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ABSTRACT

This article is about the Department of Dairy Development, Government of Kerala, It was established in 1962 and it completed its Fifty years. This article is briefly about the Department of Dairy Development and his role of the department in increasing the Kerala's milk production.

Key words:

Dairy Development,
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INTRODUCTION

The world's largest and fastest growing market for milk and milk products is in India. With an annual growth rate of about 3.54 percent during the period of 2012-13. The country's milk production is primarily rural based. The milk production in India was 132.43 million tonnes in 2012-13. Dairying in Kerala is distinctive while comparing with that of the other states in India. In Kerala, dairying is an important source of supplementary income to small or marginal farmers and agricultural labourers. It also creates a generous income for housewives of Kerala. The milk production in Kerala was 27.16 lakh MT in 2011-12. During 2012-13 a total of 4886 lakh litres of milk procured by the Dairy Co-operative Society 's in the state of which 3079 lakh litres sent to the dairies and 1768 lakh litres were marketed locally by the societies. Kerala contribute about 2.1 percent to the National Milk production during 2011-12. Many agriculture labourers are shifting to dairy farming and as a result a new category of Dairy Entrepreneurs is emerging in Kerala. The Kerala Government is making their massive efforts for strengthening the dairy sector farming through implementing various development schemes like Intensive Dairy Development Programme, Strengthening Infrastructure for Quality and Clean Milk Production, Assistance to Cooperatives and Dairy Entrepreneurship Development Scheme through the Department of Dairy Development. Dairy Development programmes have been run through the state structure.

The development programmes undertaken by the Department falls under four main categories of sponsorship:

- Centrally sponsored- needed a matching grant of 50% from the State and Central Govt.
- Central sector- the programmes completely funded by Central Government
- State sector- completely funded by the State
- Local Self Government Schemes

Initially these projects were initiated by the Department of Animal husbandry and milk societies were registered and controlled by the Co-operative Department. Later in 1962 an independent department was formed exclusively for providing special attention to the dairy sector which contributes the maximum to the state and central GDP and that was the derivation of Department of Dairy Development. There started a new chapter in the dairy sector. 2012 Department completed its Golden Jubilee, as everything has something disregarded which is of course failure. Dairy Development Department that works under the Government of Kerala is the nodal agency for the Rural Dairy Extension and Fodder Resource Development in Kerala. Administrative Supervision of Dairy Cooperatives in the state is the statutory functions vested with the department. The main activities of department are as follows:-

- Edify the farmers by providing inputs and technical advices for producing good quality milk.
- Nurture scientific management practices to reduce the cost of production and to increase their profit.
- Organization and registration of Dairy Co-operative Societies that work under the three tier system.

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- Supervision, Inspection, Election, and Arbitration etc related to Dairy Co-operative Societies.
- Provided with the expansions of DCS, APCOS, KDFWF, KCMMF, TRCMPU, ERCMPU, MRCMPU.
- Implementing plan schemes related to Dairy sector.
- Ensuring the quality of milk and milk products in the market.
- Enhancing production and consumption of milk products and
- Overall development of the state dairy sector.

Department's vision is to take a pilot role in making the state self sufficient in milk and fodder production and in strengthening the Dairy Co-operative Society sector, and thereby guarantee in providing fair price for the milk producers and quality milk for the general public.

Department's mission and 12th 5 year plan strategies are:-

- To sustain the growth rate in milk production
- To viaduct the demand-supply gap.
- To attain the annual milk production target of 35 Lakh Metric Tons by 2016
- To promote quality forage production for economic milk production
- To fetch more farmer members under the Dairy Co-operative Society sector
- To create employment opportunities for households
- To prevail over the shortfall of roughage by increasing the green fodder cultivating area
- To setup new DESU in 'Dairy Friendly' Panchayaths' of the state
- To develop the facilities for testing the chemical and microbial quality of milk to guarantee good quality of milk and milk products for the consumers.
- To employ the waste or unutilized land available with Government and Semi Government for fodder cultivation.
- To develop and disseminate cost-effective strategies for sustainable dairy farming
- To fortify the Dairy Extension network in the state and thereby promulgate the emerging significance of food security in milk production.
- To achieve persistent growth in the availability of quality milk and milk products for the budding population of Kerala
- Modernizing and Intensification of the quality control activities by improving the existing infrastructure
- To enhance the managerial extension, research and development potential of human resources in the dairy sector and
- To increase the per capita consumption of milk by popularizing milk and milk products.

The department started to be operational in the year 1962. The first Director of the Department of Dairy Development was Mr. A. Balakrishnan Pillai. Under his leadership a number of Chilling Plants and Dairies for processing milk were started. This encouraged the farmers to get involved in to the dairy farming sector. Milk societies acted as an instantaneous marketing unit for the Dairy farmers.

