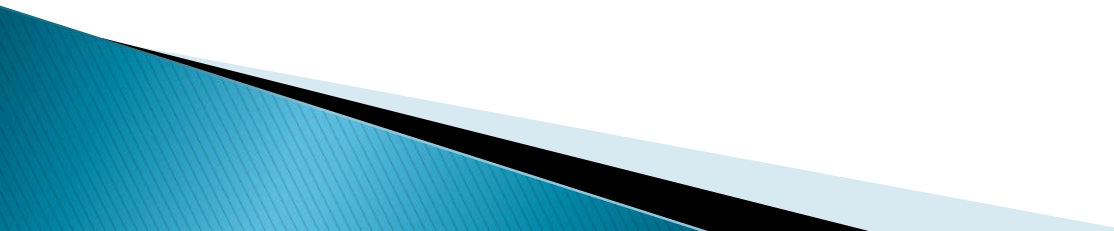


Operation Flood

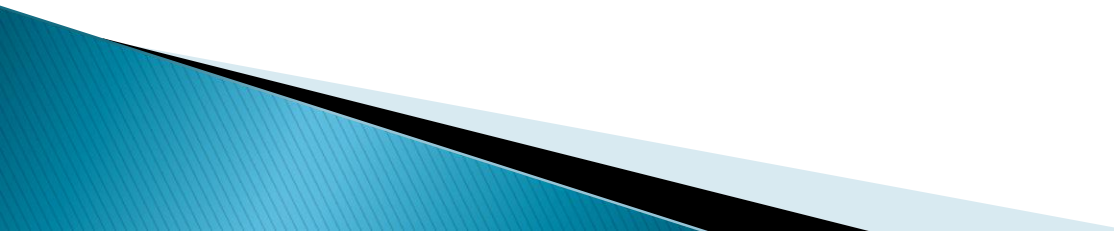
Dr. Deepak Gangil

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Introduction

- ▶ Worlds biggest dairy development programme
 - ▶ Covers over 10 million rural milk producing households all over the India
 - ▶ Launched in 1st July 1970
 - ▶ White revolution credit goes to OF by creating flood of rurally produced milk.
 - ▶ India becomes self sufficient in milk and milk products
 - ▶ India emerged as world's highest milk producer in 1998-99
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Genesis

- ▶ Origin is by the suggestion of late PM Mr. Lal Bahadur Shastri.
 - ▶ V. Kurien outlined a programme known as OF.
 - ▶ PM approved establishment of NDDB to replicate AMUL model all over the India.
 - ▶ Average per capita milk consumption was 107 gm per day
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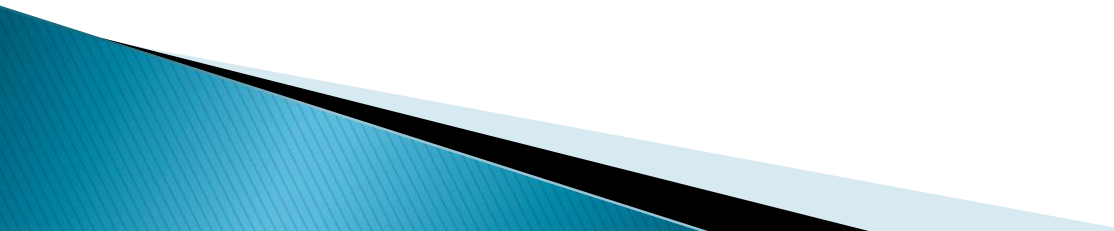
Objective

- ▶ Broad objectives are
 - ✓ To increase milk production (a flood of milk)
 - ✓ To increase farmers income by transferring profit from middlemen to producers
- ▶ Creating virtually flood of rurally produced milk in India by helping rural milk producers in 18 milk sheds in 10 selected states of India to organise

Phases

- ▶ Three phases of development
 - Phase – I (1970 - 81)
 - Phase – II (1981 - 85)
 - Phase – III (1985 - 96)

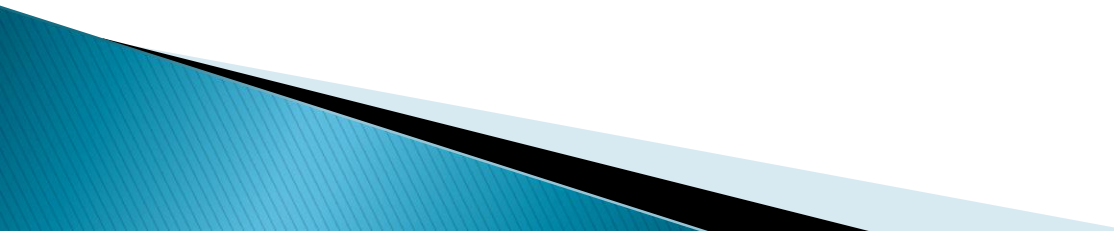
Phase – I

- ▶ Launched in 1st July 1970 by IDC
 - ▶ IDC was specifically setup to serve as financial and promotion house for OF
 - ▶ Phase –I launched with an agreement with WFP (World Food Programme)
 - ▶ 1,26,000 tonnes of SMP and 42000 tonnes of butter oil provided for financing the programme.
- 

Objectives:

- ▶ Overall objective was to lay the foundation of modern dairy industry in India to meet country needs.
 - organising village level dairy cooperatives for production and procurement of milk
 - Creation of union among farmers.
 - Establishment of metro dairies.
 - Thrust was to link Bombay, Calcutta, Delhi and Madras with country's best 18 milk sheds.

