

2.6. Dairy Development

Dairying has brought about socio-economic transformation in Tamil Nadu and is playing a significant role in strengthening rural economy. Dairy has vast potential to generate employment and has helped in alleviating poverty in rural belt. Dairying provides definite and regular incomes 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 Cooperative societies collectively on an average get daily income of Rs.262 lakh for the milk they pour to the dairy societies.

Dairy Development Programmes are being implemented in Tamil Nadu through a network of co-operatives designed on the 'Anand model' of Gujarat state. Milk and milk products are marketed by the co-operatives under the brand name 'Aavin'.

There are 17 District Cooperative Milk Producers' Unions functioning in the State of Tamil Nadu covering 31 Districts with an installed processing capacity of 19.42 lakh litres per day (LLPD). There are 36 Chilling Centres in the District Co-operative Milk Producers' Unions with an installed chilling capacity of 13.55 LLPD. The Tamil Nadu Co-operative Milk Producers' Federation Limited is the apex body of the 17 District Cooperative Milk Producers' Unions. The Federation has four dairy plants in Chennai, one at Ambattur with a capacity of 4.00 LLPD, another at Madhavaram with a capacity of 2.00 LLPD and the third dairy at Sholinganallur with a capacity of 4.00 LLPD. The fourth dairy at Ambattur is engaged in the manufacture of value added milk products such as Yoghurt, Ice cream, Khova etc.

In the District Cooperative milk producers' Union, under the Milch Animals Breeding Programme, around 8 lakh milch animals in 5053 Dairy Co-operative Societies are being covered through 2380 Artificial Insemination (A.I.) Centres. 2182 AI centres are functioning as Mobile AI centres. 13.70 lakh AIs had been carried out and 4.66 lakh cross bred calves were born.

Performance

The details of performance including infrastructure created as on 31.3.2008 is given below:

Physical Performance		
S. No.	Item	As on 31.3.2008
1	Number of MPCS*	9302
	Functional MPCS	7833
2	New MPCs organized	364
3	Membership (in lakhs)	22.10
3	Pouring members (in lakhs)	4.08
4	Milk production by societies (in LLPD)	26.27
5	Procurement by unions (in LLPD)**	21.64
6	Artificial insemination (in lakhs)	13.70
7	No. of Chilling centres	36
8	No. of Dairies	15
10	No. of AVM units ***	218

* Milk Producers' Co-operative Societies,

**LLPD: Lakh Litres Per Day

***Automatic Vending Machine

Strategies for 2009-10

The strategies under dairy development sector for 2009-10 will be

- Milch animals upgradation, sustainability and improvement in productivity in the long run.
- Provision of veterinary health, breeding, feed and fodder and insurance are provided to animals owned by the milk producers in Co-operative sector.
- Cultivation of improved varieties of fodder and distribution to the producers at reasonable price.
- Improving infrastructure for collection, transportation, handling and procurement of milk from the farmers
- Improving infrastructure for processing, value addition, packaging and marketing of milk and milk products
- Emphasis on clean milk production
- Ensuring compliance of International Specifications
- Creation of Management Information System (MIS) and Enterprises Resource Planning (ERP) in Dairy industries

Programmes

1. Assistance to Dairy Co-operatives for implementation of the rehabilitation schemes

The 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 per cent grant from the GOI and 50 per cent from the State Government to wipe off cash loss in District Co-operative 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. The Dharmapuri union project is being implemented. The rehabilitation project for Dindigul District Co-operative Milk Producers Union will be taken up during this year.

2. Thiruvannamalai Dairy and Milk Powder Plant

The Government of Tamil Nadu have approved the project for a establishment of 2 lakh litre handling capacity dairy and powder plant with a 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.

3. National Agricultural Development Programme (NADP)

Under this scheme, the following items and works were taken up during 2008-09 and likely to be continued during 2009-10. Buffalo calves development programme, establishment of Bypass protein manufacturing unit and Mineral Mixture manufacturing units, strengthening MMPO Quality control laboratory, supply of Automatic milking machines, setting up of Automatic Milk Collection station and skill development programme to the field staff and farmers.

4. Support to Training and Employment programme for Women (STEP)

The GOI introduced STEP scheme at a total cost of Rs.649.46 lakh to improve socio-economic conditions of poor rural women belonging to SC/ST, asset less women and SHGs. The grant in aid of 90% is met out by GOI and remaining 10% by the implementing agency. The targeted 145 Women Dairy Co-operative Societies have been organised and 10,150 women members have been

enrolled. The average milk procurement from STEP societies is 22,439 litres per day.

5. Intensive Dairy Development Programme

The GOI have accorded sanction for Rs.312.15 lakh to Sivagangai District Co-operative Milk Producers' Union as 100% grant to implement this scheme. The objective of this programme is to improve the procurement, milk sales, creation of infrastructure required for milk processing and marketing, extension of input activities and manpower development in districts. Similarly, the GOI has accorded approval for implementation of this programme in Thanjavur DCMPU for the benefit of Thanjavur, Thiruvarur and Nagapattinam Districts.

6. Organization of Milk Producers Co-operative Societies (MPCS)

Under this programme, it is proposed to provide necessary infrastructure facilities like SS milk cans, stainless milk collection kit, milk testing equipment, bulk milk coolers, softy ice cream machine and khova pan, paneer making machine etc., to the MPCS.

7. Improvement of Dairies

To facilitate hygienic milk procurement, it is proposed to provide stainless steel milk cans and collection kits, milk testing equipments, milking machines, water softening units, feed mixing units, computers etc., to 250 MPCS procuring milk more than 1000 litres and to install Bulk Milk Coolers where milk is available in surplus.

Plan Outlay for 2009-10

Totally, an amount of Rs.23.41 crore is approved for the Dairy Development Sector for the year 2009-10.