

GOVERNMENT OF INDIA
MINISTRY OF FISHERIES, ANIMAL HUSBANDRY AND DAIRYING
DEPARTMENT OF ANIMAL HUSBANDRY AND DAIRYING
LOK SABHA
UNSTARRED QUESTION No. 5009
TO BE ANSWERED ON 1ST APRIL 2025

PROMOTION OF THE DAIRYING INDUSTRY

5009. SHRI SUKANTA KUMAR PANIGRAHI:

Will the Minister of FISHERIES, ANIMAL HUSBANDRY AND DAIRYING

मत्स्यपालन, पशुपालन और डेयरी मंत्री

be pleased to State:

- (a) the steps taken to promote and enhance the dairying industry in the State of Odisha, particularly to improve milk production and the livelihoods of dairy farmers;
- (b) whether the Ministry has introduced any specific schemes or financial incentives aimed at supporting dairy farmers in Odisha, especially in terms of infrastructure development, livestock management, and value-added dairy products, if so, the details thereof;
- (c) the details of initiatives implemented to provide training and technical support to dairy farmers in Odisha to improve milk quality, productivity and income; and
- (d) whether the Government plans to ensure that the dairying sector in Odisha becomes self-sufficient and competitive in both national and international markets?

ANSWER

THE MINISTER OF STATE FOR FISHERIES, ANIMAL HUSBANDRY AND DAIRYING
(PROF. S. P. SINGH BAGHEL)

(a) to (d) To complement and supplement efforts made by the States and Union territories to improve milk production, the livelihoods of dairy farmers and ensuring self-sufficiency in the dairy sector, Government of India is implementing Rashtriya Gokul Mission and other schemes across the country including Odisha.

The implementation of the Rashtriya Gokul Mission and other initiatives by the Government of India has resulted in a significant 63.5% increase in milk production in the country over the past decade, rising from 146.31 million tonnes in 2014-15 to 2s39.3 million tonnes in 2023-24. Similarly, the milk production in Odisha has increased by 39% from 18.98 lakh tonnes in 2014-15 to 26.30 lakh tonnes in 2023-24.

1. Rashtriya Gokul Misson: This scheme aims at the development and conservation of indigenous breeds, genetic upgradation of bovine population, enhancement of milk production and productivity of bovines thereby making dairying more remunerative to farmers. The following steps have been undertaken under the scheme:

- i. Nationwide Artificial Insemination Programme: The programme aims to enhance AI coverage and deliver quality Artificial Insemination (AI) services free of cost at farmers doorsteps using semen from high-genetic-merit bulls. In Odisha, till date 46.53 lakh animals have been covered, 61.10 lakh Artificial insemination performed, and 29.48 lakh farmers have benefitted under this programme.

Accelerated Breed Improvement Programme using Sex-Sorted Semen: This program aims to produce female calves with up to 90% accuracy, thereby enhancing breed improvement and increasing farmers' income. Incentive upto 50% of the cost of sex sorted semen is available to farmers including small and marginal farmers engaged in dairying. Recently indigenously developed sex sorted semen production technology has been launched and with this technology cost of sex sorted semen will be reduced from Rs 800 to

Rs 250/ dose. In Odisha, under this project so far 1,24,690 doses have been procured, and 38,398 farmers have been benefitted as per Bharat Pashudhan.

Multi-purpose Artificial Insemination Technicians in Rural India (MAITRI): MAITRIs are trained and equipped to deliver quality artificial insemination services at farmers' doorsteps and so far, 1500 MAITRIs trained and equipped in Odisha State.

- ii. Accelerated Breed Improvement Programme using IVF Technology: For the first time in India, bovine IVF technology has been promoted for the development and conservation of indigenous breeds. An incentive of ₹5,000 per assured pregnancy out of the total cost of ₹ 21,000 per assured pregnancy is provided to farmers under this program to encourage the development of indigenous breeds.

Launch of Indigenous Culture Media: An indigenous media for in-vitro fertilization (IVF) has been launched to further promote IVF technology in the country. This indigenous culture media is available at cheaper rates than the expensive imported media, making IVF technology available at reasonable rates.

- iii. Strengthening of semen stations: In order to attain quantitative and qualitative improvement in semen production funds have been released to Odisha state for strengthening and modernization of one semen station located at Cuttack.
- iv. Awareness Programme and farmer training programme: Funds have been released to Odisha for organization of fertility camps, milk yield competition, calf rallies and farmers training programme. So far, State has organised 1500 camps and trained 75,000 farmers for improving animal management, milk quality and productivity.

2. National Programme for Dairy Development (NPDD): The scheme focuses on creating/strengthening of infrastructure for quality milk testing equipment as well as primary chilling facilities for State Cooperative Dairy Federations/ District Cooperative Milk Producers' Union/ Self Help Groups (SHGs)/ Milk Producer Companies/ Farmer Producer Organizations. During last three years an amount of Rs. 1591.08 Lakh has been released to Odisha.

3. Livestock Health and Disease Control Programme: The scheme is implemented for providing assistance for control of animal diseases like Foot and Mouth Disease, Brucellosis and also to provide assistance to State Governments for Control of other infectious diseases of livestock including dairy animals. Mobile Veterinary Units are also established under the scheme to deliver quality livestock health services at the farmers' doorsteps. The scheme is an initiative of the Department towards creating disease-free zones in the country including Odisha thereby creating market opportunities of livestock products.

4. National Digital Livestock Mission (NDLM): The Department of Animal Husbandry and Dairying (DAHD) along with NDDB has developed database named as "Bharat Pashudhan" under NDLM of Rashtriya Gokul Mission. This database has been developed utilizing a unique 12-digit Tag ID allocated to each livestock animal. In Odisha a total of 1.65 crore animals have been registered on the database. All the stakeholders are connected to the same database through an open-source API based architecture. NDLM is an initiative towards maintaining traceability of livestock thereby making value-added dairy products more competitive in both national and international markets.

5. Export promotion and certification of livestock products including value added dairy products is mandated to the Agricultural and Processed Food Products Export Development Authority (APEDA) and Export Inspection Council (EIC) under Ministry of Commerce and Industry. The Department has also taken up the issues related to export and market access of Indian Dairy products with various countries bilaterally through various platform such as Joint Working Group (JWG), Technical Working Group etc.