

GOVERNMENT OF INDIA
MINISTRY OF FISHERIES, ANIMAL HUSBANDRY AND DAIRYING
DEPARTMENT OF ANIMAL HUSBANDRY AND DAIRYING
LOK SABHA
UNSTARRED QUESTION NO. 763
TO BE ANSWERED ON 7TH FEBRUARY 2023

MARKETING OF MILK PRODUCTS

763 SHRI VIVEK NARAYAN SHEJWALKAR:

Will the Minister of Fisheries, Animal Husbandry and Dairying
मत्स्यपालन, पशुपालन और डेयरी मंत्री
be pleased to state:

- (a) the details of the steps taken by the Government to increase per cattle milk output in the country; and
(b) the efforts made by the Government for marketing of milk products prepared from milk of indigenous breed of cows keeping in view the better nutrition quality of the milk of those cows?

ANSWER

THE MINISTER FOR FISHERIES, ANIMAL HUSBANDRY AND DAIRYING

(SHRI PARSHOTTAM RUPALA)

(a) Department of Animal Husbandry and Dairying is implementing Rashtriya Gokul Mission for development and conservation of indigenous bovine breeds and genetic upgradation of bovine population since December 2014. The scheme is important for increasing the production and productivity per animal thereby making dairying more remunerative for the farmers of the country. The scheme is continued under revised and realigned schemes of the Department from 2021-22 to 2025-26 with an allocation of Rs.2400 crore. Following steps have been undertaken under Rashtriya Gokul Mission to increase per cattle milk output:

- (i) Implementation of Nationwide Artificial Insemination Programme to extend Artificial insemination coverage in the districts with less than 50% coverage.
- (ii) Accelerated breed improvement programme using bovine In-Vitro Fertilization technology (IVF) for faster genetic upgradation of bovines.
- (iii) Accelerated breed Improvement programme using sex sorted semen for production of female calves with more than 90% accuracy.
- (iv) Progeny Testing and Pedigree Selection Programme for production of high genetic merit bulls.
- (v) Delivery of quality artificial insemination services at farmers doorstep through Multi Purpose Artificial Insemination Technicians in Rural India (MAITRIs).
- (vi) Establishment of breed multiplication farm for development of entrepreneurship and to make available disease free heifers.

(b) In order to strengthen milk marketing infrastructure including marketing infrastructure for milk produced from indigenous cows, the Department of Animal Husbandry and Dairying is implementing the following schemes: (i) National Programme for Dairy Development Component A and component B (ii) Dairy Processing and Infrastructure Development Fund; (iii) Animal Husbandry Infrastructure Development Fund and (iv) Supporting of Dairy Cooperatives and Farmer Producer Organization.