Public policies and Dairy development among poorest people: A BAIF’s experience in India

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### CHALLENGES OF RURAL INDIA

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural Population</td>
<td>65-70 %</td>
</tr>
<tr>
<td>Dependency on Agriculture</td>
<td>80-85 %</td>
</tr>
<tr>
<td>Rural Poverty</td>
<td>30-40 %</td>
</tr>
<tr>
<td><strong>Basic Amenities</strong></td>
<td></td>
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<tr>
<td>* Assured source of potable water for villages</td>
<td>70-75 %</td>
</tr>
<tr>
<td>* Water sources conforming to WHO Standards</td>
<td>20-25 %</td>
</tr>
<tr>
<td>* Rural population using toilets</td>
<td>30 %</td>
</tr>
<tr>
<td>Annual Birth Rate</td>
<td>28/1000</td>
</tr>
<tr>
<td>Infant Mortality</td>
<td>6.3/1000</td>
</tr>
<tr>
<td>Annual Population Growth</td>
<td>1.81 %</td>
</tr>
<tr>
<td><strong>Literacy %</strong></td>
<td>Rural</td>
</tr>
<tr>
<td>Female</td>
<td>54.16 %</td>
</tr>
<tr>
<td>Male</td>
<td>75.85 %</td>
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</tbody>
</table>
BAIF —
A vision of Mahatma Gandhi

“We cannot retain independence in Delhi unless our farmers achieve economic independence in every village like Urulikanchan.”

Mahatma Gandhi

BAIF’s Mission
To create opportunities of gainful self-employment for the rural families, especially disadvantaged sections, ensuring sustainable livelihood, enriched environment, improved quality of life and good human values. This is being achieved through development, research, effective use of local resources, extension of appropriate technologies and upgradation of skills and capabilities with community participation. BAIF is a non-political, secular and professionally managed organization.
SOME SALIENT FEATURES OF BAIF OPERATIONAL AREA

• AGRICULTURE AS SOURCE OF LIVING
• SMALL LAND HOLDING PER FAMILY (0.4 HECT.)
• RAIN FED AGRICULTURE SYSTEMS
• MIGRATION FOR LIVELIHOOD
• AVERAGE FAMILY SIZE - 5
• LITERACY RATE 60% LESS IN WOMEN
• CONSTRAINTS IN ACCESS TO CREDIT
Main Programmes

- Livelihood
  - Watershed Development
  - Community Pastures
  - Industrial Greebelt

- Environment
  - Capacity Building
  - Education, Health and Awareness
  - Chores Facilitation

- WOMEN
  - Reproductive Health
  - Child Health
  - Nutritional Supplements
  - Hygiene Awareness

- Community health
  - Integrated Tribal Development – ‘Wadi’

- Tribals
  - Livestock Development
  - Sustainable Agriculture
  - Supplementary non-farm Income Programmes

- Sustainable Development in Rural India
BAIF WORKING IN 16 STATES IN INDIA

1. Maharashtra: BAIF-MITTRA
2. Karnataka : BIRD-K
3. Andra Pradesh : BIRD-AP
4. Gujarat : GRISERV /DHRUVA
5. Rajasthan : RRIDMA
6. Madhya Pradesh : SPESED
7. Chattisgad
8. Uttar Pradesh : BIRD-UP
9. Uttarakhanda : BIRD-UK
10. Bihar : BIRD- BIHAR
11. Orissa
12. Punjab
13. Jharkhand : BIRVA
14. West Bengal
15. Himachal Pradesh
16. Tripura
**Technology**
- Scouting
- Adaptation
- Dissemination

**Inputs**
- Standardization
- Production
- Supply

**Capacity Building**
- In-house
- Participants
- Others

**Dairy Animals and Goats**
- genetic improvement / breeding / reproduction / nutrition / health / management
- Forageproduction
- forages/cropping systems/forestry
- Allied subjects
  - vermicompost / sericulture / bioenergy / waste recycling

**Frozen semen and allied equipment/material**
- Vaccines/diagnostics
- Feeds/supplements
- Seeds/planting material
- Biofertilizers
- Advisory services

