

# The Billion Litre Idea

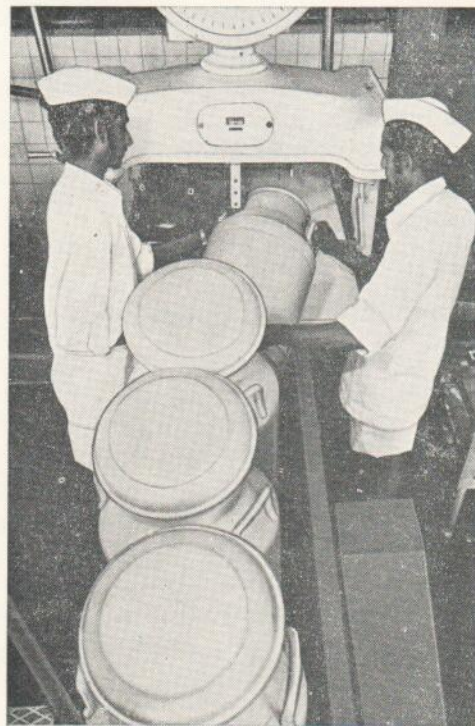


## Milk Milk Everywhere:

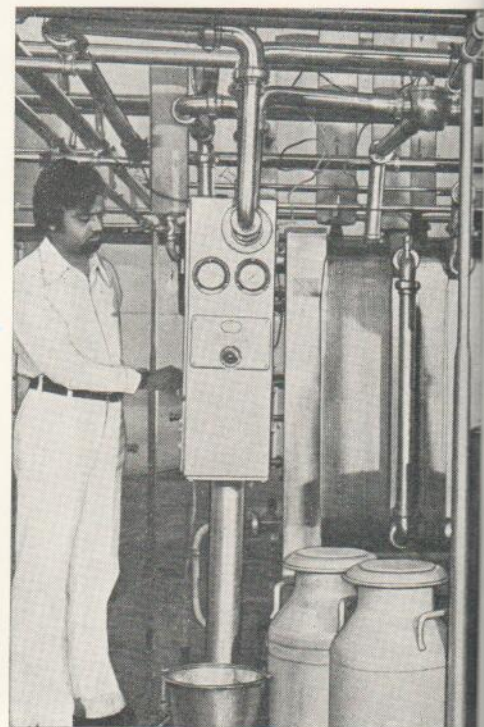
Operation Flood has helped to create a flood of rurally produced milk for our metropolitan cities. This girl in Delhi is buying milk transported from five states to the capital.



1000 Kilometres Away: Men, women and children stand in single file to deliver the milk.



Milk is sent in cans to the co-operatives' pasteurization plant.



Trained technicians process the milk. The daily requirements of urban dairies are shipped to the cities and, in the flush season, excess milk is converted into dairy products.





Milk is tested for fat and SNF content and payment made accordingly, thus encouraging production of high quality milk.



Prompt cash payment for milk supplied. Incomes of the rural milk producers have doubled. For many widows and poor families, milk is often the sole source of income.

1979. Around 2.00 p.m. in a Delhi suburb a small girl, vessel in hand, walks down the nearby mini-dairy. She buys a small metal token, places her vessel beneath the faucet of a modern bulk vending machine and inserts the token into the machine slot. Half a litre of fresh, chilled, pasteurized milk automatically pours into the vessel.

This small vessel of milk is the last link in a chain that stretches back to village milk co-operatives in five states—Uttar Pradesh, Haryana, Punjab, Rajasthan and Gujarat, some of which are a 1000 kilometres away. Here thousands of litres are daily collected from men, women and children—brahmins and harijans standing in orderly queues with shining brass vessels filled with rich creamy milk.

The milk, after being machine-tested for fat content and paid for on-the-spot, is conveyed to the Union's processing dairy where trained technicians heat it, cool it and send the pasteurized white gold in specially built insulated rail and road tankers to distant milk-thirsty cities like New Delhi.

### Unbelievable but true

To those faced with acute milk shortages, high prices and adulteration, this might sound like a page from a science fiction novel dreamed up by a dairy technologist. But it's a reality. The system of milk collection and distribution just described does exist. Several cities are being flooded with rurally produced and reasonably priced milk. Modern dairies have been established in different parts of the country. Rural producers are getting a fair price for their milk. The greedy middle man is being eliminated. Animal husbandry units have been set up. Milk shortages are being attacked on all fronts. All thanks to Operation Flood—the billion litre idea.

In twelve years, this programme has made an impressive impact on Indian dairying, helping it to grow and realise its potential. India is now the third largest milk producer in the world.

How did all this happen?

It started with a Prime Minister's dream.



Specially built, insulated rail and road tankers transport the milk to distant cities.