Achievements

- ▶ Funds were generated by sale of SMP and butter oil.
 - ▶ Investment was 116.54 crores.
 - ▶ 1,33,000 dairy cooperative societies in 39 milk sheds were organised
 - ▶ Total 18 lakh farmers engaged.
 - ▶ Peak milk procurement was 34 lakh litres per day.
 - ▶ 28 lakh litres milk were marketed per day.
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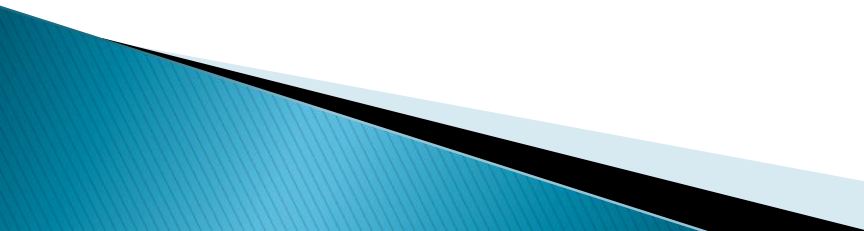
Phase – II

- ▶ Build on the foundation already laid by OF-I
- ▶ Approved by Govt. In 6th plan.
- ▶ Rs. 273 Crores from world bank and \$150 million
European Economic Community

Objectives

- 1) To cover 10 million producer families in rural areas.
- 2) To Create national herd of 14 million cross-bred cows and graded buffaloes.
- 3) to strengthen National Milk Grid by linking milk supply and demand centres.
- 4) To construct a base structures for national milk industry
- 5) To increase per capita consumption of milk and milk products at 144 gm / day

Achievements

- ▶ Helped to market milk in about 148 cities and town
 - ▶ Total population covers 15 million
 - ▶ 136 rural milk sheds linked with these cities through a national milk grid.
 - ▶ No. Of village cooperative societies increased up to 34500.
 - ▶ Covers 36 lakh farmer members.
 - ▶ Peak milk procurement increased to 76 lakh litres/day & milk marketing up to 50 lakh litres / day.
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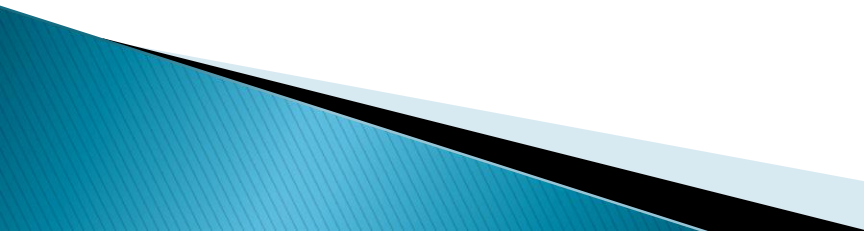
Phase – III

- ▶ Enabled dairy cooperatives to rapidly build up the basic infrastructure required to produce and market more and more milk daily
- ▶ Veterinary first aid and health care services provided by cooperative societies to producers.

Objectives

- 1) To increase coverage of milk producers.
- 2) To establish additional 15,500 village level milk cooperative societies in 173 APM shed as constitutes of federation
- 3) To increase milch animals
- 4) To strengthen national milk grid
- 5) To utilize technical inputs better in cooperation with state govt.
- 6) To develop cooperatives own system of improving health, sanitation, nutrition etc.

Achievements

- ▶ It covered 170 milk sheds of the country
 - ▶ Organisation of 70,000 primary dairy cooperative societies
 - ▶ OF – III had provision of productivity enhancement, input and institutional strengthening through training, research market promotion monitoring and evaluation.
 - ▶ Emphasis was on institutional and policy reforms.
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Summary

Features	OF-I	OF-II	OF-III
Date of start	1 st July, 1970	2 nd Oct, 1979	1 st April, 1985
Date of Concluded	31 March, 1981	31 March, 1985	31 March, 1996
Investment (crores)	116.5	277.2	1303.1
No. Of federation	10	18	22
Milk Sheds	39	136	170
Vill. Coop. Societies (thousands)	13.3	34.5	72.5
Members	17.5	36.3	92.63
Procurement (million litre/day)	2.56	5.78	10.99
Marketing (lakh litre/day)	27.9	50.1	100.2

Facts

- ▶ Annual milk production rising from 21 million tonnes in 1968 to approx. 80 million tonnes in 2001
- ▶ Annual rate of growth in milk production in India between 5-6% against world's at 1%
- ▶ Per capita availability of milk increased from 107 gm/day in 1970 to 214 gm /day.
- ▶ About 66% rural and 90 % urban households consume milk.
- ▶ Per capita consumption of milk has increased by 23% in rural and 15% in urban households.
- ▶ Cost of production in India is nearly 5% less than USA and Europe.

World's Top Milk Producers

The Biggest Producers of Milk in the World

Countries by the size of their milk production in 2018 (in million tons)

