

JOB ROLE – DAIRY FARMER-I

Sector – Agriculture

(Qualification Pack Code: Ref.Id.AGR/Q4101)

Class XIth



PSS Central Institute of Vocational Education
Shyamla Hills, Bhopal – 462 013 , Madhya Pradesh, India

www.psscive.ac.in

UNIT 1: Introduction to Dairy Farming

Session 1 : Dairy Farming in India

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Session Objectives

In this session the students will learn about the

- The importance of dairy farming in India
- Employment potential in dairying

Introduction

- Dairy farming has been an important part of the agricultural scenario for thousands of years.
- India is not only one of the top producers of milk in the world, but also the largest consumer of milk and milk products in the world
- Due to the shortfall in supply, we have to import significant amounts of milk products to meet internal demand.
- Dairy sector is instrumental in bringing socio-economic transformation in India.
- It has created a lot of employment opportunities and also **Cont...** provides improved nutritional benefits.

- **Animal husbandry is a major sub-sector of agriculture sector and contributes about 28.6 per cent to the agricultural value output.**
- **The statistics indicate that there is a lot of employment potential for entrepreneurial activities in the dairy sector.**

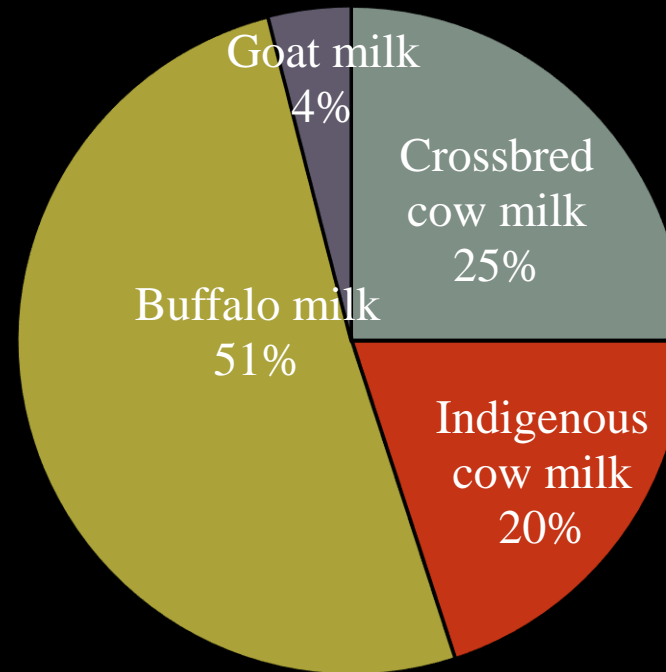
Dairy Farming In India

I. Importance of Dairy Farming

- Milk is a wholesome food among all the animal products.
- Inclusion of milk in the human diet increases the digestibility of other types of food as well.
- The productivity of milk varies in different countries as some countries are surplus in production, some are deficit in production, and in some of the countries availability matches their requirement.
- The annual milk production in India in 2015–16 was 155.5 million tonnes and the per capita availability of milk was 337 grams per day. Cont...

- Uttar Pradesh is the largest milk producer in India, followed by Rajasthan. The per capita availability of milk is highest in Punjab, followed by Haryana
- The demand for milk is constantly increasing in cities as well as small towns and rural areas.
- The factors influencing this increased demand are — rapid increase in population, spread of education, growing nutritional awareness and improved purchasing power of consumers.
- A large number of rural families in India are engaged in dairy production, for whom this is an important source of secondary income.
- In India, raw milk is perceived to be fresh by most consumers and has a large market.

Species-wise milk production in India



Employment Potential in Dairying

- India's share in the world milk trade is quite low, and compared to the total milk produced, only small quantity.
- In the informal sector, milk vendors collect milk from local producers and sell it in urban and semi-urban areas.
- These milk vendors handle around 65–70 per cent of the total milk production.
- The increase in human population has a direct effect on the demand for food.

Cont...

- Globally there is shrinkage of cultivable lands, which makes the role of livestock sector even more important, not only in terms of nutritional security but also employment generation.
- The Agricultural and Processed Food Products Export Development Authority (APEDA) is the regulator for import and export of dairy products in India.
- Considering the production economics of dairy products globally, countries which have low cost of milk production such
 - as India are expected to derive maximum benefit from the booming dairy upsurge.
- Nationally as well as internationally, a lot of employment generation and potential for entrepreneurial activities exist in the dairy sector.

Summary

In this session you have learnt about

- The importance of dairy farming in India
- Employment potential in dairying

Project Coordinator : Dr. Kuldeep Singh

Assistance

Dr. Mukur Ganguly



Joint Director

**PSS Central Institute of Vocational Education
Shyamla Hills, Bhopal – 462013 , Madhya Pradesh, India**

E-mail: jdpsscive@gmail.com

Tel. +91 755 2660691, 2704100, 2660391, 2660564

Fax +91 755 2660481

Website: www.psscive.ac.in