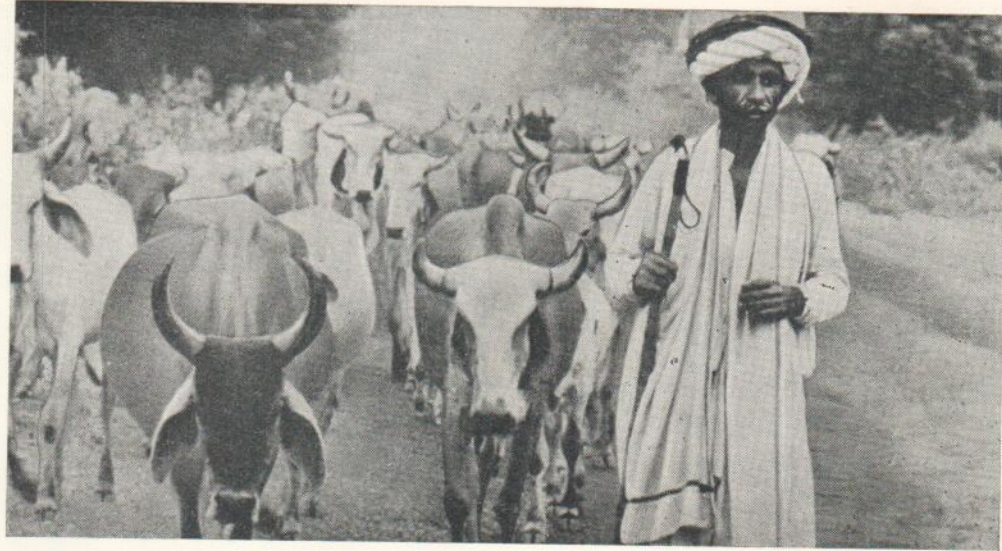


Milk Marvel of the Century



Operation Flood, a massive dairy development programme, was launched on July 1, 1970. It grasped in its strong hands the country's then infant dairy industry and resolutely helped it step into the twentieth century.

The first phase, a co-ordinated Rs. 116 crore project designed by the National Dairy Development Board (NDDB) and launched by the Indian Dairy Corporation (IDC), Operation Flood I began the gigantic task of upgrading and modernising milk production, procurement, processing and marketing. Thus waging an all-out offensive against scarcity and all its associated ills.

Funds generated by the sale of dairy commodities donated by the World Food Programme (FAO-UN) assisted this project to carry out its mission. This included establishing dairy co-operative unions in rural milksheds, setting up of animal husbandry units, constructing modern dairies in major cities, organising storage and long-distance transportation and project planning with manpower development.

the Indian dairy industry has grown, developed and diversified. Operation Flood I is completed. The second phase of Operation Flood, is a fully articulated programme designed to build on the strong infrastructure laid by the earlier project. This Rs. 500 crore project was formally launched on October 2, 1979.

This programme is assisted by the European Economic Community (EEC) which provides as a gift, butter oil and milk powder, and by the World Bank, with a soft loan.

This document tells the who-how-when-why story of the billion litre idea that is Operation Flood.

◁ Stepping into the twentieth century:

Operation Flood has helped Indian dairying modernise itself. Processing complexes have been set up in rural milksheds all over the country.

The first phase of Operation Flood laid the firm foundation on which