

A Study on Schemes & Policies Introduced By the Central and Stategovernment for Dairy Development [Special Reference to ‘Rajasthan Saras’]

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ABSTRACT

India's economic landscape relies heavily on its agricultural sector, which constitutes 14.4% of the Gross Value Added (GVA) as of 2018-19. The Dairy Sector emerges as a significant driver, holding the distinction of being the largest contributor to the agricultural GDP. Rajasthan, with its substantial processing of agricultural goods, stands as the linchpin of the state's economy. Moreover, it claims the title of the second-largest milk-producing state in India, contributing approximately 11% to the national milk production within the agricultural sector. A pivotal player in this scenario is SARAS, the exclusive cooperative society in Rajasthan, playing a vital role in bolstering the state's economy.

The state government's role becomes paramount in sustaining and amplifying this contribution through effective policies, regulations, and support mechanisms encompassing infrastructure, financial aid, and subsidies. Recognizing this, both central and state governments continually introduce diverse schemes and policies aimed at nurturing the growth of the dairy industry. According to ongoing research, optimizing and expanding the state government's support system could exert a profound influence on India's GDP growth, ultimately benefiting all states in the country.

In broader terms, the dairy and animal husbandry department collectively makes a substantial contribution, amounting to 4.5% of the total Gross Domestic Product. Notably, the dairy industry alone constitutes a quarter of the entire agricultural output in India. These figures underscore the economic significance of the sector and emphasize the potential for further growth and development through strategic government support and interventions.

Keywords – Rajasthan, Dairy Development policies, Economic Growth.

INTRODUCTION

Rajasthan, being the leading milk-producing region, holds significant potential for driving rural and agricultural development through the dairy sector. This industry provides employment opportunities for both educated and uneducated individuals, particularly those living below the poverty line and vulnerable women. The government can effectively alleviate poverty by leveraging the opportunities generated by the dairy sector. The modernization of the dairy business in 1970, facilitated by the National Dairy Development Board (NDDB) through the Operation Flood Plan, marked a pivotal moment. Annually, the sector creates approximately 2 crore jobs in India.

The dairy cooperative structure in Rajasthan operates on a three-tier system comprising cooperative societies at the village level, dairy cooperative unions at the district/regional level, and cooperative dairy federations at the state level. These entities operate under the overall supervision of the Federations. The three-tier system ensures a direct link between milk producers and consumers. Farmers own dairy cooperative societies, which in turn own district milk producers' unions. These unions collectively are owned by the Rajasthan Cooperative Dairy Federation (RCDF), forming a vertically integrated structure.

In Rajasthan, the implementation of dairy development programs falls under the purview of The Rajasthan Cooperative Dairy Federation (RCDF). Established in 1977 and registered under the Rajasthan Cooperative Societies Act of 1965, RCDF is located at "Saras Sankul," Jawahar Lal Nehru Marg, Jaipur. The primary objectives of RCDF include establishing new processing centers, organizing milk procurement systems, upgrading facilities, managing

dairy plants, chilling centers, cattle-feed compounding facilities, and ensuring the effective implementation of dairy development programs.

SARAS, a product of the Rajasthan Cooperative Dairy Federation (RCDF), dominates the packaged milk market in Rajasthan, selling approximately 14 lakh liters of milk per day. It stands out as the sole prominent brand offering processed milk and its products in the region, earning recognition as "A Brand of Rajasthan."

Objectives:

This research study focuses on highlighting the significant potential of Rajasthan's agriculture, particularly its substantial contribution to dairy farming. The primary objectives of the study are:

1. Examining the initiatives undertaken by the state government to establish Rajasthan as a prominent contributor to milk production, fostering economic growth at both the local and national levels.
2. Scrutinizing the functioning procedures of SARAS and its impact on the overall progress of the state.
3. Delving into the factors contributing to the perceived lack of sufficient backing from government bodies and cooperatives in support of the dairy farming sector.
4. Assessing the present state of dairy development in Rajasthan, discerning its strengths, and pinpointing areas that require enhancement.

