

THE TIMES OF INDIA

CONSUMER CONNECT INITIATIVE

Our govt has worked relentlessly to enhance the potential of dairy sector: PM

Over 300 representatives from across the world are participating in International Dairy Federation World Summit that has come to India after a gap of almost 47 years

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Inaugurating the International Dairy Federation's World Dairy Summit 2022 at India Expo Mart, Greater Noida, on September 12, Prime Minister Narendra Modi said, "The potential of the dairy sector not only fuels the rural economy, but it is also a major source of livelihood for millions of people around the world. I am sure this summit will play a huge role in enhancing each other's knowledge and learning from each other at the level of ideas, technology, expertise and traditions related to the dairy sector."

Chief Minister of Uttar Pradesh Yogi Adityanath; Union Minister of Fisheries, Animal Husbandry and Dairying of India, Parshottam Rupala; Minister of State for Fisheries, Animal Husbandry and Dairying, Sanjeev Balyan; IDF president Piercristiano Brazzale; IDF DG Carolyn Amond; and local MP Mahesh Sharma were other dignitaries who were present on the occasion.

Talking about the timing of the summit, which has been held in India after a gap of almost 47 years, Modi said, "Today's event is being held at a time when India has completed 75 years of its Independence. It is also a coincidence that from today's event, more than 75 lakh dairy farmers of India have also joined us in this programme through technology."



The PM said that livestock and milk business have been an integral part of India's culture dating back thousands of years. Unlike other developed countries of the world, the driving force of the dairy sector in India is small farmers. "India's dairy sector is characterised by 'production by masses' more than 'mass production'. Today, India is the largest milk producing country in the whole world and the sector provides employment to more than eight crore families of India. You will rarely find this uniqueness of dairy sector in India anywhere else. Today, I am also mentioning this in the World Dairy Summit because it can become a great business model for the farmers of many poor countries of the world," the Prime Minister said.

STRENGTH OF INDIA'S DAIRY SECTOR

This specialty of the dairy sector of

India gets tremendous support from another uniqueness. "Today, there is such a huge network of dairy cooperatives in India whose example is difficult to find in the whole world. These dairy cooperatives collect milk twice

INDIA'S SUPPORT

Be it animal vaccination or other technology, India has always been ready to contribute to the dairy sector and learn from all its partner countries. The country is also working on a digital system for the livestock sector, which will capture the end-to-end activities of this sector

a day from about 20 million farmers in more than two lakh villages of the country and deliver it to the customers," Modi said.

There is no middleman in the whole process, and more than 70 per cent of the money received from the customers goes directly into the pockets of the farmers. "Not only this, if I talk about the state of Gujarat, then all this money goes directly into the bank account of women. No other country has such a high ratio in the whole world. Now, due to the digital revolution happening in India, most of the transactions in the dairy sector have started happening at a very fast pace. I understand that the study of dairy cooperatives of India, information about them, the digital payment system developed in the dairy sector, can be of great use to the farmers of many countries of the world," the Prime Minister further said.



KEY HIGHLIGHTS

- India's dairy sector is characterised by 'production by masses' more than 'mass production'
- India is the largest milk producing country in the whole world and the sector provides employment to more than eight crore families of India
- Women represents 70 per cent of the workforce in India's dairy sector
- India produced 146 million tonnes of milk in 2014. Now it has increased to 210 million tonnes, an increase of about 44 per cent

INDIGENOUS SPECIES

The PM also talked about another great strength of India's dairy sector. "Local breed of cows and buffaloes that India has are known to survive in even the toughest weather," he added. Referring to the example of the bunny buffalo of Gujarat, Modi said that the breed has

mixed with the desert conditions and comes out to graze in the low temperature of the night because the days are very hot. There is less water in the desert, so bunny buffalo manages with very little water. The bunny buffalo comes home on its own in the morning even after going 10 to 15 km away in the night and grazing on the grass. It is rarely heard that someone's bunny buffalo has been lost or has gone to the wrong house.