When the Dairy Development Department was formed, 150 dairy co-operatives were functioning in the state. This has now increased to 3698 as on January 2014. Prior to 1962 the DCS were registered under Registrar of Co-operative Societies, Co-operative Department of Kerala. With the creation of the Dairy Development Department, for the registration of DCS one Deputy Registrar and 2-3 registrars for assisting him were deputed from Co-operative Department. This practice continued till 1996. On 6th January 1996 the Director of Dairy Development Department become the registering authority of Dairy Co-operative Society as per the GO. (p) No.16/96/AD and on 22 June 2000 it was decentralized and DDs become the registering authorities at district level as per the GO (p) No.218/2000/AD. The first Dairy Co-operative Society that registered was at Mudavanmugal, Poojapura, Thiruvananthapuram which was registered on 1934 and the first district level union was at Kozhikode.

The Operation Flood programme, the White Revolution implemented by the department during mid seventies has been a landmark of the sector. In 1976 the Government of India adopted this successful 'Anand model' after witnessing the success of Dairy Co-operatives and set up the NDDB in 1965 which prepared a blueprint for Operation Flood across the country and the third generation of Dairy Co-operatives named as Ksheerolpadaka Sahakarana Sangham (Milk Producers Co-operative Societies) were formed and registered under the influence of Anand Model of Gujarat. In 1983 APCOS have been started registering, Kerala Government and NDDB arrived at an agreement regarding the implementation of the Operation Flood Programme in the southern 8 districts of Kerala i.e. Thiruvananthapuram, Kollam, Pathanamthitta, Alappuzha, Kottayam, Idukki, Ernakulum, and Thrissur and only APCOS will be registered in future. The first APCOS was Kachani, Thiruvananthapuram. The DCS which were registered before 1983 were started calling as the Traditional societies. Since 1983 the traditional societies have the freedom to shift to APCOS. That was a boost for the Dairy Farmers and for Development Activities of Department of Dairy Development.

- During 1990's Swiss aided Dairy Development Programme was implemented in 6 northern districts of Kerala (Palakkad, Malappuram, Kozhikode, Wayanad, Kannur and Kasergod).
- The Milk Shed Development Programme implemented by the department during 1999 to 2001 at Oachira and Karunagappally blocks have helped to increase fodder as well as milk production in the area. The service of barefoot workers for the above programmes has been a key factor for the success.
- One of the major activity of the department is to assure good quality of milk and milk products i.e. produced and marketed in the State.

The State Dairy Laboratory is one of the great initiatives of Government of Kerala with the aided fund of Central Government under the flag ship of the Department of Dairy Development. It shares the same building with the Deputy Directors office of Thiruvananthapuram and Dairy Training Center, Thiruvananthapuram the Directorate premises. It was

inaugurated on 21st April 2010. The laboratory is capable with the modern imported equipments to cater various Microbiological and chemical analysis of milk, milk products and cattle feed. State Dairy Laboratory is equipped with highly sophisticated equipments like High Performance Liquid Chromatogram (HPLC), Gas Chromatogram (GC), TEMPO (Rapid enumeration of Micro Organisms), VIDAS (Rapid detection of Pathogenic Organisms like Salmonella) etc...for the chemical and microbial analysis of samples.

The High Performance Liquid Chromatogram can detect even the faintest traces of micro and macro nutrients, antibiotic residues, heavy metals and chemicals in a given sample of milk. State Dairy Laboratory carries out its testing and calibration activities in such a way to meet the ISO 17025 International Standard and to satisfy the needs of the customer. Now it is trying to get accreditation from the NABL. But it is handicapped by severe staff shortage. Sewage Farm is the fodder farm which was initiated with an intention to provide fodder to the dairy farmers in low price. It was launched under the Department of Dairy Development in 1962.

The land is owned by the Kerala Water Authority. It was leased to the Dairy Development Department for a long-term. The department undertake this area which was unclean and convert this area appropriate for scientific method of fodder cultivation using sewage water. For the last so many years, fodder has been cultivated using the sewage water from Thiruvananthapuram Corporation area. The non treated sewage water was allowed to flow free in to the fodder plots. No fertilizer was required since sewage mainly contain biological waste like human excreta. Hence the fodder production was relatively cheap. Many people have been rearing cows using the fodder bought from the farm. Recently Thiruvananthapuram Corporation executed a modern sewage treatment plant. It is expected to become fully operational soon. The plant is built on the land taken back from the farm (about 25 acres). As a result the government is in need to shut down the farm. But during the earlier days the farm was capable to use the complete sewage from the Corporation area. But later when the volume of sewage increased along with the increase in the population residing in the corporation area the sewage become more than its requirement and it resulted in its overflow.

Earlier, in 1932 Sewage Farm had about 532 acres of land. Now it has shrunk to about 25 acres. A big chunk of the land has already been given to Central Government Organizations like Air Force, CBI, BSF, IGNOU, a co-operative Engineering College etc. A protest led by the workers of the farm has put a temporary stop to the process of giveaway of lands to other organizations. However, the Sewage Farm is certainly going to be shut down. The challenge before the dairy development department is to hold on to at least some portion of the land and to build a modern hygienic farm for training purposes. There is also some plans to set up a fodder training centre, hydroponics unit etc.. The closing down of the farm is likely to affect the livelihood of the farm laborers and the dairy farmers who depend on the farm for green fodder. However their plight has not received the attention of the authorities or media so far. Kerala Dairy Farmers Welfare Fund the first of its kind in India. The Head Office of the Board is at Thiruvananthapuram.