**Induction/orientation of staff**
- Refresher courses
- Technical trainings
- Contractual trainings
- Exposures
LIVESTOCK DEVELOPMENT PROGRAMME

**Coverage**
- 12-15 villages
- 1500-2000 breedable cattle & buffaloes
- 1000-1500 families
- Focus on poor farmers

**Activities**
- State of the Art Technology
- A.I. at doorsteps
- Close follow up and monitoring
- Extension & awareness about cattle management, Dairy, etc

**Support Activities**
- Feed supplement
- Forage development
- Preventive Health Care

**Quality**
- Dedicated Research Station for field programme
- Focus on quality process

**Linkages**
- Linkages with ongoing Govt schemes
- Market linkages with Dairy Copperative, private players

**PO formation**
- Strengthening of existing POS
- Development of local Organisation

OPERATIONAL AREA OF

Coverage of a Centre

Service at doorstep
LIVESTOCK AS ACTIVITY
## Livestock Programme Coverage

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<table>
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<tbody>
<tr>
<td>States</td>
<td>12</td>
</tr>
<tr>
<td>Centres</td>
<td>3296</td>
</tr>
<tr>
<td>Villages</td>
<td>90000</td>
</tr>
<tr>
<td>Families</td>
<td>3.4 million</td>
</tr>
<tr>
<td>Livestock</td>
<td>6 million</td>
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MILK, NOT AS A COMMODITY, BUT AS A CULTURE
HISTORICAL ASPECTS

• < 3000 Years BC
  Vedic literature defines cows as per their milking capacity and nature Example- Wilipti, Sutvasha, Vasha, Avasha, Bheema and Vashaanam Vashtama.

• 3000 Years BC - Mohenjodaro and Hadappan excavation

• 500 Years BC- Charaka
  Kautilya
Socio-Cultural Aspects

• Gratitude to milk animals-Pola
• Use at socio-cultural events like-16 rituals in family life, Samudra Pooja, Kojagiri, Holi, Makar Sankranti, Naag Panchami etc.
• Human-animal relationship integration through milk- Example Himachal Pradesh, Rajasthan
• Humenatarian approach – 4000 Goshalas
Human animal relationship
Maintaining animals on camps in famine period
Socio-Cultural Aspects

• Use irrespective of Religion, Caste, Region, Social class etc.
• Milk as source of livelihood
• Cultural integration in daily life
• Essential integration in vegetarian diet
• Regional variation in traditional consumption of milk.
Milk processing aspects

• 37% milk is processed 15% in organized while 22% in unorganized sector
• 68 products of milk classified in
  i. Heat Concentrated Products
  ii. Heat and Acid coagulated Products
  iii. Fermented Products
  iv. Fat enriched products
  v. Frozen products
  vi. Cereal milk mixed products
  vii. Milk sweets.
Milk Handling at village level

• Types of milk – Cow and Buffalo
• Historical aspects of commercial development – non selling and family consumption - village selling - cooperative
• Traditional or Unorganized and Organized Sector (cooperative and private)
• Traditional Sector caters to 46 million milk producer house holds & 111 million consumer households
• 0.144 million milk cooperative societies consisting of 14.46 million farmer members spread in 100 thousand villages
Policy approach to milk improvement

Three phases of government policies

• Pre-Independence through the 1960s,
• pre-reform period (1970s-80s)
• post-reform period -1990s onwards
• Schemes concentrated on employment creation in rural and peri-urban areas,
Policy approach to milk improvement

• Augment income generation and asset accumulation for resource-poor farmers;
• Provide low-cost and safe dairy products to resource-poor consumers;
• Improve natural resource management and sustained farming systems through dairy cattle mediated nutrient cycling
• Improve child nutrition and cognitive development in resource-poor households
Current trends at rural level

- Women taking more interest in milk industry.
- Rapid reduction in population of local breeds
- Progressive reduction in grazing lands
- Reduced interest of younger generation to farming
- Increased economic pressure accompanied with reduction in family size.
Lady owning prized animal
THANKS