Concluding his speech, the PM said, "Be it animal vaccination or other technology, India has always been ready to contribute to the dairy sector of the whole world and learn from all its partner countries. India has also acted very quickly on its food safety standards. Today, the country is working on such a digital system for the livestock sector, which will capture the end-to-end activities of this sector. This will provide accurate information needed to improve this sector. This summit will keep in front of itself the work that is being done around the world regarding many such technologies." Modi also inaugurated an exhibition in the complex on the history of Indian dairy sector. It is a rare showcase of the tremendous potential of the dairy sector.

'Women are the real leaders of India's dairy sector'



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WOMEN EMPOWERMENT

"Our guests from abroad may be surprised to know that women power represents 70 per cent of the workforce in India's dairy sector. Women are the real leaders of India's dairy sector. Not only this, more than a third of the members of dairy cooperatives in India are women. You can guess, the driving force of the dairy sector in India, which is worth eight and a half lakh crores, whose value is more than the total production of paddy and wheat, is women living in rural areas of India. I would also urge all the dignitaries associated with the World Dairy Summit to recognise this role of India's women power and take it to various world platforms."

GOVERNMENT PUSH

Talking about the government initiative to boost the sector, Modi said, "Since 2014, our government has worked relentlessly to enhance the potential of India's dairy sector. Today, its result is visible from milk production to increased income of farmers. India produced 146 million tonnes of milk in 2014. Now, it has increased to 210 million tonnes, an increase of about 44 per cent. Today, milk production is growing at the rate of two per cent in the whole world, whereas in India it has gone up by more than six per cent. The per capita availability of milk in India is much higher than the world average. In the bank accounts of small farmers of India, only in the last three or four years, our government has directly transferred about Rs 2 lakh crore. A large part of this has also gone into the accounts of farmers associated with the dairy sector."

OTHER MISSIONS

"Today our focus is on building a balanced dairy ecosystem in the country. An ecosystem in which our focus is not only on the quality of milk and allied

Prime Minister Narendra Modi spoke on various issues concerning the dairy sector during his inaugural address at the summit. Here are some excerpts...

products, but also on solving other challenges. Additional income to the farmer, empowerment of the poor, cleanliness, chemical-free farming, clean energy, and animal care are all intertwined. That is, we are making dairy sector a big medium for green and sustainable growth in the villages of India," Modi averred.

Highlighting various government initiatives, Modi said, "Rashtriya Gokul Mission, Gobardhan Yojana, digitisation of dairy sector and universal vaccination of animals are efforts in this direction."



THE SCALE OF INDIA'S DAIRY SECTOR IS BEING EXPANDED FURTHER BY CONNECTING IT WITH SCIENCE

Talking about use of technology in the sector, Modi said, "The scale of India's dairy sector is being expanded further by connecting it with science. India is building the largest database of dairy animals. With the help of modern technology, we are doing biometric identification of animals. We have named it animal base. Digital identification of animals is being done through Pashu Aadhar, which will help in expanding the market related to dairy products along with keeping an eye on their health."

Today, India's focus is also on promoting entrepreneurship in the field of

animal husbandry. "We are uniting the power of small farmers associated with the dairy sector through farmer producer organisations and self-help groups of women, making them a big market force," he said.

Referring to the GOBARDHAN scheme, the PM said, "Today a huge campaign is going on in India to make biogas and bio-CNG from animal dung. It is our endeavour that dairy plants can meet most of their electricity requirement from cow dung. This is making way for the farmers to get the money for

cow dung. The organic manure that is made in this process will give farmers a cheap medium for farming. This will also reduce the cost of cultivation and the soil will also be safe," the PM added.

