

# The White Revolution in India

## The end or a new beginning?

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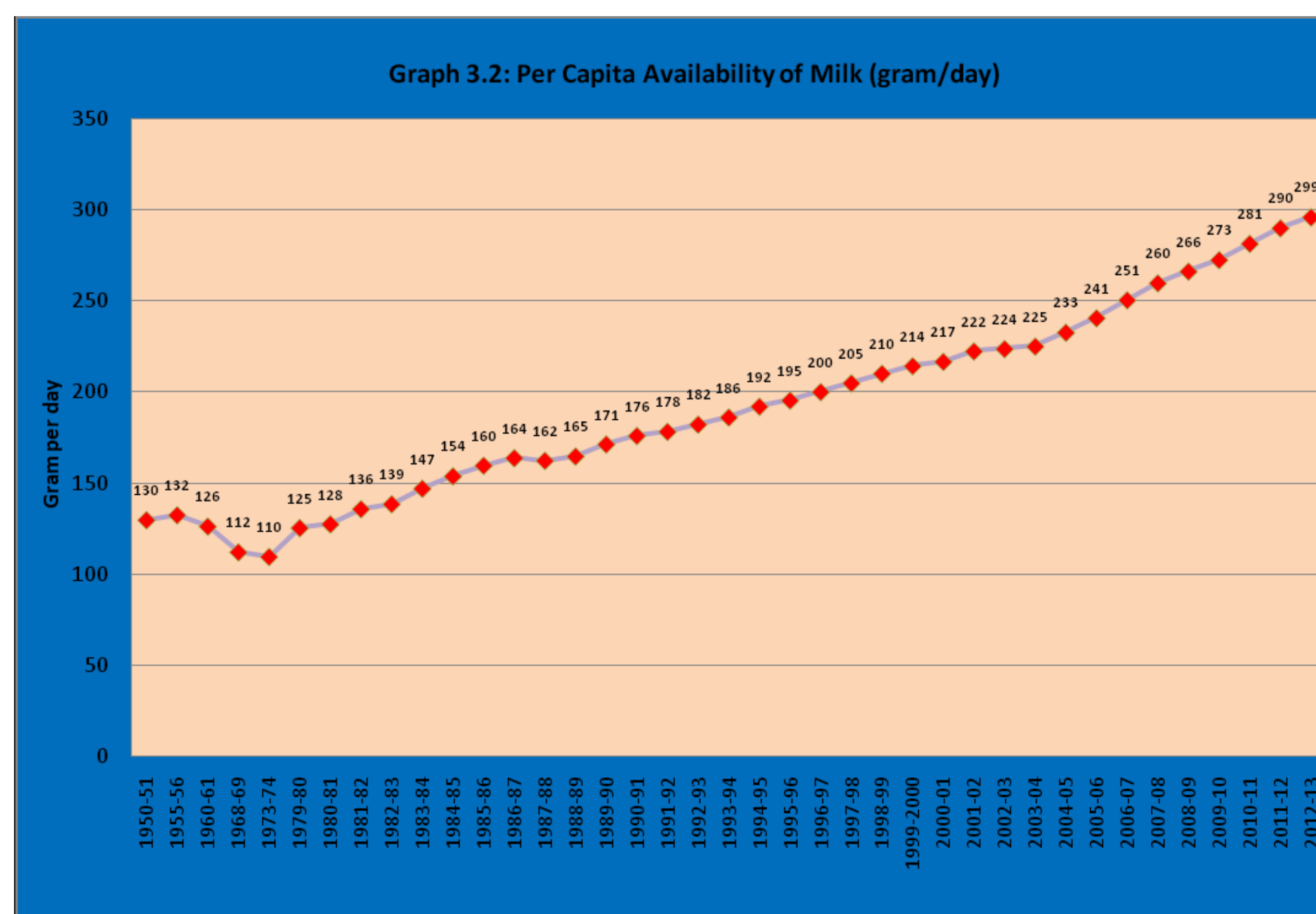
### Milk production and consumption in India

The White Revolution in India started in 1970 with the organising of smallholder dairy farms under a three tier co-operative system for organised production, procurement, processing and marketing of milk. It was implemented in three phases: 1970-81, 1981-85 and 1985-2000.

