

Animal Husbandry, Dairying and Fisheries Department

Dairy Development

Policy Note for the year 2008-2009

Deamnd No.8

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INTRODUCTION:

Dairying has brought about socio-economic transformation in Tamil Nadu and is playing a significant role in strengthening rural economy. Majority of milk producers are small farmers, marginal farmers and downtrodden. Dairying has vast potential to generate employment and has helped in alleviating poverty in rural belt. Dairying provides definite and regular income and employment to millions of rural families throughout the year, especially to women thereby improving the quality of their life. The milk producers in the Co-operative sector collectively on an average get daily income of Rs.262 lakh (Rs.95,630 lakh annually) for the milk they pour to the dairy societies which shows the importance of this sector in the rural economy.

India is the largest milk producing country in the world. Tamil Nadu is one of the front line states in milk production and stands number one position in the coverage of more than 50% of revenue villages under Co-operative ambit. There are 7833 functional primary milk societies with 22.10 lakh members.

During 2007-08 average milk procurement by Dairy Co-operative was 26.27 lakh litres per day (LLPD). On 21.06.2007 a record milk procurement of 29.40 lakh litres was attained in the history of Dairy Co-operative Sector. The market shares of Dairy Co-operatives have increased and *aavin* brand holds the major market share in Tamil Nadu.

DAIRY DEVELOPMENT DEPARTMENT:

The growth of dairying in our State is laudable ever since, the Dairy Development Department was established in 1958 in Tamil Nadu. The administrative and statutory control of all the dairy cooperatives in the State was transferred to this department on 01.08.1965. The Commissioner for Milk Production and Dairy Development is the Head of the Department who acts as the functional registrar of dairy co-operatives, functions as Managing Director of the Tamil Nadu Co-operative Milk Producers' Federation Limited, and as State Registering authority under Milk and Milk Product Order 1992 for the State of Tamil Nadu

He exercises statutory functions like registration of new societies, revival of dormant societies inspection of societies, settlement of disputes, conduct of election to the boards of management, constitution of boards, issue of direction to societies in the interest of public etc., under the relevant provisions of the Tamil Nadu Co-operative Societies Act 1983 and Tamil Nadu Co-operative Societies Rules 1988.

While discharging statutory and administrative functions, the Commissioner for Milk Production and Dairy Development is assisted by Deputy Milk Commissioner (Cooperation) and 23 Deputy Registrars (Dairying) at the regional level.

PRIMARY MILK CO-OPERATIVE SOCIETIES:-

In Tamil Nadu, 7833 Milk producers' societies which include 1309 Women milk producers cooperatives and 59 Primary milk consumer Co-operative societies are

functioning. 364 societies were newly registered during 2007-08, of which 129 were Women milk Co-operative societies.

For the benefit of the members, farmer induction programmes are conducted on modern animal husbandry practices for upgrading milch animals and their productivity. Since members of the milk producers Co-operative societies are stake holders, when the society earns profit, the member producers are paid dividend on share capital, patronage rebate and bonus for the services rendered by them to the society. This ploughing back of profit, for the benefit of producers is unique in the dairy co-operative sector. This has created a bond between the producers and the co-operative society.

DISTRICT CO-OPERATIVE MILK PRODUCERS UNION LTD.,

17 District Co-operative Milk Producers' Unions are functioning and covering all the 31 districts of Tamil Nadu. Respective District Collectors are the Special Officers of these Unions. The primary milk co-operatives are affiliated members to the district unions.

The main functions of these Unions are procurement of milk from primary societies by ensuring clean milk production, quality based milk cost payment, supply of input services, animal health coverage, development and supply of feed and fodder, implementation of State and Central Government schemes at District level, marketing of liquid milk locally and through metro dairies and conversion of surplus milk into traditional and value added products.

TAMIL NADU CO-OPERATIVE MILK PRODUCERS FEDERATION:-

The Tamil Nadu Co-operative Milk Producers' Federation Ltd., the apex body of 17 District Co-operative Milk Producers' Unions was established on 1st February 1981. The Federation has 3 dairy plants in Chennai. These dairies collect milk from District Unions, process and pack in sachets and send for sale to consumers in and around Chennai City. Ambathur product dairy is engaged in manufacturing of milk products.

MILK AND MILK PRODUCTS ORDER'92:-

In exercise of the powers conferred by section 3 of Essential Commodities Act 1955, the Central Government made the Milk and Milk Products Order'92 (MMPO '92), in the interest of general public for maintaining and increasing supply of liquid milk of desired quality. All the Dairy units including Private dairies handling more than 10,000 LPD of milk or milk products containing milk solids in excess of 500 MTs per annum have to be registered under MMPO'92.

