

PROGRESSIVE TREND OF INDIAN DAIRY INDUSTRY

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ABSTRACT

Agriculture and Animal Husbandry support the economy of nearly 60 percent of the population. During 2010-11, animal husbandry contributed about 2.58 percent of Gross State Domestic Product (GSDP) and that to the agricultural and allied activities its contribution was 24.80 percent. Being the primary sector, the improvement or changes in the State output depends upon the output of agriculture and allied activities like animal husbandry and fisheries. Animal husbandry comes in handy to the rural community, majority of whom are landless, small and marginal farmers and are also the available workforce for agriculture. Livestock sector plays a pivotal role in creating sustainable, gainful employment opportunities and supplementing income of small farmers and landless labourers. Moreover, it provides the much needed balanced nutritious food and improves the household's food security. The dairy industry is the sector with the highest degree of protection due to the economically vulnerable position of small milk producers. Milk - also known as white gold - can be used to make an enormous variety of high quality products. The high cost of milk as a raw material has necessitated a high-tech processing industry. The special nature of milk (perishable and bulky) leads to the necessity of strict and comprehensive quality regulation and to high transport costs. The large dependence of milk producers on the dairy processing industry has

resulted in a strong position held by the co-operatives in milk marketing and in the processing industry. Dairy industry is of crucial importance to India. Dairy products are a major source of cheap and nutritious food to millions of people in India and the only acceptable source of animal protein for large vegetarian segment of Indian population, particularly among the landless, small and marginal farmers and women. Dairying has been considered as one of the activities aimed at alleviating the poverty and unemployment especially in the rural areas in the rain-fed and drought-prone regions. The progress in this sector will result in a more balanced development of the rural economy.

KEY WORDS: Dairy, Marketing, Milk, Procurement, Production, Per Capita, Trend, Veterinary