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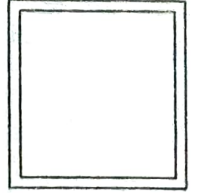
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DR. VEERENDRA S. ADIGAL

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IS INDIAN MILK-MAN IN DOMAIN OF DISTRESS IN THE POST-GLOBALIZED ERA?

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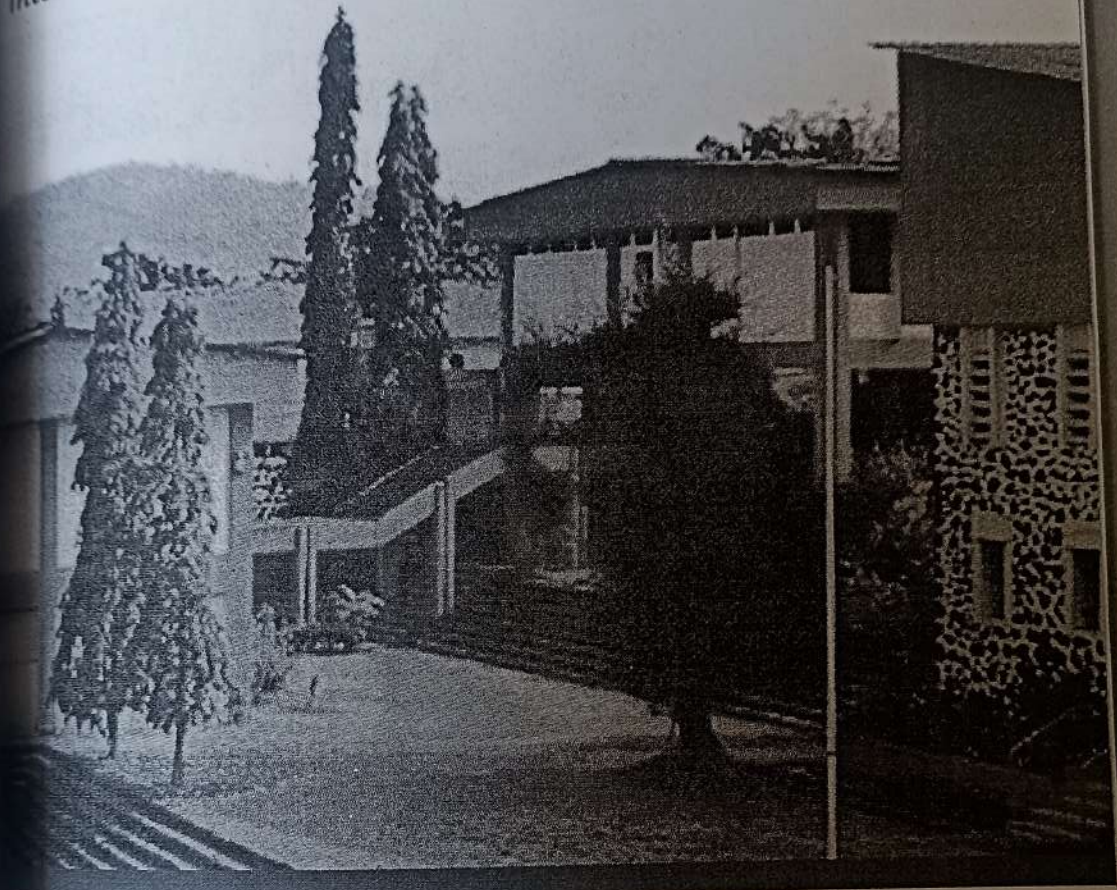
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IS INDIAN MILK-MAN IN DOMAIN OF DISTRESS IN THE POST-GLOBALIZED ERA?

DR. V. S. ADIGAL, PRANITA G. JOSHI, VRUNDA R. YADWAD

Abstract: In India, after a huge success of green revolution in 1960s, India achieved a status of self sufficiency in the production of food grains particularly wheat and rice, where it remained as an exporter of food grains. After this, Indian government took one program viz; "Operation Flood" under the National Dairy Development Board (NDDB) in 1970, with the help of forward and backward linkage of supply chain formed "National Milk Grid" and ensured high producer's share in consumer rupee which resulted into 'White Revolution'. Though India has achieved the status of highest milk producer in the world, there is a grave crisis underway in the Indian milk market which is threatening to undermine the multifunctional role of livestock and the way of life of entire dairy community. At domestic and global level, demand for milk has decreased down but the supply is more. Dairy processors are competing with each other to sell milk at extremely low prices in cities. In order to compete in global market & create additional demand for Indian dairy products, it has pressurized the Indian milk producers to reduce the prices to the lowest. This is also a result of heavy subsidy granted to milk producers in European nations. A large number of these producers are small and marginal farmers, whose livelihood depends only on selling milk. Some stringent steps need to be taken for securing interest of stakeholders particularly small and marginal milk man. In this paper, researcher made a small attempt to peep into various issues and challenges related to dairy crisis in India during the post liberalised period. Further the researcher analyses the emerging future trends and recommends a road map ahead in view of Indian dairy industry.

Keywords: Dairy Industry, Economic Growth, Globalisation, Small and Marginal Farmers.

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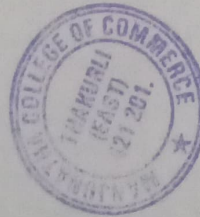
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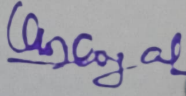
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