The Dairy Industry in India has significant role to play in the economic development of the country. Millions of small milk producers scattered over an area of 2.39 million/km inhabited in about 6 lakhs villages. Contribute nearly 70 million matric tones of milk annually. Animal husbandry and dairy act as ancillary activities to agriculture. The dairy industry has a capacity to provide ample opportunity to rural employment which ultimately may help in improving the economic conditions of Indian farmers. Uttar Pradesh is the highest milk producing state in India having a share of 18% of the total production of the country. The per capita availability of milk has gone up to 224 grams. Dairy development programme I being implemented in state through private sector and cooperative sector. In Uttar Pradesh both the sectors have been working for the development of dairy industries with a view to accelerating the pace of dairy development in the state. A state level apex autonomous unit in the name of Pradeshik cooperative Dairy federation Ltd. Was established in the year 1962. At the initial stage the Federations started operation in several ways for developing dairy industries in the state. With the financial assistance of the World Bank the Federation started Operation Flood programme in the state. The operation flood, programme was implemented by a three tier cooperative structure. Such as, dairy cooperative societies at the village level responsible for procurement of milk, cooperative
the milk union at the district level engaged in processing and product manufacturing and Pradeshik Cooperative Dairy Federation at the state level responsible for coordination of marketing. It thus, shows that the Federation is basically a marketing organization for performing different marketing functions. Though the Federation has been working for over four decades it has not achieved the expected results. Till today, marketing of milk and milk products in the state is not upto the mark.

The Federation is equipped with sophisticated plants and machinery to manufacture Ghee, Table Butter, Milk Power, Infant Milk Food and other diary products on a big scale. As a technical support to its base activity the Federation is also supplying fodder seeds and cattle feed to its producer members. It is to the state that Federation is also marketing fodder seeds to neighboring state including Tamilnadu and West Bengal. At present 42 districts are covered through 31 districts level milk unions. At present the liquid milk and milk product having the name “Parag” is being marketed through local unit, milk union of Uttar Pradesh under the direction of Dugdh Uttpadak Sahkari Samittee (DUSS) Ltd. Milk marketed by DUSS Ltd. Are competed milk, standard milk, toned milk, double toned milk and fit milk products are table butter, ghee, skimmed milk powder, whole milk powder etc.

It is, now, my pleasant duty to express my deep sense of gratitude to my Research Supervisor Dr. M. P. Singh, Reader in Commerce, S.G.R. Post Graduate College, Dhobi, Jaunpur
Varanasi, who has been a constant source of strength and inspiration which ultimately led to completion of the research work.

My sincere thanks are also due to my Principal Dr. Praveen Kumar Singh, Principal of S.G.R. Post Graduate College, Head, Commerce Department, Dr. Rudra Pratap Singh, Dhobi, Jaunpur, for her special co-operation and encouragement in various ways.

I shall fail in my duty if I do not acknowledge my gratitude to Shri B.K. Singh (M.S.D.) Marketing Department. P.C.D.F. Lucknow, Shri Santosh Srivastava (Publication Department). P.C.D.F. Lucknow and Shri Rakesh Kumar Srivastava (Cattle feed) Ram Nagar Varanasi for the completion of research work.

I most humbly express my gratefulness to my revered parents Shri Shyam Sunder Singh and Smt. Manorama Singh. Shri Bhanu Pratap Singh (Brother), Shri Tribhuwan Singh (Brother) who have been perpetual source of inspiration and assistance and with whose blessings the present task could see light of the day.

I am also thankful to Shri Sidharth Tripathi and Shri Kanahiya Lal for typing out the manuscripts of the research work neatly and expeditiously.

More specifically, I also express my special thanks to my wife, Smt. Namita Singh who has shared the strains and supported me in times of struggles of the research work with patience and grace, for their presious support during my research work.

February 2009

ASHOK SINGH