The Deputy Milk Commissioner (Co-operation), District collectors, and 23 Deputy Registrars (Dairying) at the regional level are authorized to carry out periodic inspection and supervision of dairies and implementation of MMPO'92 under direct control of Commissioner. Further, the National Productivity Council and Export Council of India are authorized for mandatory inspections.

To ensure quality, a well established MMPO Quality Control Laboratory is functioning under the direct control of Commissioner of milk production and dairy development at Madhavaram, Chennai-51. During this year 1210 Milk and Milk Products

samples were tested in the laboratory to ensure supply of quality milk and milk products to consumers. 37 dairies were registered under MMPO '92 with handling capacity of 72.60 lakh litre per day

OBJECTIVES OF THE DAIRY DEVELOPMENT:

1. To assure remunerative price to the milk producers.
2. To monitor, supervise and regulate dairy activities.
3. To bring the un-organized dairy sector into organized sector in a phased manner.
4. To ensure liquid milk availability and supply of clean processed milk following hygienic and food safety measures to the consumers at reasonable price.
5. To ensure quality of milk and milk product as per the statutory specifications.
6. To ensure transparency in administration, in order to strengthen confidence on the sector.

STRATEGIES ADOPTED TO ACHIEVE OBJECTIVES:-

1. Milch animals up-gradation, sustainability and improvement in productivity in the long run.
2. Provision of veterinary health, breeding, feed and fodder and insurance are provided to animals owned by the milk producers in Co-operative sector.
3. Cultivation of improved varieties of fodder and distribution to the producers at reasonable price.
4. Inculcation of modern animal husbandry methods and practices to producers through training and study tours for learning new techniques.
5. Implementation of clean milk production with quality testing at village level, and installation of bulk milk coolers to improve the initial quality of milk.
6. Provision of stainless steel (SS) milk cans, stainless steel milk collection kits, Artificial Insemination equipments, milk testing equipments and automatic milk collection unit.
7. Imparting training to society staff, in Co-operative management, artificial insemination and first aid to animals.
8. Timely payment of milk cost to the producers.
9. Transportation of chilled milk to processing plant.
10. Modernization of Co-operative dairies infrastructure to enable supply of clean and hygienic milk and milk products to consumers.
11. Maintenance of food safety in dairying of all organized dairy sector.
12. Conversion of surplus milk into milk products such as Skimmed milk powder, Butter and Ghee in dairies.
13. Production of value added products like Ice cream, Gulab Jamun, Paneer, Cheese and other milk products.
14. Implementation of State plans, Central Government schemes, Centre, State shared schemes and all sponsored schemes for the growth of dairying in Tamil Nadu.
15. Rehabilitation of weaker milk unions by financial assistance.
16. Creation and Development of human resources at all levels.

17. Development of E-governance to ensure transparency in administration at all levels.
18. Effective implementation of MMPO '92 for improving the quality of Milk and Milk Products at consumer level
19. Effective implementation of RTI Act 2005 and increasing preventive vigilance activity.

NOTABLE ACHEIVEMENTS DURING 2007-08

- a. An amount Rs.418.00 lakh was sanctioned for creation of infrastructure for the benefit of milk producers. This is the highest allocation under part-II scheme.
- b. 7145 of the 7833 societies are working in profit as per the tentative financial statement.
- c. Rs.524 lakh were distributed from the profit to 320741 milk producers of 1500 societies towards dividend, member bonus, and additional purchase price.
- d. Recovery of 50 paise per litre under Rehabilitation Scheme from the milk producers of Erode District Milk Union was stopped with effect from 10.03.2008.
- e. 364 new Milk Producers' Co-operative Societies were organized, of which 129 were women Milk Producers' Co-operative Societies.
- f. 178 dormant societies were revived and made functional.
- g. Highest milk production of 29.40 LLPD through Co-operative sector was achieved on 21.06.2007.

MILK PRODUCERS' WELFARE:-

1. Uniform milk procurement price is adopted.
2. Quality feed are being supplied to producers.
3. Preventive vaccination is being done for milch animals belonging to milk producers.
4. Genetic up-gradation of cattle belonging to producers is done by artificial insemination.
5. 'Kaalnadai Padhukappu Thittam' and 'Special Infertility Camps' are conducted regularly for the benefit of members at society level.
6. The members' milch animals are covered under insurance scheme with the help of TNLDA in Vellore, Coimbatore, Salem, Namakkal and Erode Districts.
7. Eligible milk producers are being enrolled as members in Agricultural labour welfare board for the welfare benefits.
8. Cattle feed packing in 30 Kg bags was introduced .
9. Personal computer based milk collection stations were supplied to Milk Producers' Co-operative Societies to ensure transparency in milk testing and accounting.

