

Chapter 11

Role of Dairy Farming in Rural Development

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ABSTRACT

Dairy farming is one of the growing industries. It offers multiple opportunities to people and leave a sustainable impact on society, environment and economy. In this chapter we discuss about its reach and establishment in rural areas and how this industry can play an instrumental role in rural development. The present case captures and reviews the functioning of a dairy farm situated in Ghaziabad, Uttar Pradesh, a state in India. The chapter narrates the role of various heads working at this farm and elaborates the steps involved from procuring the dairy products to its treatment and finally to its catering to the consumer, this case is developed through a rigorous literature review. To assess and establish the role of dairy farming in rural development, this chapter discusses the three tier AMUL model of Gujarat, India is also reviewed. This model by now is the most structured one and lays the foundation for dairy farming in the country. It also demonstrates that dairy farming can become instrumental in rural development.

INTRODUCTION

Dairy farming from being customary family run organizations, today has become a specialized and well established dairy industry with mechanical intrusion in all its functions. We have seen growth in dairy farming supplies which help current dairy farmers to take care of cows and buffaloes. This support in the business has made considerable contribution by generating alternative occupations for individuals. Consequently a large number of dairy farmers run dairy farms, especially in towns and supply the dairy products to expansive organizations, to be finally offered as retail product to consumers.

In the process of generating quality product, the best approach for the dairy farmer is to operate his dairy farm that gives greatest benefits to the end organization using his produce. Additionally, it should also be able to sustain the impact of dairy farms on situations and creatures for an extended period.

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DAIRY FARMING IN INDIA

As indicated by ASSOCHAM report (2010) milk handling in India is liable to achieve 190 million tons by 2015 (ref. Tables 1 and 2 for current production capabilities) with a yearly turnover of Rs.5 Lakh Cr. With planning commission focusing on 4.5 to 5% development for Animal farming in the twelfth arrangement and the World Bank's contribution of Rs1584 Cr to National Dairy plan, the division is going to witness sound development in the years to come. Further a plan of Rs17, 300 Cr. National Dairy Plan by NDDDB for the next 15 years will be propelled soon. It is speculated that the first stage will have Rs 2000 Cr as opening balance.

As one of the significant hotspot for employment in rural regions, animal farming receives prime significance. To make animals division more profitable creature administration frameworks and creation efficiencies need to be moved forward. Separated from presenting new types of animal Government of AP arrangements to create grub nurseries, bund manor, lasting feed harvests and grain protection over next 4 years.

Table 1. Current production capabilities: India's Milk Production by species in tons (FAOSTAT, 2013)

| Year | Country | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 |
|----------------------------------|---------|----------|----------|-----------|-----------|----------|-----------|-----------|
| All Milk Production in tons | India | 95619000 | 99348000 | 105712000 | 108618000 | 11493000 | 116904000 | 119444000 |
| | USA | 80254500 | 82463000 | 84189100 | 86177400 | 85880500 | 87474000 | 89015200 |
| % Difference between India & USA | | 19% | 20% | 26% | 26% | 30% | 34% | 34% |
| Cow Milk Production | India | 39759000 | 14148000 | 44601000 | 47006000 | 47825000 | 49960000 | 52500000 |
| | USA | 80254000 | 82463000 | 84189100 | 86177400 | 85880500 | 87474400 | 89015200 |
| % Difference between India & USA | | 102% | 100% | 89% | 83% | 80% | 75% | 70% |

Table 2. Current production capabilities: Milk production in India and the United States of America (FAOSTAT, 2013)

| Year | Country | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 |
|----------------------------------|---------|----------|----------|-----------|-----------|----------|-----------|-----------|
| All Milk Production in tons | India | 95619000 | 99348000 | 105712000 | 108618000 | 11493000 | 116904000 | 119444000 |
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