Preface

White Revolution has helped India in attaining self-reliance in milk and milk products and has made India the number one milk producing country of the world. Dairy cooperatives have become a potent means for generating income and employment for the rural population of the country, specially the marginal farmers and landless labourers. However, in year 2005-06, of the total marketable surplus milk, only one third reached the organized sector, comprising of dairy cooperatives, private dairies and government dairies, whereas, a whopping two third of marketable surplus milk was handled by traditional dudhias/halwais. They enjoy major share in production and marketing of traditional dairy products like paneer, dahi, lassi, makkhan, ghee, khoa, chhana and sweets made from khoa and chhana. In spite of a great importance of traditional dairy products in terms of popularity and value addition, these products are still produced manually in small scale with variable quality depending on the skill of the halwais. With increase in consumer awareness about safety and quality of sweetmeat products, modernization of this sector seems imminent in near future.

Chhana based sweets are more popular in eastern part of India and Kolkata is the major market of these sweets. Milk and chhana are supplied from adjoining districts to Kolkata. The study attempts to explore prospect of modernization of chhana production and marketing in Kolkata and its adjoining districts. Data were collected from both primary and secondary sources. Data regarding practices and problems of production and marketing of traditional dairy products in India, and efforts undertaken for modernization of this sector were collected from secondary sources. Secondary data was also collected to understand the dairying scenario of West Bengal, in general. Secondary sources were used to gather information
on existing policy environment and institutional research and development infrastructures for modernization of traditional dairy products sector. Primary data was collected on technology and economics of chhana manufacturing, distribution and marketing of chhana, problems of chhana manufacturing, chhana consumption pattern, supply chain, market demand trends, estimated market size in Kolkata, in-house chhana production and problems faced by sweet makers with the help of a set of questionnaire and interview with all stakeholders. The study has been divided into eight chapters. First chapter has dealt with introduction. Second chapter has covered review of literature to identify gap in existing research work. Third chapter has dealt with place of traditional products in Indian dairying, techno-economic profile of traditional dairy products of India, practices and problems of production and marketing of these products and efforts towards modernization of this sector. Chapter four has highlighted dairy scenario of West Bengal in general and key features of chhana industry of West Bengal in specific. Chapter five has delineated detailed techno-economic analysis of chhana manufacturing in two adjoining districts of Kolkata with respect to objectives set for the study. Similarly, chapter six has outlined analytical study of chhana consumption in Kolkata with respect to objectives set for the study. Chapter Seven has taken account of the existing policy environment and available R&D infrastructure for modernization of traditional dairy products sector and presented detailed analytical study for strategy formulation for modernization of chhana industry. Chapter eight has outlined the conclusions of the study, based on which recommendations have been made and likely area of future research has been suggested.

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