WELFARE OF EMPLOYEES OF DEPARTMENT AND DAIRY CO-OPERATIVES:-

1. During this year 39 employees of Dairy Development Department and 170 employees of Tamil Nadu Co-operative Milk Producers' Federation Limited (TCMPF Ltd.) / District Co-operative Milk Producers' Unions (DCMPU) were promoted.
2. 7 Typists who were recruited by the District collectors were appointed on temporary basis
3. Under compassionate grounds 2 appointments were made in department and 74 appointments were made in TCMPF Ltd.

4. 202 casual labourers of DCMPU were regularized by Government.
5. Rs.597.87 lakh was distributed to the Federation and Unions employees @8.33% as bonus and 11.67% as ex-gratia by which 7279 employees were benefited.
6. Deepavali and Pongal Gift packets were distributed to the employees of Dairy co-operatives to the tune of Rs.100.45 lakh by which 31729 employees were benefited.
7. Rs.317.79 lakh was disbursed to the Dairy Co-operative Employees as Productivity linked incentives
8. Special bylaw relating to service conditions of the employees of TCMPF was formulated and registered.
9. Government has constituted a committee to formulate service conditions of the employees of DCMPUs.

CONSUMERS' CARE:

Consumers' requirement and preference are given due importance, by Tamil Nadu Co-operative Milk Producers' Federation Ltd., to supply quality products in the brand name of *aavin*. 24 hours consumer care cell is operating at Nandanam in Chennai and complaints are attended immediately. Consumers can approach Tamil Nadu Co-operative Milk Producers' Federation Ltd., through toll free No. 1800 425 3300. To provide quality milk to customers, 16 hours Milk Parlours have been opened. To fulfill customers' needs special campaigns for sale of monthly cards were organized during the month of February, March and April 2008.

PROGRESS IN DAIRY DEVELOPMENT SECTOR DISTRICT UNIONS:-

In the District Co-operative milk producers' Union, under the Milch Animal Breeding Programme, around 8 lakh milch animals in 5053 Dairy Co-operative Societies are being covered through 2380 Artificial Insemination Centers. 2182 Artificial Insemination centers are functioning as Mobile Artificial Insemination centers. 13.70 lakh Artificial Inseminations had been carried out and 4.66 lakh crossbred calves were born.

4729 Dairy Co-operative Societies are covered under animal health care through regular veterinary input units with qualified Veterinary Doctors. Exclusive animal health camps were conducted in 3036 Milk Producers' Co-operative Societies.

5.79 lakh cases were treated during 2007-08. Emergency veterinary units are also functioning to attend distress calls from the members. 57 regular veterinary units and 55 emergency units are functioning under the control of District Co-operative Milk Producers' Unions.

**TABLE I
SIGNIFICANT INFORMATION**

(as on 31.03.2008)

Sl. No	Items	Achievement
1.	Total number of functional Milk Producers' Co-operative Societies	7833
2.	New MPCS organized during the year	364
3.	Total number of Members in MPCS.(in lakh)	22.10
4.	Total No. of pouring members(in lakh)	4.08
5.	Milk Production by societies (in ltpd)	26.27
6.	No. of District Unions	17
7.	State Level Federation	1
8	No. of Registered private dairies	20
9	Milk Procurement by Unions(in ltpd)	21.64
10	Milk Procurement by Regd Private dairies(in ltpd)	18.60
11	Total procurement by Registered dairies(in ltpd)	40.24
12	Milk Marketing in Chennai City (in ltpd)	10.36
13.	Milk Marketing in District Unions(ltpd)	9.85
14.	Number of Union Dairies	15
15.	No. of Federation dairies	4
16.	Handling Capacity Union Dairies(in ltpd)	19.42
17.	Handling Capacity Federation Dairies(in ltpd)	10.00
18	Handling capacity of Regd Private dairies(in ltpd)	27.95
19.	Number of Chilling Centres	36
20.	Handling Capacity of Chilling Centres(in ltpd)	13.55
21.	No. of BMC units functioning	42
22.	Handling capacity of BMC (in ltpd)	1.68
23.	No. of rural milk collection routes	487
24.	No. of milk distribution routes at District level	230
25.	No. of milk distribution routes at Chennai Metro	81
26.	No. of Powder Plants	4
27.	Capacity for drying milk	70 MTs/day

28.	No. of Automatic Vending Machine Units	218
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MILK PROCUREMENT BY DAIRY

CO-OPERATIVES

The average quantity of milk procured by the District Unions during the year 2006-07 and 2007-08 is furnished below.

