

Spearheading the White Revolution



Calcutta Madras Delhi Bombay

Pointing the way to the future, the milk producers, the State Governments, the Government of India, the Indian Dairy Corporation and the National Dairy Development Board had shown what could be done when work is jointly undertaken. Increasingly, for example, the milk producers' co-operatives were developing the capacity to manage their own business and by March, 1981, Operation Flood had passed many milestones:

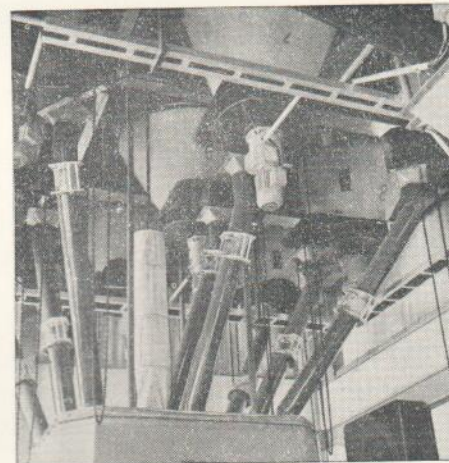
1. 10,409 Anand Pattern village dairy co-operatives had been established in the Operation Flood milksheds, with 15 lakh producer members. Of these the majority were small farmers and landless labourers.



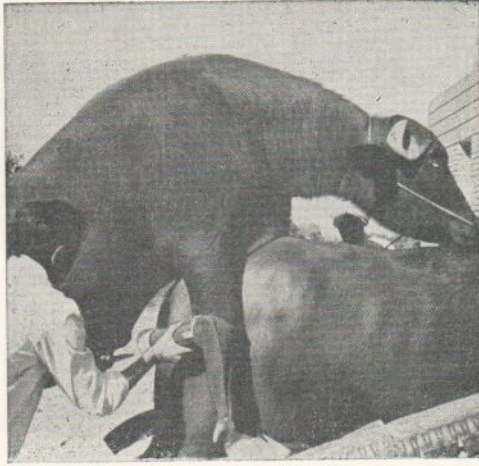
2. Feeder/balancing dairies, capable of processing 34 lakh litres per day, had been set up in the hinterland milksheds.
3. 50 rail tankers had been commissioned, to link the four city milk markets and the eighteen milksheds. 23.43 lakh litres of milk daily were flowing through the organised sector to the metropolitan cities.
4. The modern dairies had captured 62% of the milk market

in Bombay, 45% in Madras, 57% in Delhi and 36% in Calcutta.

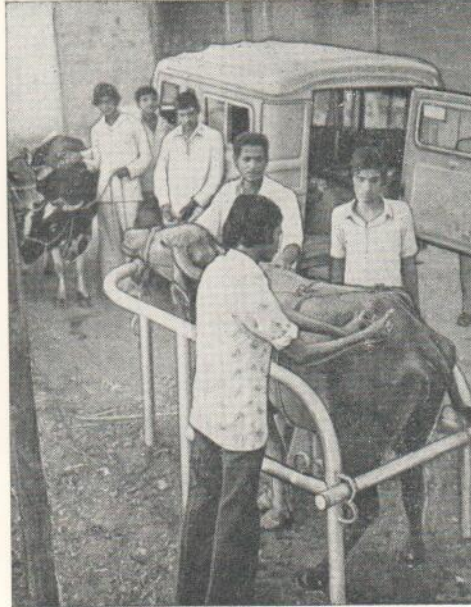
5. 75,000 tonnes of milk powder was produced in India during the year 1980-81.
6. The Grid's storage facilities created as part of Operation Flood, were capable of storing skimmed milk powder and butter oil/butter in the city itself—3,240 MT of milk powder and 1000 MT of butter oil/butter each in Delhi, Calcutta and Madras. Facilities for storing 3000 MT of skimmed milk powder and 1000 MT of butter oil/butter are being set up in Bombay.



7. The Milk Producers' Co-operative Unions were increasingly helping milk producers to set up milk production. For example:
 - Cattle feed plants of TPD capacity were commissioned in Patna, Varanasi, Meerut, Bharatpur, Baranagar, Baroda, Sabarkantha, Ludhiana and Dargajpur milksheds.
 - Stud farms were established in ten milksheds.

