

**GOVERNMENT OF INDIA
AGRICULTURE
LOK SABHA**

UNSTARRED QUESTION NO:677
ANSWERED ON:15.07.2014
SECOND WHITE REVOLUTION
Patel Smt. Jayshreeben

Will the Minister of AGRICULTURE be pleased to state:

- (a) the success achieved by various States/UTs under various phases of operation flood in the country;
- (b) whether the Government proposes to launch Second White Revolution in the country;
- (c) if so, the salient features thereof; and
- (d) the funds earmarked for the purpose and the benefits consumers are likely to get as a result thereof?

Answer

THE MINISTER OF STATE FOR AGRICULTURE AND FOOD PROCESSING INDUSTRIES (DR. SANJEEV KUMAR BALYAN)

- (a) The achievements by various States under three phases of operation flood in the country is Annexed.
- (b) The Government of India launched two dairy development schemes, the National Dairy Plan Phase-I (NDP-I) with assistance from World Bank for a period of six years from 2011-12 to 2016-17 during March, 2012 as a Central Sector Scheme and National Programme for Bovine Breeding and Dairy Development (NPBBDD) for 12th Five Year Plan during February, 2014 as a Centrally Sponsored Scheme.
- (c) The objectives of the National Dairy Plan, Phase I are:
 - a. To help increase the productivity of milch animals and thereby increase milk production to meet the rapidly growing demand for milk.
 - b. To help provide rural milk producers with greater access to the organised milk- processing sector.

The key components of NDP-I are Productivity enhancement, Village based milk procurement system and monitoring, learning & evaluation.

National Programme for Bovine Breeding and Dairy Development (NPBBDD) is having two components namely "National Programme for Bovine Breeding (NPBB)" and "National Programme for Dairy Development (NPDD)". The objectives of the scheme are as under;

i. National Programme for Bovine Breeding:

- a) To arrange quality Artificial Insemination services at farmers' doorstep;
- b) To bring all breedable females under organised breeding through Artificial Insemination or natural service using germplasm of high genetic merits;
- c) To conserve, develop and proliferate selected indigenous bovine breeds of high socio-economic importance;
- d) To provide quality breeding inputs in breeding tracts of important indigenous breeds so as to prevent the breeds from deterioration and extinction;

ii. National Programme for Dairy Development:

- a) To create and strengthen infrastructure for production of quality milk including cold chain infrastructure linking the farmer to the consumer;
- b) To create and strengthen infrastructure for procurement, processing and marketing of milk;
- c) To create training infrastructure for training of dairy farmers;

d) To strengthen dairy cooperative societies/Producers Companies at village level;

e) To increase milk production by providing technical input services like cattle-feed, and mineral mixture etc;

f) To assist in rehabilitation of potentially viable milk federations/unions;

The key components of NPBBDD are breed improvement activities, milk chilling, processing & marketing, technical inputs, manpower and skill development.

(d) National Dairy Plan (Phase-I) has a project outlay of Rs 2242 crore and National Programme for Bovine Breeding and Dairy Development has an outlay of Rs 1800 crore for the 12th five year plan. These schemes aim at production of 150 million tonnes of milk by 2016-17 to fulfil the demand of consumers.