TABLE II

S. No.	Name of the Union	2006-07	2007-08
		(In thousand litres per day)	
1.	Kancheepuram-Tiruvallur	54	48
2.	Villupuram	167	165
3.	Vellore	298	276
4.	Dharmapuri	146	139
5.	Salem	397	407
6.	Erode	216	193
7.	Coimbatore	219	208
8.	Nilgiris	20	22
9.	Madurai	208	227
10.	Dindigul	41	40
11.	Trichy	298	286
12.	Thanjavur	28	34
13.	Pudukottai	11	11
14.	Sivagangai	28	30
15.	Virudhunagar	12	11
16.	Tirunelveli	61	61
17.	Kanyakumari	6	6
	Total	2210	2164

In 2006-07, 7662 Co-operative Milk Producers' Societies have procured 26.10 lakh litres of milk per day (LLPD). In 2007-2008, number of MPCs increased to 7833 and milk procurement has also increased to 26.27 LLPD.

Milk procurement by DCMPUs is 21.64 LLPD during 2007-08.

MILK PROCUREMENT PRICE:-

The cow milk price has been increased by Rs.2.00 per litre and buffalo milk price has been increased by Rs.4.00 per litre with effect from 10.03.2008.

MILK SALES IN DISTRICT UNIONS AND CHENNAI METRO:-

The average quantity of District Co-operative Milk Producers' Unions local milk sale during the year 2006-07 and 2007-08 is given below:-

TABLE III

S. No	Name of the Union	2006-07	2007-08
		(In thousand litres per day)	
1.	Kancheepuram-Tiruvallur	1	1
2.	Villupuram	25	31
3.	Vellore	69	75
4.	Dharmapuri	18	17
5.	Salem	123	144
6.	Erode	90	83
7.	Coimbatore	182	176
8.	Nilgiris	21	21
9.	Madurai	156	185
10	Dindigul	22	20
11	Trichy	103	102
12	Thanjavur	21	22
13	Pudukottai	6	6
14	Sivagangai	27	29
15	Virudhunagar	6	7
16	Tirunelveli	49	49
17	Kanyakumari	23	17
Total		942	985
18	Chennai Metro sales	987	1036
Grand Total		1929	2021

In Chennai, Sale of milk in sachet is being carried out through 24 zones, 516 Depots, 364 Distribution Points, 48 Milk Consumers' Co-operative Societies, 35 private Wholesale Milk Distributors and about 3000 retail outlets.

OTHER ACTIVITIES DURING THE YEAR 2007-08:

QUALITY ASSURANCE

All Metro dairies (including product dairy), Salem and Erode dairies have already obtained ISO/ HACCP certificates. During this year, The Nilgiris District Co-operative Milk Producers' Ltd., got ISO certificate on 27.03.2007. Hazard Analysis And Critical Control Point (HACCP) is quality system, which ensures food safety and quality in milk and milk products sold by *aavin*. The Federation ensures supply of quality milk from Dairy through insulated puffed vehicle till it reaches consumers.

CATTLE FEED

During this year, 12013 MTs of cattle feed was produced and sold.

FROZEN SEMEN STRAW PRODUCTION

Nucleus Jersey and Stud Farm at Ooty is the first Frozen Semen Production Station, which got ISO Certification in the country among the stations managed by Cooperatives and Government Departments and got "A" grade from Central Monitoring Unit, Government of India for maintaining its quality and production of Frozen Semen Straws. 20.07 lakh Frozen Semen Straws was produced. Government have transferred 46.33 acres of land to Animal Husbandry, Dairying and Fisheries Department at free of cost which in turn can allot the same to Tamilnadu Co-operative Milk Producers' Federation

and has also waived lease amount, land cost etc., amounting to Rs.7.29 crores due from the Tamilnadu Co-operative Milk Producers' Federation vide G.O Ms. No.33 Revenue LD 5 (1) Department Dated 23.01.2008.

STATE AND CENTRAL GOVERNMENT SCHEMES:-

CENTRALLY SPONSORED SCHEME

SUPPORT TO TRAINING AND EMPLOYMENT PROGRAMME FOR WOMEN (STEP)

The Government of India introduced 'STEP' scheme at a total cost of Rs.649.464 lakh to improve socio economic conditions of poor rural women belonging to SC / ST, asset-less women and self help groups. The grant in aid of Rs.584.518 Lakh will be met by GOI as its 90% share and the balance 10% share of Rs.64.946 Lakh to be met by the implementing Agency.