ANIMAL WELFARE

Driving home the importance of animal welfare, Modi said, "Another major problem is the diseases caused by animals. When the animal is sick it affects the life of the farmer, affecting his income. It also affects the efficiency of the animal, the quality of its milk and other related products. That is why in India we are also emphasising on universal vaccination of animals. We have resolved that by 2025, we will vaccinate 100 per cent of the animals against Foot and Mouth Disease and Brucellosis. We are aiming to be completely free from these diseases by the end of this decade."

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Moderating a session titled 'Nutrition and livelihood', IDF president Piercristiano Brazzale talked about local dairy leaders across the world. He highlighted the inter-regional main purchasers of dairy products. Mayank Trivedi, senior vice president and global head of dairy SBU Nestle, spoke about how the global food and beverage brand

By 2047, India's share in global milk production will be 45 pc: Experts

Participating in the first technical session of the summit on 'Nutrition and livelihood', leaders from the sector underscored the need for sustainable development of the dairy sector

Sodhi further added, "The incredible growth story of Indian dairy industry is due to the fact that India has developed by harnessing the collective power of local eco-system." The classic example is Amul, where women empowerment has been taken to a new level. Today, the industry has provided employment to more than 100 million. Yet another reason for the growth of the sector in



has emerged as the leading nutrition, health, and wellness company. "Milk is an integral part of the dairy industry," Trivedi said. Talking about the growth of the industry over a period of time, he said, "Today, dairy is not only a source of nutrition, but it has emerged as a viable source of livelihood for millions." Touching upon the dichotomy of nutrition versus sustainability, a topic that has attracted a lot of debate and is a part of coming discourse, he said, "The dichotomy could be solved by considerable cooperation among stakeholders." He preferred to call it nutrition and sustainability instead of nutrition versus sustainability. Sustainability is a big challenge before the dairy sector that we can solve together, he added. Trivedi further added that in regeneration, India can play a key role since manure management and animal welfare are integral features of Indian dairy development history.



Another participant from Mexico, Maite Lopez Negrete, financial administrator, Rancho Lucero, outlined her success story of how her family has been raising about 45,000 cattle heads and 22,000 dairy cows. Her company produces around eight lakh litres of milk every day. "In 2015, we began the construction of LONEQ, a

plant capable of producing one million litres of milk per day, where fat-free milk, milk protein, casein protein and milk fat are processed." Negrete said, "Our biggest challenge during these years was the shortage of input stock and the long time we had to wait to get it." Giving a visionary perspective



“When the previous IDF Summit was held in India way back in 1974, India produced 26 million litres of milk. Today, the figure has gone up to 210 million litres.”

— R.S Sodhi, managing director, GCMMF (Amul)

play and what role India will lay in global dairy industry after 25 years, RS Sodhi, managing director, Gujarat Co-operative Milk Marketing Federation (GCMMF), said, "When the previous IDF Summit was held in India way back in 1974, India produced 26 million litres of milk. Today, the

figure has gone up to 210 million litres. Today, India shares 23 per cent of global milk production. The government is focussing on local production and is encouraging local production of dairy products." Sodhi predicted that in the next 25 years, India's milk production will reach 628 MMTs, while demand for milk and dairy products will increase to 517 Mts. He further suggested that by 2047, India will have export surplus of around 111MMTs. By 2047, Sodhi said per capita demand for milk in India will double from 427 grams to 852 grams per day. In the next 25 years, the share of India's global production will increase from the current 23 per cent to 45 per cent, Sodhi predicted.

KEY HIGHLIGHTS

- Dairy is not only a source of nutrition, but it has emerged as a viable source of livelihood for millions
- India can play a key role since manure management and animal welfare are integral features of Indian dairy development history

India is that India's supply chain is the most efficient. Union Minister of Fisheries, Animal Husbandry and Dairying of India, Parshottam Rupala also took part in the discussion.

