

GOVERNMENT OF INDIA  
MINISTRY OF FISHERIES, ANIMAL HUSBANDRY AND DAIRYING  
DEPARTMENT OF ANIMAL HUSBANDRY AND DAIRYING  
LOK SABHA  
STARRED QUESTION NO.77  
TO BE ANSWERED ON 25<sup>th</sup> JULY, 2023

**DESI COW VARIETIES**

**\*77. SHRI S.MUNISWAMY:**

Will the Minister of FISHERIES, ANIMALHUSBANDRY AND DAIRYING

मत्स्यपालन, पशुपालन और डेयरी मंत्री  
be pleased to state:

- (a) the names of dairy product brands which have global recognition and are exported on large scale from the country;
- (b) whether the Government recognizes Nandini milk products as a brand that needs further to be boosted for its quality products and if so, the details thereof;
- (c) the details of steps taken to promote and save Desi Cow varieties that seem to move toward sextinction; and
- (d) whether the Government is planning to undertake research and development in the Desi Cow varieties exclusively so as to arrive at a scientific solution to save and promote important varieties of Desi cows?

**ANSWER**

THE MINISTER FOR FISHERIES, ANIMAL HUSBANDRY AND DAIRYING

**(SHRI PARSHOTTAM RUPALA)**

(a) to (d) A statement is laid on the Table of the House.

**STATEMENT REFERRED TO IN REPLY OF LOK SABHA STARRED QUESTION NO. 77 PART (a) TO (d) ON “Desi Cow Varieties TO BE ANSWERED ON 25.07.2023**

- (a) As per Agricultural and Processed Food Products Export Development Authority (APEDA), the top five (5) exporters of dairy products from India are Gujarat Co-Operative Milk Marketing Federation Limited (AMUL), VRS Foods Limited, Sterling Agro Industries Limited, R K Ganapathi Chettiar and Mahaan Milk Foods Ltd. GCMMF (AMUL) contributes 32% share in value of export of milk and milk products during 2022-23.
- (b) Department of DAHD, GoI complements and supplements the efforts made by the States for dairy development (including brand development) by implementing following Dairy Development scheme through State Milk Federation/ Milk Union across the country including Karnataka Milk Federation (KMF-Nandani Brand):
- i. National Programme for Dairy Development (NPDD)
  - ii. Dairy Processing and Infrastructure Development Fund
  - iii. Supporting Dairy Cooperatives and Farmer Producer Organizations engaged in dairy activities (SDCFPO):

KMF has been marketing its dairy products under the brand name “Nandini”, which is a popular dairy brand in Karnataka and its adjoining States.

- (c) The Department of Animal Husbandry and Dairying is implementing Rashtriya Gokul Mission for development and conservation of indigenous breeds, genetic upgradation of bovine population, amongst others, since 2014. Some of the major steps taken areas follows:
- I. Nationwide Artificial Insemination Programme for enhancing artificial insemination coverage including for indigenous breeds.
  - II. Progeny testing and pedigree selection programme for production of high genetic merit bulls including bulls of indigenous breeds.
  - III. Establishment of Breed Multiplication Farms preferably of indigenous breeds with 50% capital subsidy for eligible entrepreneurs.
  - IV. Implementation of In-vitro Fertilization (IVF) for faster genetic upgradation of bovine population including indigenous breeds of cattle and buffaloes.
  - V. Sex sorted semen production for bovine breeds including indigenous breeds.
  - VI. Establishment of Gokul Grams for development and conservation of indigenous breeds of cattle and buffaloes.

In addition to above, Indian Council of Agricultural Research (ICAR)- National Dairy Research Institute (NDRI) aims at genetic improvement of three important indigenous breeds of cows namely Tharparkar, Gir and Sahiwal. Semen of Indigenous Cattle bulls viz. Sahiwal, Tharparkar and Gir is preserved as well as sold to farmers.

(d) The Indian Council for Agricultural Research (ICAR)-Central Institute for Research on Cattle (CIRC), Meerut is working on the Indigenous Breeds Project (IBP) under the All India Coordinated Research Project (AICRP) on Cattle for propagation and genetic improvement of important desi cattle breeds like Gir, Kankrej and Sahiwal. The programme promotes the rearing of Gir and Kankrej breeds of cattle in the farmers' herds for higher milk production. Moreover, dissemination of frozen semen doses of these breeds to inseminate the females in the farmers' herds for their extensive propagation has also been done. ICAR-National Dairy Research Institute (NDRI) is also working on Tharparkar indigenous breed of cow, along with Gir and Sahiwal. Further, under development projects, compositional characterization, value addition and smart packaging solutions of the traditional milk products have been prepared from the desi cow breeds.

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