

3. White Revolution 2.0- Economy

Govt has set target to increase milk procurement under White Revolution 2.0, says Union Minister Murlidhar Mohol

Launched by the Ministry of Cooperation, this initiative aims to increase milk procurement by 50% over five years by empowering women and strengthening dairy cooperatives. It is funded through the National Dairy Development Programme 2.0 (NPDD 2.0) to address malnutrition and boost rural income.

White Revolution 2.0

The Union Minister for Home and Cooperation recently discussed the White Revolution 2.0 in a written reply to the Lok Sabha. This initiative is designed to be a comprehensive strategy to boost the dairy sector while addressing social issues like malnutrition and gender disparity.

About White Revolution 2.0

Objective- The primary aim is to boost milk production while simultaneously promoting women's empowerment and addressing malnutrition across the country.

Four Priority Areas

1. Women's Empowerment

- a. Goal- Empower women milk farmers by integrating them into formal economic systems.
- b. Strategy- Strengthen women-led dairy institutions and enhance linkages with Self-Help Groups (SHGs) to provide financial and social independence.

2. Enhancing Local Milk Production

- a. Procurement Target- The initiative aims to increase milk procurement by dairy cooperatives by 50% over the next five years.
- b. Volume Target- Increase cooperative-led milk procurement from the current 660 lakh kg per day to 1,007 lakh kg per day.

3. Strengthening Dairy Infrastructure

- a. Large-Scale Cooperative Development- The plan includes setting up and strengthening approximately 1.20 lakh new and existing cooperative institutions.
- b. Institutions Involved- This includes Dairy Cooperative Societies (DCS), Multipurpose Dairy Cooperative Societies (M-DCS), and Multipurpose Primary Agricultural Credit Societies (M-PACS).

4. Boosting Dairy Exports

- a. Global Share- The target is to increase India's share in global milk production from one-fourth (25%) to one-third (approx. 33%) by 2030.

Administrative Framework

Nodal Ministry- Ministry of Cooperation.

Implementing Support- Department of Animal Husbandry & Dairying (DAHD), National Dairy Development Board (NDDB), and State Dairy Federations.

Funding- Activities are funded through the National Dairy Development Programme 2.0 (NPDD 2.0) under the Department of Animal Husbandry and Dairying.

Coverage Expansion Plans-

Uncovered Areas- Proposal to set up 75,000 new Dairy Cooperative Societies in regions currently not covered by the cooperative network.

Existing Network- Around 46,422 existing DCSs will be strengthened to improve market access, income opportunities, and nutritional availability.

Dairy Sector in India- Current Status

Global Position

Rank- India has remained the world's largest milk producer since 1998, contributing 25% of global milk output.

Comparison- It stands ahead of major producers like the USA and Pakistan.

Trade Status- While New Zealand is the largest exporter and China is the largest importer, India ranks 49th in milk exports, indicating significant untapped potential in export penetration.

Production Statistics

Total Production- Reached 247.87 million tonnes in 2024–25, registering a 3.58% rise over the previous year (239.30 million tonnes in 2023–24).

Per Capita Availability- Has significantly increased from 319 g/day (2014–15) to 485 g/day (2024–25).

Economic Contribution- The milk group (including ghee, butter, lassi) contributed nearly 40% of the total output value from the agriculture, livestock, forestry, and fishing sector in 2022–23.

Top Milk-Producing States (Basic Animal Husbandry Statistics 2025)

Rank	State	Contribution (%)
1	Uttar Pradesh	15.66%
2	Rajasthan	14.82%
3	Madhya Pradesh	9.12%
4	Gujarat	7.78%
5	Maharashtra	6.71%

Historical Context- The Original White Revolution

Overview- A nationwide cooperative milk movement implemented in three phases over three decades. Driven by social entrepreneurs, political leadership, and millions of dairy farmers.

Key Details

Launch- Known as “Operation Flood”, launched in 1970.

Leadership- Spearheaded by Dr. Verghese Kurien (Father of the White Revolution) from Anand, Gujarat.

Objective- To transform India from a milk-deficient country into the world’s largest milk producer using a cooperative-based model.

Phases of Operation Flood

Phase	Timeline	Key Achievements
Phase I	1970–1980	- Foundation phase covering 10 states. - Rural milk procurement increased from 0.46 million litres/day to 2.2 million litres/day.
Phase II	1981–1985	- Expansion phase extending to 43,000 villages. - Covered 4.25 million producers. - Established 136 milk sheds supplying 290 urban markets.
Phase III	Mid-80s – Mid-90s	- Consolidation phase. - Membership rose to 10 million farm families. - Focus shifted to veterinary healthcare, breed improvement, and strengthening cooperative institutions.

Dairy Cooperatives Ecosystem in India

Reach and Scale- Dairy cooperatives operate across nearly 70% of India’s districts.

Network (2025)- Comprises 22 milk federations, 241 district cooperative unions, 28 marketing dairies, and 25 Milk Producer Organisations (MPOs).

Grassroots Impact- Covers about 2.35 lakh villages with 1.72 crore dairy farmers as members.

Stronghold States- High cooperative penetration in Gujarat, Maharashtra, Kerala, Sikkim, and Puducherry.

Women in Cooperatives- Over 48,000 women-led cooperatives and 16 all-women MPOs operate under NDDDB Dairy Services.

Success Story- The all-women Shreeja MPO (Andhra Pradesh) serves as a leading example of empowerment.

Examples of Multi-State Cooperatives- Kamdhenu Dairy Multi State Co-operative Society Limited.
Nature Delight Multi State Cooperative Dairy & Agro Products Ltd.

Other Government Initiatives for the Dairy Sector

Rashtriya Gokul Mission (2014)– Launched to promote, conserve, and scientifically develop indigenous bovine breeds. Focuses on improving milk productivity of native breeds.

National Programme for Dairy Development (NPDD) (2014)– Aims to strengthen infrastructure for quality milk production, procurement, processing, and marketing. Implemented through State agencies to improve the supply chain.

Livestock Health and Disease Control Programme (LHDCP) (2019)– Provides financial assistance for vaccination against major diseases like Foot and Mouth Disease (FMD), Brucellosis, and Classical Swine Fever (CSF). Supports ASCAD (Assistance to States for Control of Animal Diseases) for managing emerging and zoonotic diseases.

National Artificial Insemination Programme (NAIP) (2019)– Promotes scientific breeding through artificial insemination to improve productivity. Prevents the spread of reproductive/genital diseases.

Key Feature– Free insemination services provided at the farmer's doorstep.

Animal Husbandry Infrastructure Development Fund (AHIDF) (2020)– Established under the AtmaNirbhar Bharat Abhiyan. Supports private investment in dairy processing, value addition, and infrastructure creation.

National Livestock Mission (NLM) (2014–15)– Promotes sustainable growth in the livestock sector. Focuses on employment generation, entrepreneurship, and increasing output of milk, meat, eggs, and wool.

Source– <https://www.newsonair.gov.in/govt-has-set-target-to-increase-milk-procurement-under-white-revolution-2-0-says-union-minister-murlidhar-mohol/>

