

DAIRY DEVELOPMENT IN KARNATAKA

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ABSTRACT

Dairy farming is a supplementary activity of rural formers in India. It plays very important role in rural development. This paper tries to analyze the Historical background of dairy development in Karnataka. (Before and after independence) by the end, try to say the role and activities of KMF (Karnataka milk federation)

KEYWORDS: Formers, Milk, Dairy Development & KDDC

INTRODUCTION

The setting up of the Royal Dairy Research Institute at Bangalore supported this. This institute became the premier institute in dairy research in India after independence. It was renamed as National Dairy Research Institute (NDRI) and was transferred to Karnal, Haryana. However, Bangalore continues to be the Southern Regional Centre of NDRI. Besides this, a Military Dairy Farm was established in Bangalore to supply milk and butter to the British Army towards the end of the 19th Century. Thus, the pre-Independence growth in dairying was marked by regional concentration, especially in southern parts of Karnataka, which received substantial attention in dairy development, much to the negligence of other parts.

For the first time an artificial insemination centre was also set up in Bangalore at NDRI in 1945 which continues to perform its function. Subsequently, the Government of India introduced two Intensive Cattle Development Schemes (ICDS) which was followed by the Indo-Danish Red Dane project in 1962. All the initial support helped the planners and policy makers to aim at a white revolution in Karnataka through the World Bank aided dairy development project (1974-75 to 1984), and subsequently, through Operation Floods since 1970s.

Karnataka Dairy Development Project (KDDP)

In Karnataka, after Independence, the Karnataka Dairy Development Project (KDDP) was a first intensive-oriented dairy development programs implemented by the Karnataka Dairy Development Corporation (KDDC) under the financial aid of the World Bank. The project sought to develop an integrated programme for increasing milk production in the rural areas through a seven -year plan (1975-1982) of action focusing on quality cross-breeding, animal health care and development facilities of milk collection, processing and marketing.

The KDDC is the biggest venture in the field of dairy development in Karnataka. The objective of this venture is to bring about white revolution (ksheerakranthi) by developing an integrated programme for increasing milk production in the eight districts of southern Karnataka, namely, Bangalore, Mandya, Mysore, Hassan, Tumkur, Kolar, Chickmagalore and Coorg with the financial target of 51 crores (Setty, 1980).

The developmental organization of the KDDC is based on the Anand Milk Producers' Co-operatives in Gujarat, known as 'Anand Pattern'. This pattern is composed of the milk producers' cooperative societies (MPCS or DCS) which work

at the village level and the district Dairy Cooperative Unions works at the district level. The cooperative system is the main institutional source of milk procurement and developing dairy at the farm level in the villages. The National Dairy Development Board (NDDB) and the Indian Dairy Corporation (IDC) are act as consultants. It is felt by the planners and policy makers that Karnataka is suitable to implement this project through crossbreed programme due to the following reasons,

- The state already has a large concentration of crossbreed cattle (about 100,000 heads) and many are located in rural areas.
- It has an infrastructure and a network of health care provided by the state department of animal husbandry and veterinary services
- It has the southern regional station of the NDRI and the University of Agricultural Sciences
- It has around 15 per cent of the land under forests and about 8 per cent under permanent pastures and grazing lands.

The objectives of dairy development programmes in Karnataka are to develop an integrated programme for increasing milk production by organising milk collection, processing and marketing; providing technical inputs for animal health care and breeding; establishing dairy co-operatives (DCS), unions, and the corporation / federation, creating facilities for artificial insemination, fodder and feeds improvement, establishing dairy plants, cattle feed plants and regional diagnostic laboratories etc. Though the 'Anand' model DCS is based on a single village, DCS in Karnataka are also formed, wherever it is required, with a group of 3 to 4 villages or hamlets (cluster of villages/hamlets) to make it more viable. Even 2 or 3 unions have been formed covering more than one district in the state. The approach of dairy development programme in Karnataka is similar and based on the approach adopted at the national level (Pasha and Ramakrishna, 1999).

Karnataka Milk Federation (KMF) in Dairy Development

Karnataka Milk Federation is a State level Co-operative Organization, implementing dairy development activities in the State. This organization has the responsibility of providing remunerative price and market to the rural milk producers of the State and of supplying pure milk and milk products to the consumers. Almost all the districts of Karnataka have been covered under the co-operatives through 13 milk unions and a federation. And the programme has been successful in creating dairy co-operatives at the grassroots level on a large scale. The first dairy in Karnataka was set up at Kudige in Kodagu district in 1955. The biggest dairy in the state with 150,000 liters per day liquid milk processing factory was set up in Bangalore in 1965. In 1975, the first spearhead team was positioned and also first registered milk producers' cooperative society was activated. At the same time, the government dairies were transferred to the KDDC. Further, the Karnataka Milk Products Limited was established in 1980. In 1982, the first milk product dairy was started at Gejjalagere, in Mandya district. The corporate brand name of '*NANDINI*' was given and the first cattle feed plant was also commissioned at Rajanakunte in 1983. In 1984, KDDC was transformed into Karnataka Milk Federation (KMF) and it came into existence in May 1984.

KMF is a cooperative apex body in the state of Karnataka representing primary milk producers' organization and also implementing dairy development activities. The major activities of the KMF are;

- Providing assured and remunerative market for the milk producers;
- Milk productivity enhancement;
- Providing quality milk to urban consumers;

- To establish and strengthen village level dairy cooperative societies;
- To facilitate rural development by providing opportunity for self-employment at the village level; and
- To provide technical inputs and extension services to milk producers' members.

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