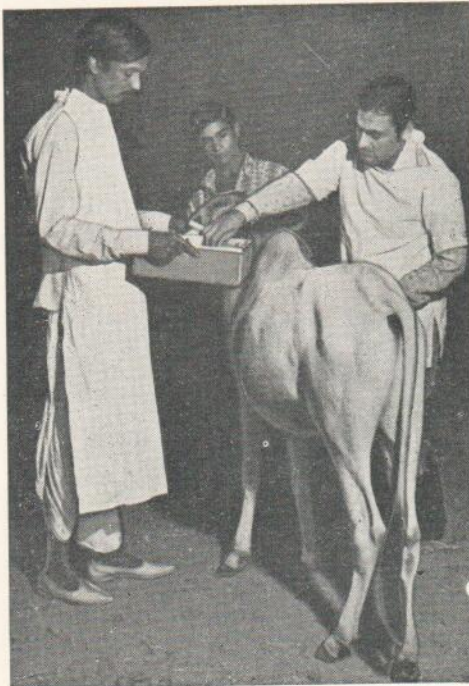


—20.61 lakh inseminations were performed, including 4.32 lakh inseminations of milch cows.



—172 mobile veterinary clinics and 103 emergency mobile clinics were set up to cover 8039 villages.

—Common grazing lands were developed into intensive fodder farms for production of fodder.



—Animal health care facilities were established in each Operation Flood milkshed.



8. 1780 persons were trained to serve farmers' organisations as managers, supervisors and technicians. Induction programmes were organised for 19,000 farmers.

Milk and money

Operation Flood has stayed true to its objectives. The facts speak for themselves:

—By capturing bulk of the city markets, Operation Flood has created a guaranteed sales outlet for the milk produced in the 18 milksheds. A strong incentive to villagers to undertake milk production as a subsidiary occupation and multiply their family income. Resultantly, increased milk production is flowing to the cities where it is being distributed in bottles, sachets and through bulk vending machines.

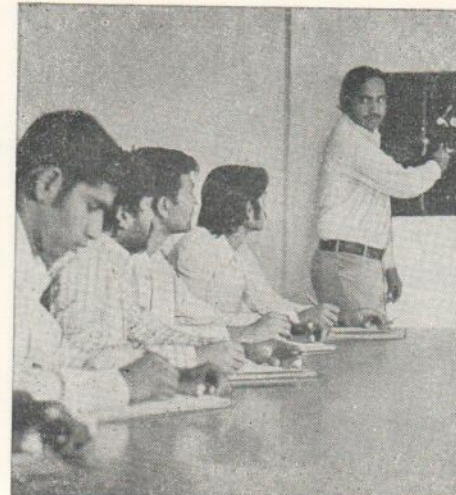
—By organising 10,409 Anand Pattern dairy co-operatives, Operation Flood has assured nearly 15 lakh producer members a fair price for their milk throughout the year. The middleman has been short-circuited and the profits generated through sale of milk is distributed among the rural producers.

—The new network of rail and road tankers has made it possible for milk from the villages to be carried to distant cities. Fresh milk is now regularly taken, for example, from Gujarat to Delhi, Bombay, Calcutta, and from Andhra Pradesh to Calcutta. This vital supply-line speeds milk when needed to any shortage areas.

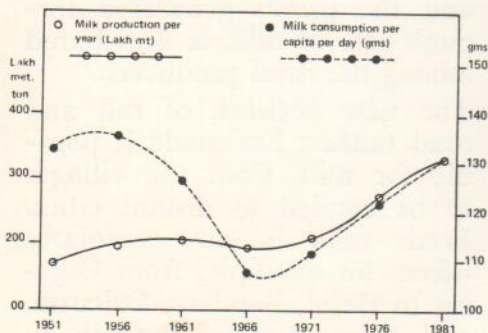
—The feeder balancing dairies serve as milk "banks". In the flush season when production increases in the milksheds, these dairies convert and store excess milk as milk powder and butter oil. In the lean season, when milk production drops considerably, they reconstitute these elements into liquid milk.



