



National Milk Day: 26th November

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Why in News

Recently, the Ministry of Animal Husbandry & Dairying has celebrated the **National Milk Day** (NMD) on 26th November.

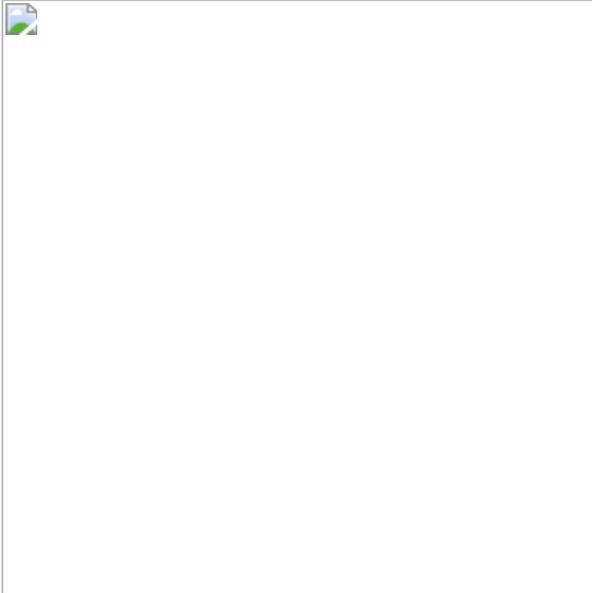
- **National Gopal Ratna Awards** were conferred to the winners of the respective stakeholders of Dairy sector and also launched **IVF (In Vitro Fertilization)** Lab at Dhamrod, Gujarat and Hessarghatta, Karnataka.
- Every year, the **first day of June** is observed as **World Milk Day**.

Key Points

- **About:**
 - NMD is celebrated to commemorate the birth Anniversary of **Dr. Verghese Kurien (Milk Man of India)**.
NMD 2021 commemorates the **100th birth anniversary of Dr. Kurien**.
 - The day celebrates **the importance of milk in a person's life**. And to promote the **benefits related to the milk & milk industry** and **to create awareness among people about the importance of milk** and milk products.

- **Dr. Verghese Kurien (1921-2012):**

- He is known as the '**Father of White Revolution in India**'.
- He is famous for his '**Operation Flood**', which is known as the **world's largest agricultural program**.
- He established 30 institutions that are **run by various farmers and workers**.



- He also played a key role in the **establishment and success of Amul Brand**.
- Because of his efforts only, India **became the largest producer of milk in 1998**, surpassing the U.S.
- He also helped manage the **Delhi Milk Scheme** and **corrected the prices**. He also helped India **become self-sufficient in edible oils**.
- He was honoured with several awards, including the **Ramon Magsaysay Award (1963)**, **Krishi Ratna (1986)** and **World Food Prize (1989)**.
- He is also the recipient of India's highest civilian awards- **Padma Shri (1965)**, **Padma Bhushan (1966)** and **Padma Vibhushan (1999)**.

- **Operation Flood:**

- **About:**

- It was launched on 13th January, 1970. It was the world's largest dairy development programme.
 - Within 30 years, the operation **helped double milk available per person in India**, making dairy farming India's largest self-sustainable rural employment generator.
 - The operation gave **farmers direct control over the resources they create, helping them direct their own development**. This was achieved not only by mass production, but by production by the masses. It is also now known as the "**White Revolution**".

- **Phases of the White Revolution:**

- **Phase I (1970-1980):** This phase was financed by the sale of butter oil and skimmed milk powder donated by the **European Union** through the World Food Program.
 - **Phase II (1981 to 1985):** During this phase, the number of milk sheds increased from 18 to 136, milk outlets were expanded to about 290 urban markets, a self-sustaining system was set up that included 4,250,000 milk producers spread across 43,000 village cooperatives.
 - **Phase III (1985-1996):** This phase enabled the dairy cooperatives to expand and gave a finishing touch to the programme. It also strengthened the infrastructure required to procure and market increasing volumes of milk.

- **Objectives:**

- Increase milk production ("a flood of milk").
 - Increase rural incomes.
 - Reasonable prices for consumers.

- **Significance:**

- It helped dairy farmers **direct their own development, placing control of the resources** they create in their own hands.
 - It has helped **India become the largest producer of milk** in the world in 2016-17.
 - Currently, India is the world's largest milk producer, with 22% of global production.

Indian Dairy Sector

- **About:**

- India being the world's **largest milk producing country**, accounts for more than 22.0% of the world and 57% of Asia's total milk production.
 - The milk production of India has grown **from 17 million tonnes in 1951 to 187.7 million tonnes in the year 2018-2019**.

- **Significance:**
 - Dairy is the only **agri-product in which around ~70-80% final market value** is shared with farmers and **it accounts for approximately one-third of rural household income** in India.
 - It **improves farmer livelihoods, creates jobs, supports agricultural industrialization and commercialization, and enhances nutrition for the masses.**
- **Challenges:**
 - **Lack of proper packaging and labeling system** of milk and milk products.
 - **Lack of Market Intelligence** to understand the mindset of entrepreneurs.
 - Consumer perception/**Brand Building** is also a major challenge.
 - **Cold chain (transportation)** and storage facilities are not effectively in operation.
- **Related Initiatives:**
 - **Gopal Ratna Awards:** They are National Awards for the Cattle and Dairy sector, the awards have been launched to promote the best herd of Indigenous Breed and practicing best management practices.
 - **e-Gopala (Generation of wealth through Productive Livestock) App:** It is a comprehensive breed improvement marketplace and information portal for direct use of farmers.
 - **National Action Plan on Dairy Development 2022:** It seeks to increase milk production and double the income of dairy farmers.
 - **National Animal Disease Control Programme & National Artificial Insemination Programme:** It was launched to control and eradicate the Foot & Mouth Disease (FMD) and Brucellosis amongst the livestock in the country,
 - **Pashu-Aadhar:** It is a unique ID on a digital platform for traceability for the animals.
 - **Rashtriya Gokul Mission:** It was launched in 2019 for the setting up of 21 Gokul Grams as Integrated Cattle Development Centres.

Source: PIB