This Scheme is implemented in 7 District Co-operative Milk Producers' Unions viz. Salem, Erode, Dharmapuri, Vellore, Villupuram, Coimbatore and Trichy comprising 14 Revenue Districts.

The Government of India has released so far a sum of Rs.425.838 lakh grant-in-aid for 1st and 2nd year and the amount was utilized. The third year grant-in-aid of Rs.158.680 lakh is awaited from GOI for completion of the scheme.

The targeted 145 Women Dairy Co-operative Societies have been organized and 10150 women members have been enrolled. The average milk procurement from STEP societies is 22,439 Litre per day with an average income of Rs.61/- per day per beneficiary.

INTENSIVE DAIRY DEVELOPMENT PROGRAMME

The Government of India have accorded sanction for Rs.312.15 lakh to Sivagangai District Co-operative Milk Producers' Union as 100% grant to implement 'Intensive Dairy Development Programme' in Sivagangai and Ramanathapuram Districts. During this year Rs.102.14 lakh has been received and utilized. The objective of this programme is to improve milk procurement, milk sales, creation of infrastructure required for milk processing and marketing, extension of input activities and manpower development in districts for a period of five years.

During the current year, Government of India have sanctioned Rs.554.06 lakh to Tirunelveli and Rs.291.77 lakh to Kanyakumari DCMPUs. So far Rs.204.53 lakh has been received for Tirunelveli union and fully utilized. Kanyakumari union has received Rs.49.83 lakh grant and fully utilized.

Similarly, the Government of India has accorded administrative approval on 11.10.2007 for the implementation of 'Intensive Dairy Development Programme' in Thanjavur DCMPU for the benefit of Thanjavur, Thiruvavur and Nagapattinam Districts at a outlay of Rs.867.624 Lakh. As against first year grant of Rs.210.284 Lakh, Thanjavur union has received Rs.125 Lakh and utilized.

The above programme has benefited 2.24 lakh milk producers of 849 functional societies in 8 Revenue Districts. The average milk procurement by Unions is 1.31 LLPD and average milk sales to consumers are 1.17 LLPD. In the above southern districts, 71 new milk societies have been organized and 54 dormant milk societies have been made functional. In total 2518 milch animal loans have been sanctioned and released to improve milk procurement

STRENGTHENING INFRASTRUCTURE FOR QUALITY AND CLEAN MILK PRODUCTION

The Government of India sponsored a scheme called 'Strengthening Infrastructure for Quality and Clean Milk Production' to strengthen infrastructure facilities and to ensure Clean milk production at village level on 100% grant. The period of the scheme is two years and above,

The objective of the scheme is to train farmers on clean milk production, to provide chemicals and utensils to pourer members, to strengthen district union dairies / chilling centres laboratory and to install bulk milk coolers at societies to improve initial quality of milk.

The amount was utilized for training, provision of antiseptic solutions, supply of stainless steel utensils and modernization of Quality Control Laboratories at Dairies / Chilling Centres. The Government of India gives 75% as grant for installation of bulk milk coolers and the remaining 25% is met by the concerned beneficiary District Unions.

So far under this scheme Rs.1351.37 lakh was sanctioned to Vellore, Villupuram, Trichy, Dharmapuri, Salem, Kancheepuram-Tiruvallur, Erode, The Nilgiris, Madurai and Dindigul milk Unions. Out of the total project cost sanctioned, Government of India grant portion is Rs.1102.45 lakh and balance Rs.248.93 lakh has been contributed by implementing union. 1st year grant of Rs.445.15 lakh has been received and utilized. 2nd year grant of Rs.507.80 lakh and balance of Rs.24.19 lakh is awaited from Government of India.

FIELD PERFORMANCE RECORDING PROGRAMME

Field Performance Recording system is being implemented by the Federation with the financial assistance of Government of India through the Tamilnadu Livestock Development Agency (TNLDA) for production of crossbred bulls required for breeding milch animals belonging to Milk Producers. It is implemented in seven milk unions viz, Vellore, Salem, Erode, Coimbatore, Trichy, Madurai and Tirunelveli.

Under this programme, cows with a peak milk yield of 14 litres and above per day are identified, impregnated and on calving, their milk yields are recorded. Among the milk recorded animals, the high yielding cows are used as Bull Mothers for production of crossbred bulls.

Milk recording has been completed in 810 animals. 62 male calves are born and Nineteen male calves have been purchased as breeding bulls and reared by TNLDA.