Board has no regional offices KDFWF gives an aid to the dairy farmers of the state. It was established to ensure Social security by providing pension during their old age and by implementing different schemes for the welfare of their family. The Kerala Dairy Farmers welfare Fund was established by the Kerala Government Ordinance 16250/Leg .Uni. 3/2005/law and Act came in to force after the legislation passed on the 13th of April 2007 with the prior validity. As per KDFWF Act, a Board has been constituted comprising of 12 members, includes the three regional board members, KCMMF Chairman, three government nominees including the chairman, three representatives from traditional Dairy Co-operative Societies, Dairy Development Director and the Chief Executive Officer as the Ex-officio member.

The currently existing board members are:-

1. Sri. John Jacob Vallakkalil - Chairman
2. Sri. P T Gopala Kurup - KCMMF Chairman
3. Sri. Mathew Chammathil - TRCMPU Chairman
4. Sri. P S Sebastian - ERCMPU Chairman
5. Sri. Shelva Kumar Swami - MRCMPU Chairman
6. Sri. C K Shasidharan Pillai - Representative from traditional DCS
7. Sri. V L Thomas - Representative from traditional DCS
8. Sri. M Kunjambadi - Representative from traditional DCS
9. Sri Joseph ParavanParambil - Government Nominee
10. Sri. EzhukonSathyan - Government Nominee
11. Smt. K T Sarojini - Director, Department of Dairy Development
12. Sri. G Hari - Chief Executive Officer

The function of the Board is mainly the administrative control and management of funds for the distribution of various assistance. The official staffs of KDFWF is as follows:-

• Chief Executive Officer	- 1
• Deputy Director (Non Cadre)	- 1
• DFIs	- 5
• Clerks	- 3
• Data Entry Operators	- 8
• Drivers	- 2
• Office Assistant	- 1
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Among the above listed above only the post of Chief Executive Officer is permanent and all other post are deputed from the Department of Dairy Development. Deputy Director General is the State Nodal Officer and the Quality Control Officers of the Districts are the District Nodal Officers. DEOs in DESUs. An 18 year old dairy farmer who pores minimum 500liters of milk during one financial year in a DCS that is registered under the Department of Dairy Development can register in KDFWF by paying the registration fee of 100 rupees. The finance for distributing pensions is collecting from the members in the same pattern following by Accountant General for distributing provident funds.

The following are the financial aid provided by KDFWF for all its members:-

- Pension for Dairy Farmers
- Family Pension
- Marriage Assistants
- Educational Assistants
- Award for the Best Dairy Farmer of the State
- Award for the Best Dairy Farmer of the District
- Disability Fund

The year 2012 also conceded away like all the other common year devoid of any carousing despite the fact that it was its Golden Jubilee. I do agree that The Department of Dairy Development anticipated countless achievements during the last 50 years. However the department had botched hardly in some range of activities the present status of per capita availability of milk is 223gm/ day in 2011-12 where as it was only 16gm/day in 1962. There is an severe shortage of feed and fodder and the availability of land for apiece family unit is less than 25 cents.

Department's two main 12th Five year plan strategies are to promote quality forage production and to succeed in excess of the deficit of roughage by increasing the green fodder cultivating area and to employ the waste or unutilized land available with Government and Semi Government for fodder cultivation. One of my suggestion to both the government and the department to cultivate green fodder either individual or in group by making use of the waste lands available with Local self governments, schools, jails etc for fodder cultivation, to encourage the dairy farmers for fodder cultivation on their available piece of land and also encourage dairy clubs in schools to cultivate fodder in small scale it will help to be trouble-free for the department to enhance the fodder cultivation.

In Kerala the per capita consumption is more than that of per capita availability to fulfil the demand of milk by the consumers Kerala imports milk from other States. As a result the quality of market milk is gradually decreasing. According to the statistics provided by the Dairy Development Department of Kerala, 5 dairies were banned because of their low quality of milk during the period of 2006-2011. The State Dairy Laboratory works in the midst of short of specialized human resources and it not yet received the accreditation of NABL.

Once more, while going back to the present 12th 5 year plan strategies of the department we should make a note of the following strategies to promulgate the emerging significance of food security in milk production and to achieve persistent growth in the availability of quality milk and milk products.

The Milk and Milk Product Order of 1992, which later included into the Food Safety Standard ACT, 2006 was taken away from the department on 5th August 2011. As a result the Dairy Development Department lost its clout to prohibit the dairies that don't have the registration or license of Food Safety Standard Authority of India or the plant which lacks the prescribed necessities or hygiene or prescribed standard of milk quality, which can be result in the appearance of deprived quality milk and milk products. Around ten years before the department submitted a project to establish Milk Products Manufacturing Facilitation Centre at Aroor, Pattanakad, and Alappuzha. That project was targeted to provide infrastructure in Women's Self Help Group of Pattanakkad Block to produce various milk products with all necessary equipments and facilities. But that stressed upon the English proverb that "INDIANS ARE GOOD PLANNERS BUT NOT IMPLIMENTORS".

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