

## Rural Entrepreneurship: Dairy Business

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### Abstract

Dairy business has long history in India. The main source of livelihood of Indians is farming. Near about 56 to 60 % of population is depending upon the primary sector. Farming, Dairy, Horticulture, Sericulture, Piggery, Goat Rearing, Poultry, Fishing are the main sources of livelihood of the villagers. After green revolution the productivity of Indian agriculture is increased. The government of India, State governments, Agriculture universities, Krushi Vidnyan Kendra, Research and Development Institutes, Water Supply, Power, Roads, Godowns, Pesticide, Hybrid Seeds, Fertilizers, Finance, Agriculture Produce Market Committees Subjee Mandi, Rayat Bazaar and the facilities got available for the increase of the agriculture production. With the help of above facilities agricultural production is increased but on the other hand the non remunerative prices and inconvenience facilities of agriculture market the farmers began to suicide. The farming community became bankrupt by doing agricultural business. Maharashtra, Punjab, Karnataka, Tamilnadu and many other states the famers doing suicide because of huge exploitation. The dairy farming is good source of sustainable livelihood to the farmers.

**Keywords:** Dairy Business, National Dairy Development Board, Operation flood Scheme, Rural Entrepreneurship.

### INTRODUCTION

India is the largest milk producer nation in the world since 1997. India has the largest cattle population (199 million) which includes 33 million cross breeds to suit to different categories of farmers in various agro climatic condition. Despite of low genetic potential of Indian cattle breeds and shrinking feed resources, India continue to

remain as largest milk producer nation in the world. The economic survey 2015-16 presented that the India rank 1<sup>st</sup> in milk production, accounting for 18.5% of world production, achieving an annual output of 155.5 million tons during 2015-16 as compared to 146.3 million tons during 2014-15 recording growth of 6.28 %. Whereas the Food and Agricultural Organization has reported a 3.1 % increase in world milk production from 765 million tons in 2013 to 789 million tons in 2014. The World Health Organization index is 283 gm. The World Nutritional Advisory Committee index indicates the average per day requirement of each man is 220 gm. milk. The per capita availability of milk in India has increased from 175 grams per day in 1990-91 to 337 grams per day by 2015-16. It is more than the world average of 294 grams per day during 2013.

#### **OBJECTIVES OF STUDY-**

1. To study the role of NDDB in promoting the dairy business
2. To study the operation flood programme
3. To study the reasons behind less rural entrepreneurships

#### **RESEARCH METHODOLOGY-**

The information necessary for research is collected from the secondary sources such as published and unpublished data, use of library method, and use of websites related to dairy development in India.

#### **RURAL ENTREPRENEURSHIP AND DAIRY BUSINESS:**

There are 5.5 lakhs villages in India. Near about 58 to 60% of the population is depending upon the farming. There are so many problems in the farming. Such as Investment, R&D, Low Productivity, Shortage of Water and Power, Roads, Agri prices, Middleman, Government Policies, and Marketing etc. Mainly farmers started dairy farming as subsidiary source of income. However it is changed in to main source of income of the farmers. The main dairy players mainly from cooperative and private sector wishes to collect, process, package, marketing and to earn profit but there is no inspirative, motivate schemes for producing dairy material such as ropes, cans, cattle feed; processed feed, cylage, milk and milk products, cleaning materials, cattle sheds, veterinary equipments etc. The R&D institutes i.e. Baif Development Dairy Research Institute, Indian Veterinary Research Institute provide all the technical support to the milk producers. Development of dairy business is directly affected on rural development. Hence dairy farming is one of the most popular rural entrepreneurship programme all over the nation.

**NATIONAL DAIRY DEVELOPMENT BOARD:**

The National Dairy Development Board hereafter it is called as NDDB. The NDDB established in 1965. The dairy business was run by old and out dated method. The NDDB adopted advance methods of milking, collection of milk, transportation, processing, by products, packaging and marketing. The three tier system of cooperative societies, financing, cattle feed, animal health, science, and veterinary services. Farmers gathered under the leadership of Late Shri. Tribhuwandas Patel, Late Dr. Varghes Kurien, social reformers and many milk growers founded Anand milk Union Ltd. in Gujrat State. The movement of Gujarathi milk growers spread all over India popularly known as Amul Pattern.