PROGENY TESTING SCHEME

Progeny Testing scheme is being implemented by the Federation with the financial assistance of Government of India through Tamilnadu Livestock Development Agency (TNLDA), in order to select superior cross bred bulls for breeding milch animals belonging to milk producers. In order to select the superior crossbred bulls, a batch of 20 to 25 cross bred bulls are inducted for testing and cows belonging to milk producers in seven milk unions viz, Vellore, Salem, Erode, Coimbatore, Trichy, Madurai and Tirunelveli are impregnated using the semen collected from these bulls. Based on the study of certain important economic traits like the quantity of milk produced in the first lactation, Fat and SNF and age at first calving from the heifers born to these cows, the best of the crossbred bulls are selected. Sixth set of progeny testing programme has started during the year 2007-08.

LIVESTOCK INSURANCE SCHEME

Livestock Insurance Scheme is being implemented by the Federation as a pilot project with the assistance of Government of India through TNLDA. It was targeted to enroll 77,000 milch animals under insurance cover in the districts of Coimbatore, Salem, Namakkal, Erode and Vellore during the year 2007-08. As against this target, 72,886 milch animals have been provided with insurance cover. As per the scheme guidelines out of the total premium payable, 50% is provided as subsidy and the balance 50% is to be borne by the milk producers.

REHABILITATION PLAN - CENTRAL – STATE SHARED SCHEME - “ASSISTANCE TO CO- OPERATIVES” – REHABILITATION OF UNIONS.

During 9th five year plan, Government of India formulated a scheme called “Assistance to Co-operatives” to rehabilitate the loss making District Co-operative Milk Producers’ Unions.

The plan envisages 50% grant from Government of India and 50% grant from State Government to wipe off cash loss in District Co-operatives Milk Producers’ Unions and make them viable with suitable Rehabilitation Plan.

Erode and Villupuram District Co-operative Milk Producers' Union Ltd., covering 3 districts have been assisted under the scheme with the financial assistance from Government of India and Government of Tamil Nadu with a total project cost of Rs.9.00 crore and Rs.4.00 crore respectively. At present Erode Union is operating in profit and has reduced the milk bill dues to the milk producers. The 50 paise recovery made from the milk producers in Erode District has been withdrawn from 10.03.2008.

The Government of Tamil Nadu and Government of India have accorded administrative approval for the implementation of rehabilitation plan for Dharmapuri union at a total cost of Rs.970.99 lakh. The Govt. of India share of Rs.350 Lakh and the State Govt. share of Rs.350 Lakh have been sanctioned and disbursed to the union. The above 700 lakh has been fully utilized for settling the milk cost over due to the milk producers through the milk producers’ Co-operative societies. For the year 2007-08, State

Government have released its share of Rs.100 lakh and a matching sanction is expected from Government of India. The Dindigul District Co-operatives Milk Producers' Union has submitted proposal of the same scheme for Rs.180 lakh.

STATE GOVERNMENT SCHEMES

TSUNAMI EMERGENCY ASSISTANCE PROGRAMME SCHEMES

- 160 Milk Producers' Co-operative Societies are functioning in Tsunami affected coastal Districts. Stainless steel milk cans, stainless steel milk collection kit, milk testing equipments, furniture, display board along with books and forms are provided to facilitate milk procurement economic activities.
- 9230 litres of milk per day is produced and marketed by self-help group members generating regular daily income. Out of Rs.80 lakh received as 100% grant from Asian development bank through Rural development and panchyatraj department Rs.31 lakh has been utilized. The scheme is under progress and anticipated for completion soon.
- 9 Bulk milk coolers are under process of establishment with Rs.153 lakh financial support from Asian Development Bank through Tsunami Emergency Assistance Project implementation unit of Rural Development and Panchayatraj Department
- Infrastructure assistance worth of Rs.169.39 lakh is provided to 37 marketing skill developed self help group members for the sale of milk and milk products. 14 Self Help group members received infrastructure like milk parlours and started milk and milk product sales. 3 Self Help Group members started milk sales economic activity. Rs.108 lakh is being utilized and balance utilization is under progress.
- Orientation training by National Dairy Development Board training center at Erode to 49 district level tsunami scheme implementing officials and non-government agency representatives has been provided at a total cost of Rs.1.79 lakh
- Exposure training for 641 members, orientation and skill development workshop for 381 members and Study tour to Salem and Erode milk product producing dairies for 377 members of self help groups selected for parlour economic activity have been completed at a total cost of Rs.4.31 lakh.
- Exposure training to 660 members, clean milk production and dairy animal management training to 3936 members of Self Help Groups selected for milk society economic activity have been completed at a total cost of Rs.5.30 lakh.

