Dairy Development Schemes

Dairying in Bombay state has always been regarded as one of the most important subsidiary occupation of agriculturists, but its proper development never received any serious consideration at the hands of those in authority before 1946. In 1946 Government of Bombay appointed the Dairy Development officer with suitable staff under him to survey, plan, and suggest means of further development. In the beginning, the dairy development section was a part of the Agricultural Department, but very soon, it came under the newly created Animal Husbandry and Veterinary Science Department.

Aspects of Dairy Development

1. Survey
2. Advisory
3. Execution of the sanctioned schemes for the development of dairy industry.

Survey—Detailed surveys of the cities like Ahmedabad, Surat, Poona, Sholapur, Nasik, Belgaum, Dharwar, Hubli etc. have been carried out. As a result of the surveys it was revealed that the urban population in the state was hardly consuming 3-4 ozs of milk per day as is clear from the consumption table on page 19; and therefore, immediate efforts were required to produce more milk and augment existing supplies.

Following schemes were launched in state:

2. A dairy development scheme, including advisory and survey work.
3. A scheme to help large-scale dairy farmers in the state.
4. Pilot schemes for milk supply at Ahmedabad, Poona & Hubli.
Daily Development Scheme

Survey revealed that there is:

1. Acute shortage of milk supply in state.
2. Fodder shortage as is clear from the table on page 18.
3. Quality of marketed milk is low.

Advisory. All the necessary technical help and advice in starting dairy farms regarding scientific breeding, feeding, and management of dairy animals and such allied problems of dairy farming are rendered to all the needy dairy farmers and institutions. The advisory staff received a number of queries regarding planning, designing material aid etc., and staff also scrutinised the proposals made on the government loans under the scheme to help large and small scale dairy farmers in the state. The dairy development section prepared a number of projects for private bodies, institutions and cooperative bodies for establishing dairy farms, installing pasteurisation plants, milk marketing schemes etc.

Helping Large Scale Dairy Farmers

Under five year plan, a loan up to Rs 50000 is offered to a dairy farmer undertaking to produce minimum of 500 lbs of milk daily and supplying it to the Government. The loan is payable in easy instalments in 10 years at 4% interest. The loan thus provided can only be used for the purchase of animals, construction of building. The farmers under the scheme are supplied with cattle feed at controlled rates. This is one of the main measures to
augment milk supplies of big cities suffering from acute shortage of milk and also to supply pedigree bulls required for the villages. In this scheme nearly 200 villages were benefited near Poona. Nearly 10 big dairy farmers received a total sum of Rs 468256 and total quantity of milk produced annually by these farms amounts to nearly 1½ crores Rs.

**Aid to small-scale dairy farmers**

Under the scheme, a loan of Rs 1000 is granted at 1½% interest to dairy farmers which is returnable in 5 annual instalments. Loans are granted to deserving dairy farmers for the purchase of milk cattle, dairy utensiles or for the construction of cattle sheds etc. 81 farmers have taken the advantage of this scheme. The farmers are given necessary advice in carrying out their business. This is the measure to encourage rural dairying, which will serve a valuable source of obtaining information on the economics of cattle maintenance, milk production and it will help in increasing the milk production of the state.

**City milk supply schemes in the state**

In order to provide a steady and regular market for the milk produced in the villages and supplying quality milk to the big cities, the Government of Bombay instituted Milk supply schemes for the cities of Ahmedabad, Hubli and Poona under the administrative control of Dairy Development Section of the Animal husbandry and Veterinary science Department.

*Target of the scheme is to supply 4000 lbs of milk/day to each of the cities.*
Procurement of milk is done in surrounding rural areas where quality control tests are revealed.

Distribution. The pasteurised milk is distributed through various distributing centres.

Since schemes run on "no profit no loss basis" so they are meeting success. Schemes also provide feeds to the farmers at controlled rates which lowers the cost of production. Other facilities, provided by state are free veterinary aid and artificial insemination.

The Poona Scheme
At Poona, the scheme was launched on 18th January 1950.
Procurement area. Talegaon, K-adus, Pand in Poona District.
Target of supplying 4000 lbs of milk per day to Poona city was reached in the month of May.
Distribution is done through 27 distributing centres.

At Ahmedabad
Scheme was put into operation in July,1950. Milk is procured from one village and distributed through 10 centres.

Difficulties of the scheme
1. Getting suitable accommodation for central dairy.
2. Unhealthy competition from milk agencies.

At Hubli
The working of the new scheme started on 5th July 1950.
Procurement of milk is done from Hubli Poona route and Hubli Gokak route. After a lapse of 6 months, the activities were extended to the city of Dharwar which offered a great response to the Government milk scheme.
Success of schemes lies in

1. Great response from consumers.
2. Producers too realise the time saved in coming down to milk market and face the fluctuating rate. The time thus saved can be used in other agricultural operations.
3. In offering quality milk to consumers and producing necessary dairy aids to the producers, the schemes can win the good will of the both.

Thus organising the milk market which is the crux of the problem it will augment existing supplies and add to wealth of the producers.

Line of future development

If quick and economic results are to be obtained, it is recommended that state dairy development section should adopt the following projects suggested by the Government of India for dairy development.

1. Milk-cum-bull production farms.
2. Small-holder milk production farms.
3. Colonisation of dislodged cattle.
5. Cross breeding of inferior cows.
7. Cooperative rural creameries.
8. Production of green fodder and silage.

Possibilities of increasing milk production in Indian Union

1. Proper feeding and management. (i) increases the yield upto 20%. (ii) shorten long dry periods.
As has been observed (1945) by the Policy Committee on Agriculture and Fisheries that yield of animal can be increased even up to 50% through proper feeding, management and selective breeding and thus recommended the feeding of oil cakes and offered facilities for the transport of oil cakes and installation of crushing machines in rural areas.

2. Dr. Kay recommended that complete reorientation of agricultural policy of the country should divert more acreage under fodder crops even at the expense of areas at present devoted to cash crops in order to augment the acute shortage of fodder as is shown in table on page 19.

3. Elimination of useless bovine through persuasion and stopping the slaughter of useful bovine.

4. Reducing dry periods through early mating thus reducing the cost of production and increasing the overall yield obtained in any year.

5. The general problems of milk production which are partly associated with lack of hygienic handling of milk partly inherent in the tropical nature of the climate, poverty of Indian cultivator and lack of transport facilities. Thus it is recommended:

(i) Interstate trade in fluid milk.

(ii) Rural development. Ensuring adequate food, clothing, housing, health, education, recreation, household amenities and transport facilities have to be
attended to and farm is the key stone of rural development.

(iii). Rural Broadcast: Value of radio lies in this, that it can address million of peoples at a time and information disseminated is speedy in nature. Further it gives technical advice to producers. Features of broadcast should be informative, educational and recreational.

(iv). "Consumers' Education" Unlike advanced countries in dairying i.e. there is nowhere consumers' education service in India which can make the consumers to understand the value of quality milk.

5. Introduction of quality measures through legislation.
6. Possibilities of loose milk delivery should be investigated.
7. "Drink more milk campaigns" as a national policy and "Key village Scheme" i.e. drive for more milk and better bullocks as taken under present Five Year Plan.
8. Toned milk and reconstituted milk should be introduced as a substitute to pure milk for labouring classes.