**OPERATION FLOOD SCHEME**

The operation flood scheme was introduced by NDDB in 1970. The NDDB is established by passing separate resolution in parliament. NDDB is type of Government Corporation registered under special act. Dr. Varghese Kurien appointed as chairman. Dr. Kurien introduced Operation Flood Scheme all over India except hilly region of the nation. The three tier system of dairy business is commenced on 1970. Primary dairy cooperatives on grassroots, District cooperative milk Sangh and on the state level the Cooperative Milk Federation are came into existence. According to this three tier system the cooperative dairy business played a vital role in the farming community. The following table shows India's Milk Production and Per Capita Availability.

**India's Milk Production and Per Capita Availability**

Year	Milk Production (Million Tones)	Per Capita availability (Grams/per day)
1950-51	17.0	132
1960-61	20.0	127
1980-81	31.6	128
1990-91	53.9	176
1999-2000	78.3	217
2010-11	114.2	240
2014-15	146.3	322
2015-16	155.5	337

(Source- National Dairy Development Board Reports)

1. It is clear from the above table that milk production and availability of milk is increasing continuously.

2. During the above period of 65 years, the milk production is increased by 914.70 %. The yearly increment in milk production is 6.29%.
3. The programme of operation flood scheme is positively affected on milk production.
4. As per the proportion of milk production, availability of per capita milk is also increased. It is near about double in the above period.

The operation flood scheme also improved cooperative societies, rural leadership, economic and social status of the farmers. The dairy business is main supportive income source to the farming community.

**Milk Production across countries (Million tons)**

Country	1970	1980	1990	2000	2010	2013
India	20.80	31.56	53.68	79.66	121.85	135.60
Argentina	4.19	5.31	6.28	10.12	10.51	11.80
Brazil	7.42	12.06	15.08	20.53	30.86	34.41
China	1.96	2.93	7.04	12.37	41.10	40.19
France	22.85	27.89	26.81	25.74	24.25	24.55
Germany	28.18	32.10	31.34	28.35	29.63	31.14
Pakistan	7.45	9.01	14.72	25.57	35.49	39.11
Russian Federation	0.00	0.00	0.00	32.28	31.84	30.52
United Kingdom	12.97	15.97	15.25	14.49	14.07	13.94
United States of America	53.07	58.24	67.01	76.02	87.47	91.27
<b>World</b>	<b>391.95</b>	<b>465.82</b>	<b>544.20</b>	<b>582.09</b>	<b>724.80</b>	<b>768.64</b>

(Source: FAOSTAT)

1. Above table shows that India is largest milk producer nation in the world.
2. It is the impact of operation flood scheme introduced by NDDB under the leadership of Dr. Verghes Kurien.
3. Operation flood scheme is most success full scheme introduced, implemented for Dairy Development around the world.

## **CONCLUSION**

India has largest cattle population in the world. India secured first rank in milk production since 1997. But productivity of each bovine is low as compare to cross breeds in the western country. Late Dr. Varghies Kurien, founder chairman of NDDDB planned operation flood scheme for entire nation excluding hilly region. Operation flood scheme is biggest scheme planned for dairy development in the world. The R. & D. institutes played vital role in this regard. Dairying in India has witnessed tremendous growth during the last few decades. Dairying contributes a major share which is more than Paddy and Wheat in the total GDP of agriculture sector. This remarkable success of Indian Dairy sector can be attributed to the constant efforts of scientists, planners, farmers across the country. The role of NDDDB, NDRI, IVRI and many other R & D Institutes is helpful to the spreading the dairying in India. There are huge chances for rural entrepreneurs with the help of dairy business. All the dairy supportive services should be provided through this sector. Cattle feed, cattle shed, cylage, animal science, health and veterinary, fodder, drinking water, milk testers ropes, canes, vehicles, education, banking & finance and so many entrepreneurs are playing valuable role to develop dairy business.

## **SUGGESTIONS**

1. The next step of operation flood scheme should be rural entrepreneurship.
2. There is great chance through rural entrepreneurship to make by products from milk of buffalos for value addition.
3. All the necessities should be fulfilled by the dairy business with help of rural entrepreneurship.
4. There is a need to create an 'Innovation Fund' to which industry can contribute. This fund may be utilized for rural entrepreneurship.
5. There is strong need of constant linkages among dairy industries, academia, Policymakers, milk growers and customers.

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