Amul Milk

AMUL DOODH PEETA HAI INDIA

Cooperative institutions' firm foothold in dairy sector

The dairy sector in India is dominated by cooperative institutions that have successfully competed with big organisations

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Cooperative institutions have become forces to reckon with in the dairy industry. Unlike other sectors of the economy, which are fundamentally dominated by private players, the dairy sector has numerous cooperative institutions that have made it big. There's surely a lesson or two to learn from this. In fact, Prime Minister Narendra Modi in his inaugural address at the World Dairy Summit 2022, said, "Cooperative organisations have played a major role in the growth of the dairy sector." Indian dairy sector is marked by a healthy mix of cooperative and private entities. This has shown that cooperative organisation can actually be on a par with the corporate mammoths.

ADDRESS BY AMIT SHAH

Union Minister of Home Affairs and Minister of Cooperation, Amit Shah, said, "The Indian dairy sector has a unique model where 70 per cent of consumer money goes back to the farmers." According to the minister,

India was the 11th largest economy in 2014 and now it has moved up to number five. He said, "I am confident that we will reach the third position in just a few years."

He said that the dairy industry should adopt professionalism, the latest technology, computerisation, and digital payments in a big way, otherwise it could face difficulties.

THE INDIAN DAIRY SECTOR HAS A UNIQUE MODEL WHERE 70 PER CENT OF CONSUMER MONEY GOES BACK TO THE FARMERS

Jatindra Nath Swain, INC IDF chief, said, "Cooperatives' networking is their

Dairy producers were asked to increase production in order to meet growing domestic demand and to supply milk to poor nations. Government will assist in establishing two lakh dairy cooperatives at village level before the 2024 election, he announced.

Jatindra Nath Swain, INC IDF chief, said, "Cooperatives' networking is their

biggest strength and the only solution to rural economy problems. Cooperatives are small entities sitting in different parts of the country while keeping interconnected. These cooperatives remain the only answer to the development of the economic framework of the rural areas."

P. Brazzale, President of IDF, said, "Cooperatives play important role in dairy sector globally; role of smaller ones must be recognised. Cooperatives contribute to dynamise

the community. It helps in building ethical value chain and to maintain local financial stability."

SUCCESS STORY OF DANISH COOPERATIVES

Talking about the expansion of cooperatives, Snorri Sidgurdsson, senior project manager of Arla Foods in Denmark, said that when cooperatives grow, they need to merge. His cooperative organisation Arla Foods has its headquarter in Denmark but is spread out in seven different countries. He said, "The dairy sector has aided in rural prosperity, women empowerment and the growth of economy. The challenge is to incorporate legal management." He further highlighted that in a cooperative organisation, the farmers are greatly benefited.

Nine greenfield dairy plants to be ready by 2024: CM Yogi

Uttar Pradesh Chief Minister Yogi Adityanath said UP now produces 319 lakh metric tonnes of milk annually and contributes 16 per cent of India's dairy production

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Uttar Pradesh Chief Minister Yogi Adityanath said that nine new greenfield dairy plants will be operational in the state by 2024. The CM said this while participating in the International Dairy Federation's World Dairy Summit 2022 at India Expo Mart, Greater Noida, on

September 12. While welcoming global stakeholders of the dairy sector to invest in the state, Yogi said that Uttar Pradesh is India's largest milk producer. Yogi sought the National Dairy Development Board's further support for the dairy sector in the state and said the state government will extend all cooperation.

He said the state now has 319 lakh metric tonnes of

annual milk production and contributes 16 per cent of India's dairy production. "UP is the largest state in India in terms of population. It is also at the top in the country in milk production, contributing 16 per cent of the country's dairy production. Today UP produces 319 lakh metric tonne per annum (MTPA) milk and is top in the country," the CM said.

He further added that this

makes the holding of the World Dairy Summit in UP even more relevant

Union Minister of Fisheries, Animal Husbandry and Dairying, Parshottam Rupala, his junior minister Sanjeev Balyan, IDF president Piercristiano Brazzale, local MP Mahesh Sharma among others, were present during the inauguration ceremony.