PART II SCHEMES FOR THE YEAR 2007-2008

For the year 2007-08 an amount Rs.418.00 lakh was sanctioned for the benefit of milk producers of Tamil Nadu. This is the highest allocation under part II in recent times. State Government's Share is Rs.218.00 lakh and balance amount of Rs.200.00 lakh is met by the beneficiary Unions / Societies. The scheme is under progress at various stages.

- (a) 5000 Stainless Steel Milk Cans will be purchased at the rate of Rs.4000 per can and supplied to 1000 Milk Producers' Co-operative Societies at a total cost of Rs.200 lakh. The Government sanctioned Rs.100 lakh as subsidy.
- (b) The Government have provided 50 Stainless Steel Milk Collection Kit containing Stainless Steel Materials like Stainless Steel Collection Trays, Funnel, Filter Units, Measures and Sample bottles for milk testing at the rate of Rs.6000 per kit to the 50 Milk Producers' Co-operative Societies. The total cost of the above kit works out to Rs.3.00 lakh.
- (c) The Government have sanctioned money for the installation of 10 Bulk Milk Coolers of 5000 litre capacity at Milk Producers' Co-operative Societies. The cost of each Bulk Milk Cooler is Rs.20 lakh and the total cost works out to Rs.200 lakh out of which Rs.100 lakh is the Government grant.
- (d) The Government have sanctioned money for the installation of 10 PC based milk collection station at the rate of Rs.1.50 lakh to 10 MPCS. The entire amount of Rs.15 lakh is Government grant.

THIRUVANNAMALAI DAIRY AND MILK POWDER PLANT

The Government have given administrative approval for the establishment of 2 lakh litre handling capacity dairy and a powder plant with capacity of 20 MTs. The total project cost is Rs.2931 lakh of which the Government share is Rs.146.57 lakh. The remaining portion is NABARD loan. Out of the total project cost Rs.1076.52 lakh have been released by Government during the year 2007-08.

VISION FOR THE YEAR 2008-09

NEW SCHEMES

1. "**Perarignar Anna Centenary Dairy Scheme for Rural Women**" (PACDSRW). To increase the milk production in Tamil Nadu as well as to increase income of the Milk Producers, a new scheme called "Perarignar Anna Centenary Dairy Scheme for Rural Women" will be implemented. Under the scheme 10,000 cross bred milch animals will be provided to rural women self help groups at a cost of Rs.22.00 crore for a period of 2 years through Tamil Nadu Co-operative Milk Producers' Federation Limited which will benefit 5,000 women in 200 villages.
2. It is proposed to create a welfare fund named "**Perarignar Anna Centenary Milk Producers' Welfare Fund**" for the benefit of Milk Pouring Members from this financial year. The Milk Pouring Members have to pay Re.1/- per month for the fund and matching fund will be shared and paid by the MPCS and the District Unions. The fund will be utilized to help the Milk Pouring Members and their families during the time of dislocation in milk supplies to the Societies owing to fatal accidents, hospitalization of the members, disability and also expenses towards marriage of the member's daughter, education expenses of their children.

ORGANIZATION / REVIVAL OF MPCS

It is proposed to organize 250 MPCS and revive 100 MPCS during the year 2008-09.

MILK PROCUREMENT

It is proposed to procure 28 Lakh litres of milk per day during the year 2008-09.

MILK MARKETING

It is proposed to market 10.30 LLPD of milk in Chennai metro during 2008-09. At District union level it is proposed to market 10.00 LLPD of milk.

EXPANSION OF PROCESSING CAPACITY

Rs.2364 lakh worth of equipments and related work for creation of additional infrastructure for increasing milk handling, processing, packing etc., will be completed in the year 2008-09. Feeder Balanced Dairies will be strengthened to act as regional suppliers of milk and milk products.

INSTALLATION OF BULK MILK COOLING CENTRES

131 bulk milk coolers is proposed to be installed and made operational during the year 2008-09.

TRAINING OF MILK PRODUCERS

29600 milk producers will be trained at a cost of Rs.37 lakh under clean milk production activities. 8000 milk producers will be trained at a total cost of 30.00 lakh on Dairy animal management activities.

ANIMAL HEALTH

It is proposed to set apart with a minimum of 2.5 paise in every 10 paise deducted from administrative cost for purchase of medicine to take care of milch animals belonging to member producers, and also for creating 100 mobile veterinary units to provide health cover by engaging veterinarians on contract basis.

TECHNICAL TRAINING

It is proposed to establish a technical training centre at Madhavaram to train technical staff of Milk Unions and Federation.

