



# World Milk Day

## Why in News

Every year, the **first day of June is observed as World Milk Day.**

- On the occasion, the **Ministry of Fisheries, Animal Husbandry & Dairying** announced the launch of the **Gopal Ratna Awards** and integration of **e-Gopala App** with **UMANG platform.**

## UMANG Platform

- **Unified Mobile Application for New-age Governance (UMANG) Mobile App** is a **unified, secure, multi-channel, multi-platform, multi-lingual, multi-service mobile app** launched under the **Digital India initiative** of the Ministry of Electronics and Information Technology (MeitY) in 2017.
- It is a unified application that can be **used to avail a number of pan India e-government services** such as: Filing income tax, **Employees Provident Fund Organization (EPFO)** services, **Aadhar**, **Pension**, **ePathshala**, e- Land Records, **Crop Insurance** etc.

## Key Points

- **About:**
  - World Milk Day was **established by the Food and Agriculture Organisation (FAO) in 2001.** The day is intended to provide an opportunity **to bring attention to activities that are connected with the dairy sector.**
    - FAO is **one of the specialised agencies of the United Nations** that leads international efforts to defeat hunger.
- **2021 Theme:**
  - Theme will **focus on Sustainability in the dairy sector** with messages around the environment, nutrition and socio-economics.
    - In doing so it will reintroduce dairy farming to the world.
- **Gopal Ratna Awards:**
  - They are **National Awards for the Cattle and Dairy sector**, the awards have been launched to **promote the best herd of Indigenous Breed** and **practicing best management practices** and it will be given in three categories:
    - Best Dairy farmer.
    - Best Artificial Insemination Technician (AIT).
    - Best Dairy Cooperative/ Milk producer Company/ **Farmers Producer Organisation.**
- **e-Gopala (Generation of wealth through Productive Livestock) App:**

- It is a **comprehensive breed improvement marketplace and information portal** for direct use of farmers.
- It provides solutions on the aspects of:
  - **Managing livestock** including buying and selling of disease-free germplasm in all forms (semen, embryos, etc.).
  - **Availability of quality breeding services** (Artificial Insemination, veterinary first aid, vaccination, treatment, etc.).
- **Other Initiatives Related to the Dairy sector:**
  - **National Action Plan on Dairy Development 2022:** It seeks to increase milk production and double the income of dairy farmers.
  - [National Animal Disease Control Programme & National Artificial Insemination Programme:](#) It was launched to control and eradicate the Foot & Mouth Disease (FMD) and Brucellosis amongst the livestock in the country,
  - **Pashu-Aadhar:** It is a unique ID on a digital platform for traceability for the animals.
  - [Rashtriya Gokul Mission:](#) It was launched in 2019 for setting up of 21 Gokul Grams as Integrated Cattle Development Centres.

## Operation Flood (White Revolution)

### ▪ About:

- The White Revolution in India was the brainchild of **Dr Verghese Kurein**. Under him many important institutions were established like the **Gujarat Cooperative Milk Marketing Federation Ltd** and the [National Dairy Development Board \(NDDB\)](#).
- The White Revolution was started by the NDDB in the 1970s and the bedrock of the revolution has been the **village milk producers' cooperatives**.

### ▪ Phases of the Revolution:

#### ◦ Phase I:

- It started **from 1970 and lasted for 10 years i.e. till 1980**. This phase was **financed by the sale of butter oil and skimmed milk powder** donated by the [European Union](#) through the World Food Program.

#### ◦ Phase II:

- It lasted for **five years from 1981 to 1985**. During this phase, the number of **milk sheds increased** from 18 to 136, **milk outlets were expanded** to about 290 urban markets, **a self-sustaining system was set up** that included 4,250,000 milk producers spread across 43,000 village cooperatives.

#### ◦ Phase III:

- It also **lasted for almost 10 years i.e. 1985-1996**. This phase **enabled the dairy cooperatives to expand** and gave a finishing touch to the programme. It also strengthened the infrastructure required to procure and market increasing volumes of milk.

### ▪ Objectives:

- Increase milk production ("a flood of milk").
- Increase rural incomes.
- Reasonable prices for consumers.

### ▪ Significance:

- It helped dairy farmers direct their own development, placing control of the resources they create in their own hands.
- It has helped India become the largest producer of milk in the world in 2016-17.

- Currently, **India is the world's largest milk producer, with 22% of global production.**

**Source: PIB**

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