The CM said a majority of

people engaged in animal keeping comprise those who have taken it up as a traditional occupation. "But when we link it with technology and modern approach, then it will help in increasing their income manifold. This is why India's traditional approach, where a large number of small and marginal farmers keep animals with the same importance with which they take up farming," he said. In the organised sector, the state has 110 functional dairies, and it includes those from the cooperative sector, he said.

There are also 8,600 milk committees through which more than four lakh members

**THE IMPROVED
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PEOPLE TO START
DAIRY BUSINESS**

engaged in milk production are active in the state, he added.

"At present, Uttar Pradesh is working on a war footing to start nine new greenfield dairy plants. These plants will become functional in the next one to two years. I would request the National Dairy Development Board to provide support to UP and also leverage the opportunities present in

the state for the dairy sector. The UP government is ready to support it," he said. The CM praised the Balinee Milk Producer Company, which was set up in 2019 in Jhansi, by women self-help-group with over 41,000 members. Now, it produces 1.35 lakh litres of milk daily from 795 villages in six districts of the Bundelkhand region.

"This women-led SHG

now has an annual turnover of Rs 150 crore and net profit of Rs 13 crore. Balinee Milk Producer Company is an exemplary model for a state like Uttar Pradesh," he apprised the gathering, consisting of Indian and global dairy industry stakeholders.

The UP government is working for investments in the state in the next five years in UP under the Nand Baba Milk Mission, he said. "The state government has come up with a new policy which offers several incentives. The state government is ready to work on any exemplary model in the dairy sector within India or anywhere in the world," Adityanath said.

He said works to the tune of Rs 300 crore have been approved for UP under the Centre's Animal Husbandry Infrastructure Fund and the state government has also received a commendation letter from the Centre for the good work done in the sector. The CM added that so far 84 lakh cattle have been vaccinated in the state under a central government initiative started in 2019.



Setting sights on sustainability

Veterans from the dairy industry discuss how to incorporate sustainable practices within the dairy sector



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The first day of the ongoing World Dairy Summit on September 12, 2022, certainly gave us a lot to mull over. From marketing trends to the dairy scenario of India, there was certainly no dearth of innovative ideas and trends floating around. The opening day of the summit was filled with standing committee meets that discussed varied aspects of the dairy sector. To talk about 'food policies and regulation', a five-member panel was set up comprising Tiensen Thanawat, Director of Animal Production and Health Division (NSA); Meka Whititiri, Minister of Food Safety and Associate Agriculture USDA; Jason Hefemeister, acting Under Secretary for Farm and Foreign Agricultural Services USDA; and Parshottam Rupala, Union Minister of Fisheries, AH&D, Government of India. The objective of the session was to provide to the summit participants an overview in which dairy sector has been operating around the world.

SUSTAINABLE DAIRY REVOLUTION

Tienson Thanawat emphasised on the sustainability aspect and said, “We, international dairy federations and dairy farmers, come together with our stakeholders to discuss matters of sustainability of livestock system and dairy sectors. With demand for high quality dairy source protein increasing, the challenge for policy makers in dairy sector is how to cut environmental impact while meeting society needs. It then becomes essential that dairy sectors grow in a sustainable way in terms of environmental impact and animal health.” He further added, “Despite the exponential growth of dairy sector, our dairy farmers and producers are facing



challenges of fodder, lack of infrastructure, marketing and pricing in different parts of the world. Today, the challenge for policy makers is how to reduce environmental impacts while catering to the society needs because our consumer needs the dairy sector to do more on environmental impact. Dairy products are a rich source of essential nutrients; the sector contributes to nutrition and healthy diet but we have to be concerned about the impact it leaves on our



DAIRY SECTOR CONTRIBUTES TO NUTRITION AND HEALTHY DIET BUT WE HAVE TO BE CONCERNED ABOUT THE IMPACT IT LEAVES ON OUR ENVIRONMENT

environment. Today, the good news is that there are many opportunities within the sectors to curb climate change by reducing the greenhouse gas emissions. FAO and IFD collaborate in ambitious initiative pathways to reduce greenhouse emission from dairy system. More so, we need to enhance the important role that dairy plays in food and nutrition securities. We together need to build a global positive narrative for dairy sector. We promote sustainable, inclusive and equitable ways to achieve better production, better nutrition, better environment, better life for more. Together, we can make it.”