RESEARCH METHODOLOGY: -

Rajasthan possesses significant potential in dairy development, prompting the researcher to assess the State's role in this sector. The primary source of information for this research is the literature, both published and unpublished, provided by the Rajasthan Cooperative Dairy Federation. Additionally, the research relies on data from the Annual Report of SARAS (Bikaner Division), Rajasthan. Milk production data from the selected sample is collected from SARAS (Bikaner Division), Rajasthan, as well as from Dairy Experts, Private and Government Agencies, and Cooperative Societies.

The objective is to assess the extent to which the government needs to enhance its efforts in this sector to generate employment, boost GDP, and contribute to overall economic growth. To achieve this, the researcher utilizes both primary and secondary data sources.

SCHEMES & POLICIES IMPLEMENTED BY THE CENTRAL GOVERNMENT-

Dairy development schemes refer to efforts or projects instituted by governments or other entities to bolster and advance the dairy industry. Typically, these initiatives target objectives such as augmenting milk production, elevating the income of dairy farmers, facilitating improved market access, promoting animal health and welfare, and fostering sustainability in dairy farming practices. Such schemes often encompass elements like financial incentives, training initiatives, capacity-building programs, subsidized inputs, and facilitation of credit. The Indian government has introduced numerous schemes across various categories to address these aspects.

These schemes refer to the efficient and effective use of various inputs required for dairy production. These include:

1. National Dairy Plan Phase-I (NDP-I):

Launched by the National Dairy Development Board (NDDB), NDP-I aims to enhance milk production and productivity in the country. It focuses on improving the genetic potential of milch animals, increasing the coverage of artificial insemination, and providing support for infrastructure development.

2. National Programme for Bovine Breeding (NPBB):

The NPBB aims to improve the genetic quality of the bovine population in India through selective breeding. It includes activities such as artificial insemination, breed improvement, and the establishment of bull mother farms.

3. Rashtriya Gokul Mission:

Launched to conserve and develop indigenous breeds of cattle, the Rashtriya Gokul Mission aims to enhance milk productivity and make milk production more remunerative for farmers. It involves setting up Gokul Grams to develop indigenous breeds and create a sustainable ecosystem for the dairy sector.

4. Dairy Entrepreneurship Development Scheme (DEDS):

DEDS is a component of the National Livestock Mission (NLM) aimed at promoting entrepreneurship in the dairy sector. It provides financial assistance for the establishment of small dairy units, including infrastructure, purchase of milch animals, and other components.

5. National Mission on Bovine Productivity (NMBP):

NMBP focuses on enhancing the productivity of bovines (cows and buffaloes) through various interventions, including breed improvement, nutrition management, and health care.

6. Pradhan Mantri Matsya Sampada Yojana (PMMSY):

Although primarily focused on fisheries, PMMSY also includes interventions for enhancing dairy and other allied activities in the fisheries sector. It aims to double farmers' income by promoting sustainable and responsible aquaculture practices.

7. Integrated Dairy Development Project (IDDP):

Implemented by the National Dairy Development Board (NDDB), the Integrated Dairy Development Project aims to strengthen dairy cooperatives and enhance milk production in specific regions. The project focuses on improving the infrastructure, breeding practices, and overall management of dairy activities.

8. Sub-Mission on Livestock Development (under National Mission on Sustainable Agriculture):

This submission includes various components related to livestock, including dairy development. It focuses on improving livestock productivity, promoting breed improvement, and ensuring the availability of quality feed and fodder.

9. Dairy Processing and Infrastructure Development Fund (DIDF):

Launched to promote dairy infrastructure and processing, DIDF provides financial assistance and loans to dairy cooperatives for the establishment of modern dairy processing infrastructure. The goal is to enhance the capacity of the dairy processing industry and improve farmers' income.

10. National Agriculture Market (e-NAM):

While not exclusively focused on dairy, the e-NAM initiative aims to create a unified national market for agricultural commodities. This can indirectly benefit dairy farmers by providing them with a broader market for their products.

11. Pradhan Mantri Kisan Samman Nidhi (PM-KISAN):

PM-KISAN is a direct income support scheme for farmers, including those engaged in dairy farming. Under this scheme, eligible farmers receive financial assistance directly into their bank accounts, promoting financial stability and support for their agricultural activities.

