



## National Milk Day

**For Prelims:** National Milk Day, White Revolution of India, Operation Flood, Animal Husbandry Infrastructure Development Fund (AHIDF), National Animal Disease Control Programme, Rashtriya Gokul Mission, National Artificial Insemination Programme, National Livestock Mission

**For Mains:** Role of dairy and livestock sector in Indian economy, Related issues and Initiatives taken to promote the sector.

### Why in News?

Department of Animal Husbandry is **celebrating [National Milk Day](#) on 26<sup>th</sup> November 2022.**

- **National Gopal Ratna Awards 2022** are conferred as part of the celebrations.
- Animal Quarantine Certification Services are also to be inaugurated.
- June 1 is observed as **[World Milk Day](#)** every year.

### What is National Milk Day?

- 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.
- 26<sup>th</sup> November 2022 commemorates **101<sup>st</sup> birth anniversary of Dr. Verghese Kurien, the "Father of White Revolution in India".**
- **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 \(1999\)](#).**



### What was White Revolution of India?

- **About:**

- **Operation Flood** was launched on 13<sup>th</sup> 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:**
  - **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**.
- **Related Initiatives:**
  - [Animal Husbandry Infrastructure Development Fund \(AHIDF\)](#)
  - [National Animal Disease Control Programme](#)
  - [Rashtriya Gokul Mission](#)
  - [National Artificial Insemination Programme](#)
  - [National Livestock Mission](#)

## UPSC Civil Services Examination, Previous Year Question (PYQ)

### Mains

**Q.** Explain various types of revolutions, took place in Agriculture after Independence in India. How these revolutions have helped in poverty alleviation and food security in India? **(2017)**

**Source:** [PIB](#)

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