FARMER-TO-FARMER SUPPORT

Meka Whaitiri took the opportunity to talk about New Zealand's high quality, high value food and beverage, and showcase New Zealand's food safety and innovation expertise. Meka Whaitiri said, "Caring for the environment and caring for the people is something that we must aim at. Our focus ought to be on community building and we must strive to offer best farmer-to-farmer support. Moreover, the end goal must be that consumers are able to entrust that the products we produce are safe, suitable and accurately labelled."

MAKING THE SYSTEM ROBUST AND RESILIENT

Janusz Wojciechowski said, “Today’s challenge for our planet is the environmental impact and it becomes important that we develop the dairy sector sustainably. The last two years have been challenging, it destabilised the food chains in a major way. We must ensure that the system functions in all circumstances. The consequences of the Russian aggression are seen worldwide. This threatens food security in many parts of the world. Increasing recurrence of flood, animal diseases and the Covid-19 pandemic have brought our food system under threat and we must do all we can to make the system robust and resilient. To ensure more affordable dairy food for all and greater dairy food security, European Union cannot work alone.”

WORLD DAIRY SITUATION

Jean Marc Chaumet, Economist Director at CNIEL, said, “The share of milk delivered to dairies is higher in industrialised countries. In 2021, global milk reflected difficult supply situation. We see that 2021 trends continue in 2022. After 2019, consumers are facing a new challenge which is inflation. Dairy trade is slowing down because of inflation and sluggish economic growth.”

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India's dairy industry to grow to Rs 30 lakh crore in five years

Government and NDDB to further boost dairy cooperatives in the country, says Union Animal Husbandry Minister Parshottam Rupala



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India's dairy business is set to grow by two and a half times to Rs 30 trillion as the Union government promised to further boost the dairy cooperative sector for India's forward march in the league of leading global economies. Taking part in a technical session during the ongoing IDF World Dairy Summit 2022 on Tuesday, National Dairy Development Board (NDDB) Chairman, Meenesh Shah, said, "The current value of Indian dairy business is close to Rs 13 trillion. We expect this to more than double in the next five years and reach close to Rs 30 trillion by 2027."

Speaking at the session on future of dairy industry, Union Minister for Fisheries and Animal Husbandry Parshottam Rupala said that the country has a sound organisational structure to help the stakeholders in dairy business to take the sector to the next level. "We all know how dairy cooperatives have played a crucial role in the emergence of India as a global dairy powerhouse. The government is committed to give further

boost to dairy cooperatives in association with NDDB as the country is bound to make further gains in dairy output," Rupala said addressing an impressive gathering of delegates from around 50 countries and senior office bearers of leading global agencies like IDF, FAO, European Commission, etc.

CURRENTLY, INDIA IS PRODUCING 23 PER CENT OF THE TOTAL GLOBAL PRODUCTION. BY 2045, THIS MAY WELL SHOOT UP TO 47 PER CENT

According to Shah, while the dairy sector will maintain an average growth rate of 15 per cent, some of its value-added verticals like organic milk, cheese, flavoured milk, lassi, etc., will be growing at over 20 per cent. "These products are slated to drive the growth of the

Indian dairy sector in the coming years," he added.

Amul's Managing Director RS Sodhi also projected the Indian dairy sector making massive gains at the global level in the coming decades. "Currently, we are producing 23 per cent of the total global production. By 2045, this may well shoot up to 47 per cent," he said.

