



"You've got to be united in order to be heard."  
A spearhead team member explaining the Anand Pattern to the villagers and urging them to set up dairy co-operatives.

1970. On the 1st of July, Operation Flood I was launched by the newly formed Indian Dairy Corporation. To flood the four cities with rurally produced milk, the project had to accomplish the following:

1. Capture the commanding heights of the milk markets in four major cities—Bombay, Madras, Delhi and Calcutta.
2. Develop 18 hinterland milksheds (in 10 States) by organising dairy co-operatives on the Anand Pattern, and encourage farmers to supply as much milk as they could.
3. Organise an efficient transportation system to collect milk from the villages, convey it to the dairies for processing and supply it to cities.
4. Set up feeder/balancing dairies and storage systems to convert excess milk into milk powder and butter oil, store it during the flush season and reconstitute them into milk during the lean season.
5. Increase the yield of milch animals.
6. Train personnel to plan and manage the system as well as operate the services described.

To perform these tasks the entire NDDDB-IDC machinery was set in motion. By this time several State Governments appreciated the momentous implication of this project. Spearhead teams from NDDDB and Government officers fanned out to 10 States where the Anand Pattern was to be replicated.

Braving the heat, cold, rain—and sometimes the opposition of the people to change—the teams toured the villages explaining the Anand Pattern and persuading villagers to set up dairy co-operatives. With missionary purpose they advocated that unity is strength. They showed how the people could

collectively end the evil of the middle-men, produce more milk and raise their livelihoods. They also convinced them that hand in hand they could work towards making their village a better place to live in.

The other divisions of NDDDB and IDC were also on the go. New dairies were constructed, old ones renovated and expanded. New dairy machinery factories were helped to come up. Selection and purchase of equipment was undertaken. Massive training programmes for executives, supervisors and technicians were set under way. Induction programmes for farmers were organised.