PROPOSED PART- II SCHEMES 2008-09

It is proposed to implement the following schemes at a total cost of Rs.110.85 lakh out of which Rs.22 lakh is being the beneficiary share under part II scheme as detailed below:-

- a) Provision of 2000 Stainless steel milk cans @ Rs.2200/- per can to 500 MPCS. The total cost works out to Rs.44 lakh out of which Rs.22 lakh is the Government grant and the remaining Rs.22 lakh will be met by the beneficiary.
- b) Provision of 150 stainless steel kits at Rs.6,000/- each to 150 MPCS. The cost works out to Rs.9 lakh.

- c) Provision of softy ice cream units to 3 MPCS @ Rs.60,000/-, per unit, Khoa Pan to 3 MPCS at Rs.25,000/- per unit and Paneer making machine to 2 MPCS at Rs,50,000/- per unit. The entire amount is Government Grant.
- d) Provision of 5 Mobile milking machines at Rs.3.25 lakh per unit to 5 MPCS. It includes one milking machine and one mini door auto. The cost works out to Rs.16.25 lakh.
- e) Purchase of computers, Xerox and Fax machines for development of e-Governance at Commissioner's office at a financial out lay of Rs.7.50 lakh.
- f) Renovation of training hall in the Commissioner's Office, Dairy Development Department for a financial outlay of Rs.3 lakh.
- g) Provision of fruit storage cum implement shed for 125 acre orchard at Madhavaram Milk Colony at a cost of Rs.10 lakh.
- h) Provision of 2 bore wells with motors to irrigate the usufruct trees in the orchard at a total cost of Rs.3 lakh.
- i) Provision of 4 Iron grill gates for fodder farm and orchard at Madhavaram Milk Colony at a cost of Rs.1.60 lakh.
- j) Establishment of whey drink manufacturing unit in The Nilgiris District Co-operative Milk Producers' Union Ltd., with a financial outlay of Rs.35 lakh.

NATIONAL AGRICULTURAL DEVELOPMENT PROGRAMME:-

National Development Council resolved to implement a special additional central assistance scheme called National Agricultural Development Programme (NADP) or Rashtriya Kissan Vikas Yojana (RKVY). It is 100% Central Government grant and the eventual goal is that the additional investment made through this scheme will lead to at least 4% growth in agriculture and allied sector during the 11th plan period by ensuring a holistic development.

Under this scheme, the Government have sanctioned the following items for a total value of Rs.7.97 crore on 100% grant from Government of India.

- a) Buffalo calves development programme at a financial outlay of Rs.1.62 crore .
- b) Bypass protein manufacturing unit at a financial outlay of Rs.1.00 crore at Erode District Co-operative Milk Producers' Union Ltd.,
- c) 2 Mineral mixture manufacturing unit at a financial outlay of Rs.30.00 lakh at Erode District Co-operative Milk Producers' Union Ltd., and Tirunelveli District Co-operative Milk Producers' Union Ltd.,
- d) Strengthening of existing MMPO quality control Laboratory at Madhavaram by purchasing modern automated equipments at a financial outlay of Rs.222 lakh.
- e) 30 automatic milking machines @ Rs.70,000/- per unit to the societies at a financial outlay of Rs.21 lakh.
- f) 107 automatic milk collection station @ Rs.1.69 lakh per unit to MPCS at a financial outlay of Rs.181 lakh.

- g) Skill development programme to field staff and farmers training programme at a financial outlay of Rs.54.00 lakh through Tamil Nadu Livestock Development Agency.
- h) Study tour to 550 elite farmers of MPCS at a financial outlay of Rs.27.00 lakh.

DEPARTMENT OF AUDIT FOR MILK

CO-OPERATIVES:

The Department of Audit for Milk Co-operatives is functioning from 01.10.1987. This Department is entrusted with conducting statutory audit in Tamil Nadu Co-operative Milk Producers' Federation, 17 District Co-operative Milk Producers' Unions and 9259 Primary Milk Producers' and Consumers' Co-operative Societies. In this Department, 304 employees are working under the lent service basis from other departments viz., Co-operative Department, Finance Department and Treasuries and Accounts Department

GOVERNMENT REVENUE:

For the year, under Audit Fees, a sum of Rs.195.88 lakhs was collected and remitted into Government Accounts, as against the demand of Rs.199.35 lakhs. For the year, under F.R., a sum of Rs.84.58 lakhs was collected and remitted into Government Account, as against the demand of Rs.87.29 lakhs.

U. MATHIVANAN,
Minister for Dairy Development.