"I am happy to tell you that the country now has a set of food policies which match global benchmarks in dairy and other food products. We have food regulator like FSSAI which is playing a critical role in bringing in transformative regulations," Rupala said. The value addition in India will be defining the trend in the future, Rupala said, adding that the government is not only committed to help stakeholders in shoring up production but has also put in place regulations comparable to the global standards to ensure that consumers get nutritious dairy products.

Meanwhile, the inaugural day of the event also saw participation by some of the leading global dairy experts who emphasized on new challenges that have surfaced post-pandemic. "Two key challenges that have surfaced in the recent years for the global dairy industry relate to emergence of bovine disease in some countries affecting their cattle force and inflationary pressures that have also gripped dairy business. Global stakeholders need to come together to deal with these challenges which are making the near-term prospects somewhat uncertain," Janusz Wojciechowski, EU Commissioner for Agriculture, commented.

The summit, which is being held 48 years after India hosted the International Dairy Congress in 1974, was inaugurated by Prime Minister Narendra Modi on Monday.

Animal health key for growth

Participants at a technical session during the IDF World Dairy Summit 2022 discussed threadbare the various aspects of animal health and welfare



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In recent years, the welfare of animals has drawn the attention of the stakeholders in the dairy sector. Experts discussed the issue in detail in a technical session during the IDF World Dairy Summit 2022. Talking about the threat the animal husbandry sector is facing across the global due to outbreak of diseases, Dr Hirofumi Kugita, Head of World Organisation for Animal Health, WOAAH, regional representation for Asia Pacific, said, "Since 2020, Lumpy Skin Disease (LSD) has been reported in 45 countries across the world. Since animal health is of tremendous importance, WOAAH has chalked out a comprehensive policy on animal welfare." He further added that WOAAH has 300 reference laboratories across the world where animal diseases are tested.

Talking about the initiatives the Government of India is taking for the welfare of animals, Upamanyu Basu, Joint Secretary, Department of Animal Husbandry and Dairying, said, "The Prime Minister said one very crucial thing yesterday during the inauguration of the event that in India the dairy sector is more about production by masses than mass production. This is a unique model that India presents to the world dairy industry. This unique model provides employment to eight crore farmers."

Basu said the health of animal population is important since any disease may affect not only the cattle but also impact the livelihood of the owners. Basu added that National Animal Disease Control Programme (NADCP) launched in September 2019 aims at controlling FMD (Foot and Mouth Disease) and Brucellosis by 2025 with vaccination and eventual eradication of



NATIONAL ANIMAL DISEASE CONTROL PROGRAMME IS A FLAGSHIP SCHEME LAUNCHED IN SEPTEMBER 2019 TO CONTROL FMD AND BRUCELLOSIS BY VACCINATING 100 PER CENT CATTLE, BUFFALO, SHEEP, GOAT AND PIG POPULATION

FMD by 2030 by vaccinating all eligible susceptible livestock against FMD.

National Animal Disease Control Programme (NADCP) is a flagship scheme launched by the Prime Minister in September 2019 for control of FMD and Brucellosis by vaccinating 100 per cent cattle, buffalo, sheep, goat and pig population for FMD, and 100 per cent bovine female calves of 4-8 months of age for Brucellosis with the total outlay of Rs.13, 343.00 crore for five years (2019-20 to 2023-24).

Minister of State for Fisheries, Ani-

mal Husbandry and Dairying, Sanjeev Balyan, said, "Our department is trying hard to promote animal welfare. We must work together to prevent the spread of some of the new animal diseases to protect our livestock. All stakeholders must cooperate with the government to check the spread of new diseases from one country to another. This year we are facing the spread of African Swine Flu and LSD and we must protect our livestock."

Highlighting various government initiatives, PM Narendra Modi, during the inaugural event, said, "Rashtriya Gokul Mission, Gobardhan Yojana, digitisation of dairy sector and universal vaccination of animals are efforts in this direction. Not only this, the campaign to stop single-use plastic in India is of great importance from the point of view of the environment. It is known how dangerous plastic is becoming for animals. How dangerous it is becoming for cow and buffalo. We have started a very persistent effort to eliminate single-use plastic as well."