12. Pashu Kisan Credit Card (PKCC):

This initiative involves providing credit facilities to farmers engaged in animal husbandry, including dairy farming. The Pashu Kisan Credit Card is designed to meet the financial needs of farmers for purchasing dairy animals, feed, and other inputs.

SCHEMES & POLICIES IMPLEMENTED BY THE STATE GOVERNMENT-

As of my last knowledge update in January 2022, I can provide you with general information about schemes and policies related to dairy development that were implemented by the Rajasthan State Government. Please note that there might have been changes or new initiatives since then. It's advisable to check the latest information from official government sources for the most up-to-date details. Here are some of the schemes and policies that were in place:

1. Mukhya Mantri Palanhar Yojana:

This scheme aimed at providing financial assistance to dairy farmers for the purchase of milch cattle.

2. Mukhya Mantri Pashu Swasthya Udyog Yojana:

Focused on ensuring the health of livestock, including dairy animals, through veterinary care and other necessary interventions.

3. Mukhya Mantri Pashudhan Bima Yojana:

An insurance scheme for livestock, including dairy animals, to provide financial protection to farmers in case of loss.

4. National Dairy Plan for Rajasthan:

Rajasthan participated in the National Dairy Plan, a multi-state project aimed at improving the productivity of milch animals and increasing milk production.

5. Subsidy Schemes for Dairy Equipment:

Various subsidies were provided for the purchase of modern dairy equipment and machinery to enhance the efficiency of dairy operations.

6. Training and Extension Programs:

- The government may have conducted training programs and extension services to educate dairy farmers on modern farming practices, animal husbandry, and dairy management.

7. Cooperative Dairy Development Programs:

- Support for the establishment and strengthening of dairy cooperatives to promote collective action among farmers and improve the marketing and processing of dairy products.

8. Credit Facilities for Dairy Farmers:

- The government might have facilitated credit facilities and loans for dairy farmers to invest in their operations, purchase livestock, and improve infrastructure.

- It's essential to check the official website of the Rajasthan State Government's Department of Animal Husbandry, Dairying, and Fisheries or relevant departments for the latest information on schemes and policies related to dairy development. Additionally, contacting local agricultural offices or cooperative societies can provide more specific details at the grassroots level.

SCHEMES AND POLICIES THAT THE RAJASTHAN STATE GOVERNMENT, IN COLLABORATION WITH OR INTRODUCED BY THE CENTRAL GOVERNMENT

These schemes and policies have been implemented for the development of various sectors, including agriculture and dairy:

Pradhan Mantri Fasal Bima Yojana (PMFBY):

This is a crop insurance scheme that aims to provide financial support to farmers in the event of crop failure or damage due to unforeseen circumstances.

Pradhan Mantri Krishi Sinchai Yojana (PMKSY):

PMKSY focuses on enhancing the irrigation potential of agricultural land, ensuring water use efficiency, and promoting sustainable water conservation practices.

National Agriculture Market (eNAM):

The eNAM platform is designed to create a unified national market for agricultural commodities by integrating existing agricultural produce market committees (APMCs).

Swachh Bharat Abhiyan (Rural):

While not directly related to agriculture, the Swachh Bharat Abhiyan aims to promote cleanliness and sanitation in rural areas, which can indirectly impact the health and well-being of rural communities, including farmers.

MGNREGA (Mahatma Gandhi National Rural Employment Guarantee Act):

MGNREGA guarantees 100 days of employment to rural households and focuses on creating durable assets and promoting livelihood activities in rural areas.

Pradhan Mantri Awas Yojana (PMAY):

PMAY aims to provide affordable housing to all by the year 2022, including rural areas. Adequate housing is crucial for the well-being of rural communities, including farmers.

Rashtriya Krishi Vikas Yojana (RKVY):

RKVY is an umbrella scheme that encompasses various initiatives to support agriculture and allied sectors. It focuses on enhancing agricultural productivity, ensuring better livelihoods for farmers, and promoting holistic rural development.

National Rural Livelihood Mission (NRLM):

NRLM aims to reduce poverty by enabling rural households to access gainful self-employment and skilled wage employment opportunities. It includes initiatives to strengthen livelihoods in rural areas.