—Cattle feed plants supply nutritious but inexpensive cattle feed to the villages through the co-operatives. This cattle feed has been scientifically formulated to increase the yield of milch animals.

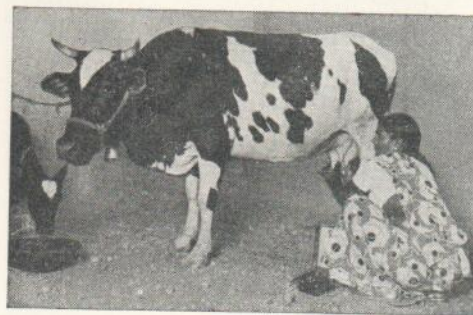


These trained personnel are hired by the co-operatives to render various services such as milk testing, transportation, plan operation, artificial insemination, veterinary care, etc.



—Milk production, earlier static, has gone up from 21 MT in 1971 to 33 MT in 1981. The per capita milk consumption which had dropped from 132 g in 1951 to 107 g in 1970 has gone back up to 131 g in 1981.

—Imports of milk powder which were as high as 54,000 MT per annum declined. Commercial imports ceased. Internal production which was negligible has risen to 75,000 MT per year.

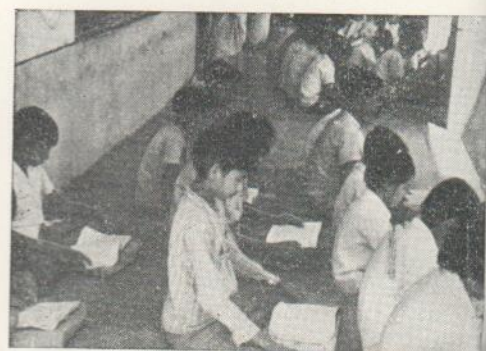


—Stud farms daily supply fresh semen of superior bulls to the villages. The artificial inseminations have greatly reduced the dry period of buffaloes and will help in improving the future breeds of cattle, giving birth to high yielding milch animals.

—Training programmes have helped to create an extension corps of technicians, supervisors, executives, who through lectures, field visits and on-the-job training have learnt to operate and manage the various services required by the co-operatives.

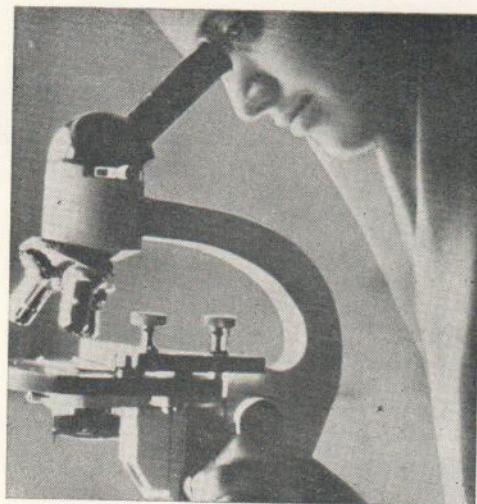
Instrument of social change

Beneath this stream of achievements flows a strong undercurrent of economic and social improvement.



By exposing rural people to new concepts and helping them to put these into practice, Operation Flood has demonstrated that it is an instrument of change.

By participating in the village society's elections, villagers are learning the importance of their franchise. They understand that a leader or a representative must be chosen on merit only and not on communal and other grounds.



By involving themselves in group activities such as constructing schools or health centres and in the resultant interaction, they experience the benefits of social co-operation.

By standing in single file every morning and evening—irrespective of class and caste—to deliver milk, villagers overcome their barriers. Women exposed to concepts of artificial insemination and nutrition are giving serious thought to their children's growth and family planning.

Most importantly, the success of the co-operatives has given the villagers confidence in themselves and in their ability to think for themselves and act on their own.

Today, farmers in the Operation Flood milksheds are busy building their co-operatives. As owners, producers, and controllers they are acquiring the knowledge needed to manage their milk business. The new insights and experience gained help them to understand themselves and their fellow

to work hand in hand for the
of their own and their
to their village