Sparking new conversations

From formulating C-Sequ guidelines to raising awareness about the importance of ecosystem services, the dairy sector is mulling over initiatives for overall welfare



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The dairy sector has evolved over the years. While the sector has been able to make great strides in production, it is now shifting its focus on reducing its environmental impact on the planet. On the second day of the World Dairy Summit 2022, a panel discussion on the importance of the ecosystem services provided by the dairy sector was held. The insightful discussion introduced us to the novel concepts that the dairy sector is bubbling under. While one of the panel members talked about the importance of ecosystem services in the dairy sector, the audience were also made aware about the concept of carbon sequestration.

ECOSYSTEM SERVICES

Talking about how ecosystems play a significant role in upholding the dairy sector, Anna Bloomberg, Communication Strategist and Policy Advisor, said, "Today, we will take you to a slightly smaller place and a slightly smaller country, Sweden. Here, farmers have an indispensable role to play in the culture of ecosystem services. It's about providing a beautiful landscape and creating conditions to create tourism. It is important to emphasise that dairy farmers



are also dependent on the existing ecosystems services."

CARE ABOUT ECOSYSTEM SERVICES

"Dairy production is big to the environment; it unfortunately impacts the carbon footprint of the planet but the positive environmental impacts are lesser known. We need to have a more balanced perspective and here's when ecosystem services come into play. Also, the ecosystem services are fundamental if we are to fulfill the global sustainability goals. So, it is important to raise knowledge and awareness about ecosystem services," said Bloomberg.

SAY IT A THOUSAND TIMES

Informing how more and more people can be made aware about the burgeoning importance of ecosystem services, she further added, "Keep it simple. Messages that are easily repeatable and mes-

sages that will be remembered are going to be effective in promoting sustainability. The most important thing is not to give up and stay persistent in the face of indifference. When you say the same things over a thousand times, it might be the time when people actually listen. If you're a communic-

AGRICULTURE WITH LIVESTOCK WILL PROGRESS WHEN THE COST OF PRODUCTION WILL DECREASE, BE IT OF MILK OR OF OTHER CROPS

tor, share knowledge and add value to your communication. If you're a researcher, do more research in ecosystem services. If you're a dairy farmer, consider how you can add value to your ecosystem, which can add value to your product and get a high price for your products."

CARBON SEQUESTRATION

The concept of carbon sequestration is acknowledged as a potential way for agriculture to not just emit carbon dioxide, but store it, removing it from the atmosphere. Talking about carbon sequestration, Brian Lindsay said, "It is easy to say but a lot harder to quantify carbon footing. We've been asking this for many years, to be precise since 2010, and we ask every second year. In 2016, the signs were positive; that's when we decided to start this as an industry and implement in a grassroot level. Carbon capture and storage ought to hold a place in the dairy sector. We want our farmers to be profitable, we need to be proactive since we as a sector are ahead in the curve."

CONSTRAINTS OF C-SEQU PROJECT

Talking about the challenges and constraints of the C-Sequ project, Khaoula Essoussi said, "We did a study to test the credibility and the feasibility of the C-Sequ guidelines and to get real learnings of the guidelines. We learnt from the study that today it is difficult to compare two different farm models. It needs precise data inputs that are not easily available at farm levels. There is no exact science for it as yet but the best effort is required."

Talking about the upliftment of rural economy, Giriraj Singh, Minister of Rural Development and Panchayati Raj, said, "The country will progress when the farmers progress, the farmers will progress, when the agriculture with livestock progress. Agriculture with livestock will progress when the cost of production will decrease, be it of milk or of other crops." He further requested the foreign panelists to introduce a model in rural India that can be run through a makeshift technology so that the rural parts of India can make meaningful contribution towards the growth of the global dairy sector.

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