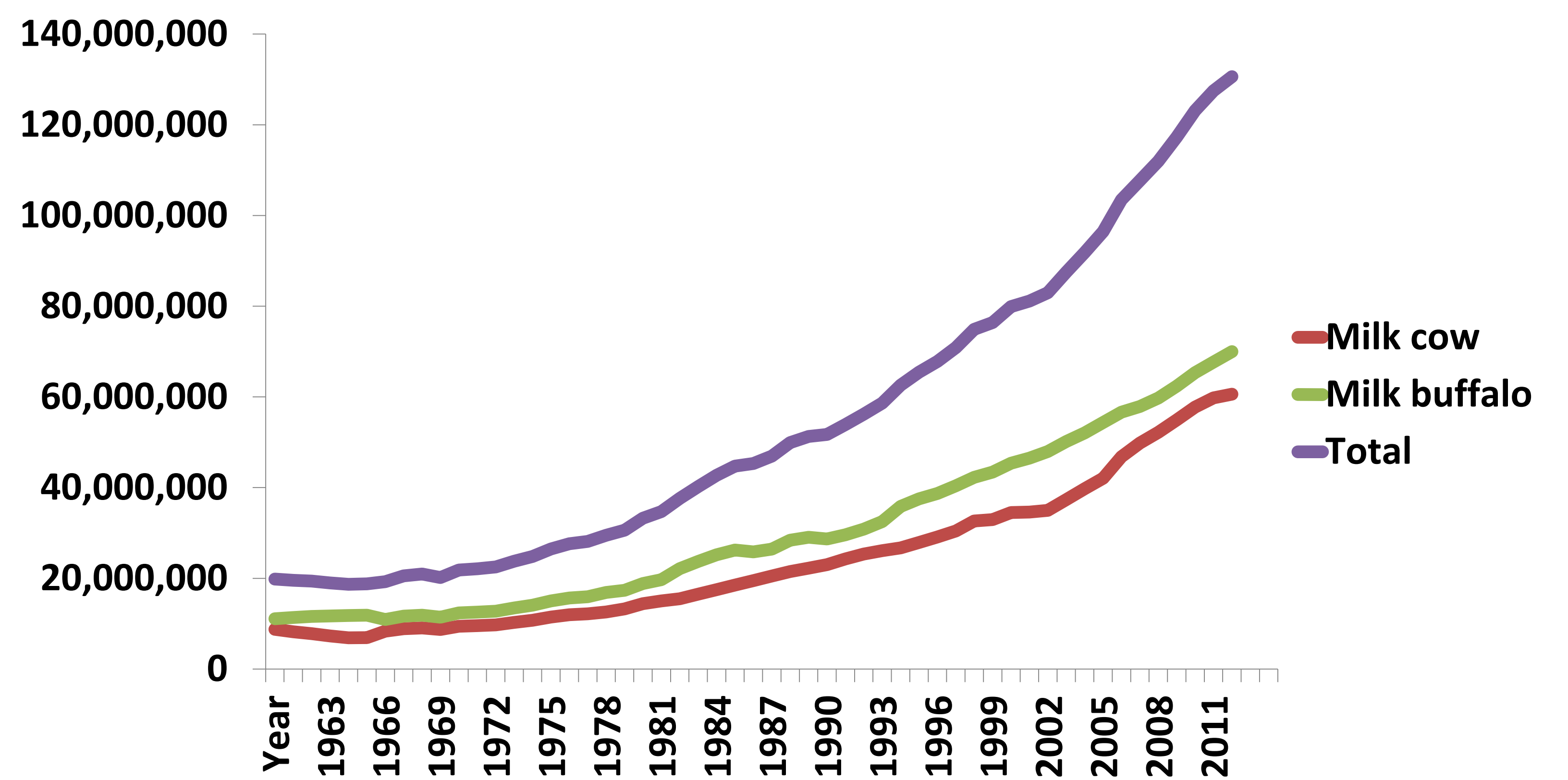
It was enormously successful in the major cattle belt areas of India, mainly in the north and west.

Per capita availability of milk increased from 130 gm/day in 1950-51 to 299 gm/day in 2012-13

India became the leading milk producing country in the world with total production of 132 million tonnes in 2012-13.



Per capita availability in India



Milk production in India

### The situation today

- The White revolution has increased milk productivity and the processing infrastructure but not transformed the farming system.
- Still many smallholder dairy producers are managing their farms with traditional knowledge and practices.
- Prevalence of infectious and contagious diseases is still high and reproductive health of dairy animal is poor.
- Vaccination and other disease control programmes are sporadic in nature, and antibiotic use is unregulated.
- About 80% of total marketed milk is still handled by informal dairy sector without much knowledge and capacity- posing risk to human health.
- ILRI's research in Assam, north east India suggest that cooperative system is not equally effective in each and every regions/ places.
- Bacteriological quality and antibiotic residue of marketed milk is not acceptable.

### The way forward

- The White Revolution indubitably made a great contribution to Indian dairy industry but many more things are to do....
- A 'third way' of dairy development driven by demand and value chain evolution with system approach may be an answer.
- Any such new initiative needs to focus more on food-borne and zoonotic diseases originating from dairy animals.
- With emerging market opportunities diagnosis, treatment and control of trans-boundary diseases need bigger investment and resources.
- Better farm hygiene and environmental health are critical for sustainable growth and well being of men and animals.
- Animal welfare, feed and nutrition of dairy animal should be adequately addressed.
- Gender mainstreaming and health care of women of farming families are to be given special consideration.

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