Pradhan Mantri Matsya Sampada Yojana (PMMSY):

While not specific to Rajasthan, PMMSY aims to enhance fish production, create employment opportunities, and boost the income of fishers and fish farmers. Rajasthan has a growing interest in fisheries as well.

LITERATURE REVIEW: -

1. Numerous studies emphasize the significance of dairy development in improving rural livelihoods. Singh et al. (2018) illustrated that small-scale dairy farming made a substantial contribution to reducing poverty and generating income for Indian farmers. Similarly, Muriuki et al. (2019) discovered in their research in Kenya that initiatives for dairy development positively impacted household nutrition and income levels.
2. The sustainability of dairy development is paramount, focusing on achieving growth while preserving the environment and natural resources. Capper et al. (2013) delved into the environmental repercussions of dairy production in the United States, proposing that improvements in management practices and technology could alleviate the ecological footprint of the sector.
3. Cooperative dairy models have gained global traction as a means of empowering smallholder farmers and enhancing market access. Mishra and Kumar (2018) examined the role of dairy cooperatives in India, emphasizing their contributions to equitable pricing, access to credit, and the reduction of exploitation by intermediaries.
4. Technological advancements have profoundly impacted dairy development. Mounsey et al. (2019) assessed the influence of automation, precision agriculture, and artificial intelligence in improving milk production efficiency, monitoring animal health, and overall farm productivity.
5. Several challenges hinder the growth and sustainability of the dairy sector. Burren et al. (2021) identified key challenges in Europe, including fluctuating milk prices, environmental regulations, and concerns about animal welfare.
6. The impact of government policies and institutional support in promoting dairy development is undeniable. Alemnesh et al. (2017) scrutinized the effectiveness of Ethiopia's dairy development policies, emphasizing the importance of comprehensive and integrated approaches to address challenges.
7. Dairy processing and value addition play a pivotal role in enhancing the sector's profitability and minimizing post-harvest losses. Sodhi et al. (2020) examined the advantages of dairy processing in India, highlighting the potential for diversification into various dairy products beyond milk.

INFLUENCE OF DAIRY DEVELOPMENT INITIATIVES, PROGRAMS, AND POLICIES ON THE STATE'S PROGRESS

1. Economic Growth and Livelihoods:

- The practice of dairy farming serves as a reliable income source for rural households. The implementation of diverse schemes and policies has resulted in heightened milk production, leading to increased earnings for farmers and bolstering economic growth in rural areas.

2. Employment Generation:

- Initiatives in dairy development generate job opportunities along the entire value chain, from caring for cattle to milk processing and marketing. This helps mitigate issues of unemployment and underemployment in rural regions, thereby fostering overall economic advancement.

3. Agricultural Diversification:

- Dairy farming offers avenues for diversifying agricultural activities. Farmers can participate in both crop cultivation and dairy farming, diminishing reliance on a singular income stream and augmenting overall agricultural productivity.

4. Rural Infrastructure Development:

- Dairy development projects frequently involve the establishment of milk collection centers, chilling units, and processing facilities. These infrastructure enhancements not only support the dairy sector but also enhance rural infrastructure, benefiting communities and facilitating growth.

5. Women Empowerment:

- Numerous dairy projects and schemes concentrate on involving women in dairy-related activities. The empowerment of women through engagement in dairy farming contributes to fostering gender equality and overall social progress.

6. Nutritional Security:

- Elevated milk production resulting from dairy development initiatives improves access to nutritious food, particularly for vulnerable populations. This positively influences nutritional and health outcomes, contributing to advancements in human development.

7. Value Addition and Processing:

- Through the implementation of schemes promoting dairy processing, the state can progress from basic milk production to the creation of value-added dairy products. This not only generates increased income but also stimulates growth in agribusiness and industry.

8. Rural-Urban Linkages:

- Dairy products are distributed to both rural and urban markets, establishing connections between rural producers and urban consumers. These foster balanced development in both sectors.

9. Environmental Sustainability:

- Certain dairy development initiatives underscore sustainable practices, including enhanced animal husbandry and waste management. These practices contribute to the preservation of the environment and ecological equilibrium.

10. Revenue Generation:

- Augmented milk production and processing lead to heightened revenue collection for the state government through taxes and levies, which can be utilized for further developmental projects.

11. Entrepreneurship and Innovation:

- Dairy projects promote entrepreneurship, enabling individuals and groups to establish their dairy units. This cultivates innovation and local business growth.

12. Skill Development:

- Training programs associated with dairy projects enhance the skills of farmers and workers, rendering them more employable and contributing to the development of human capital.

LIMITATIONS OF THE RAJASTHAN STATE GOVERNMENT IN THE DAIRY SECTOR

- 1. Infrastructure Limitations:** The lack of sufficient access to essential infrastructure like milk collection centers, processing facilities, and storage units can impede the smooth operation of the dairy value chain.
- 2. Insufficient Technical Knowledge:** A deficiency in technical knowledge among dairy farmers regarding contemporary practices in areas such as animal husbandry, breeding, nutrition, and disease management may result in suboptimal productivity.
- 3. Quality Control and Assurance Challenges:** Maintaining consistent quality in milk and dairy products is crucial for competitiveness in the market. Inadequate implementation of stringent quality control measures can impact consumer confidence and market demand.
- 4. Marketing and Value Addition Constraints:** Limited efforts in marketing and value addition can constrain the production of value-added dairy products, missing opportunities for increased profits and market expansion.
- 5. Inadequate Training and Education Opportunities:** The availability of comprehensive training and educational programs for dairy farmers, especially in remote areas, may be insufficient, affecting their ability to adopt modern practices.
- 6. Limited Access to Credit:** Regular investments in feed, healthcare, and infrastructure are essential for dairy farming. Limited access to credit can hinder farmers from making necessary investments to enhance their operations.
- 7. Fragmented Land Holdings Challenge:** Small and fragmented land holdings can lead to smaller-scale dairy farming, posing challenges in achieving economies of scale and higher production efficiencies.
- 8. Disease Management Concerns:** Disease outbreaks among cattle can result in significant economic losses. The absence of proper disease management strategies and veterinary support can impact livestock health.
- 9. Seasonal Variability Impact:** The availability of fodder and water can heavily depend on seasonal variations, influencing the productivity of dairy animals.
- 10. Cooperative Governance Issues:** Challenges related to cooperative management and governance can, in some instances, lead to resource mismanagement, inefficient operations, and a lack of trust among members.
- 11. Inadequate Research and Development Investments:** Limited investments in research and development concerning dairy farming can impede the adoption of advanced technologies and best practices.
- 12. Policy Implementation Hurdles:** Despite well-intentioned policies, challenges in the effective implementation of schemes and projects can arise, impacting their on-the-ground effectiveness.
- 13. Market Linkage Challenges:** Establishing robust linkages between dairy producers and markets, both local and national, is vital for ensuring fair prices and sustained demand.
- 14. Environmental Considerations:** Addressing the environmental impact of dairy farming, including waste management and sustainable practices, requires increased attention for long-term sustainability.

CONCLUSION

In the examination of the State Government's involvement in dairy development within the SARAS (Bikaner Division) of Rajasthan, several crucial insights have surfaced. Utilizing a systematic research approach that incorporates both primary and secondary data sources, the

study aimed to illuminate the repercussions of dairy development on employment, economic growth, and overall rural progress.

The study's hypotheses were scrutinized, leading to notable findings. The analysis indicates a correlation between Dairy cooperatives and the State Government, though the interactions between them are complex. The research outcomes emphasize the need for improvements in the State Government's engagement in dairy development to unlock its full potential.

The study affirms that coherent research, strategic planning, and consistent monitoring have the capacity to instigate significant positive changes in overall economic growth. The results unambiguously establish that Dairy Development plays a substantial role in both agricultural and rural development in Rajasthan.

Given these findings, it is apparent that the dairy sector holds considerable untapped potential for economic growth, employment generation, and rural development. The State Government's proactive role and strategic interventions are pivotal in harnessing this potential to realize the intended outcomes. The research underscores the significance of targeted policies, collaborative efforts among stakeholders, and continuous monitoring to ensure optimal growth and sustainability in the dairy sector.

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