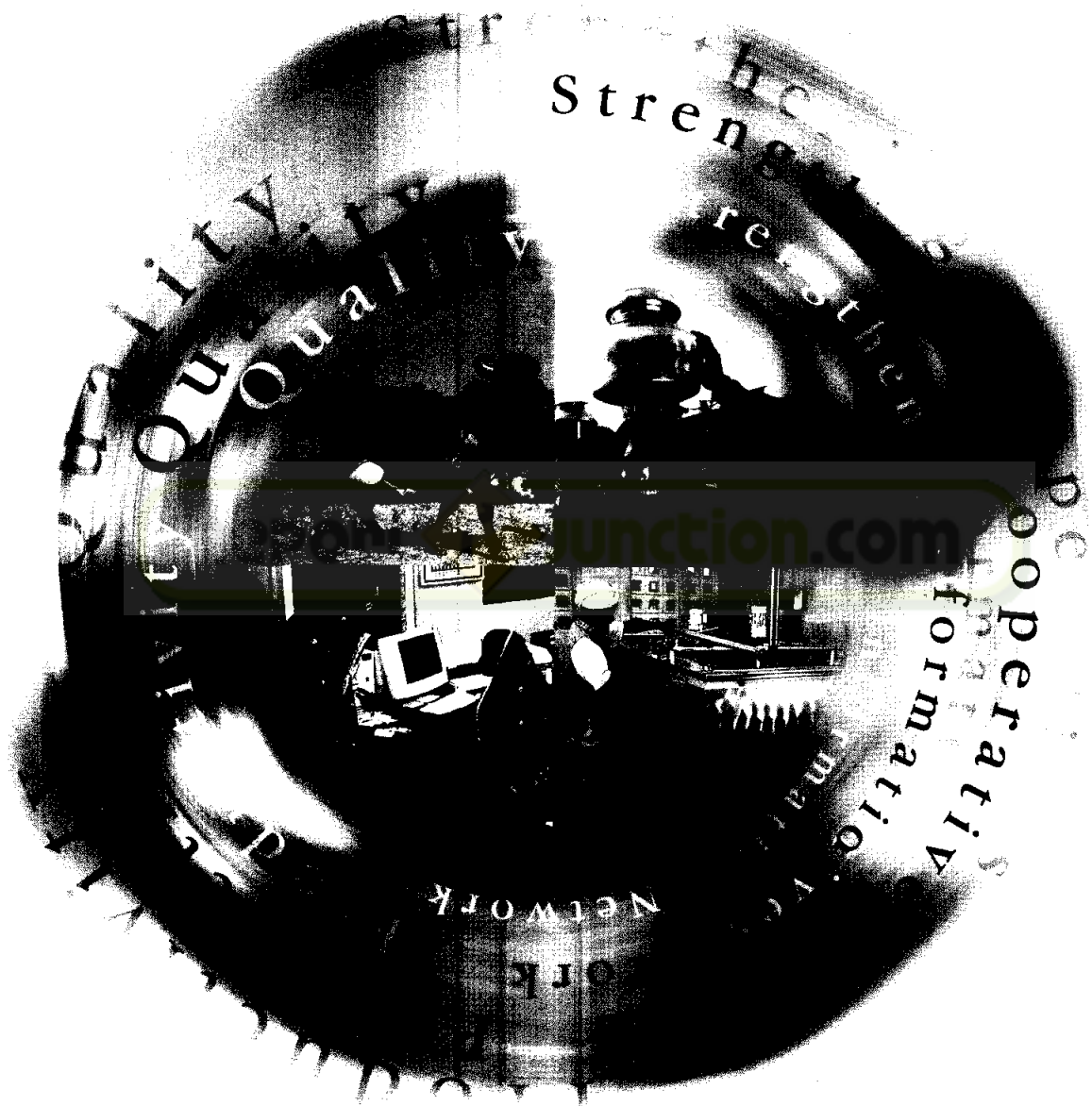


Annual Report 1999-2000



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Amrita Patel

Chairman

DS Negi

Joint Secretary
Animal Husbandry & Dairy Development
Government of India

V Ramachandran

Chairman
Centre for Management Development
Thiruvananthapuram
Expert

Mahesh Chander*

Chairman
Himachal Pradesh Dairy Cooperative Milk
Producers' Union Ltd

G Sukhender Reddy**

Chairman
Andhra Pradesh Dairy Development
Cooperative Federation Ltd.

NK Chawla***

Executive Director

Deepak Tikku

Managing Director[#]

* Till March 7, 2000

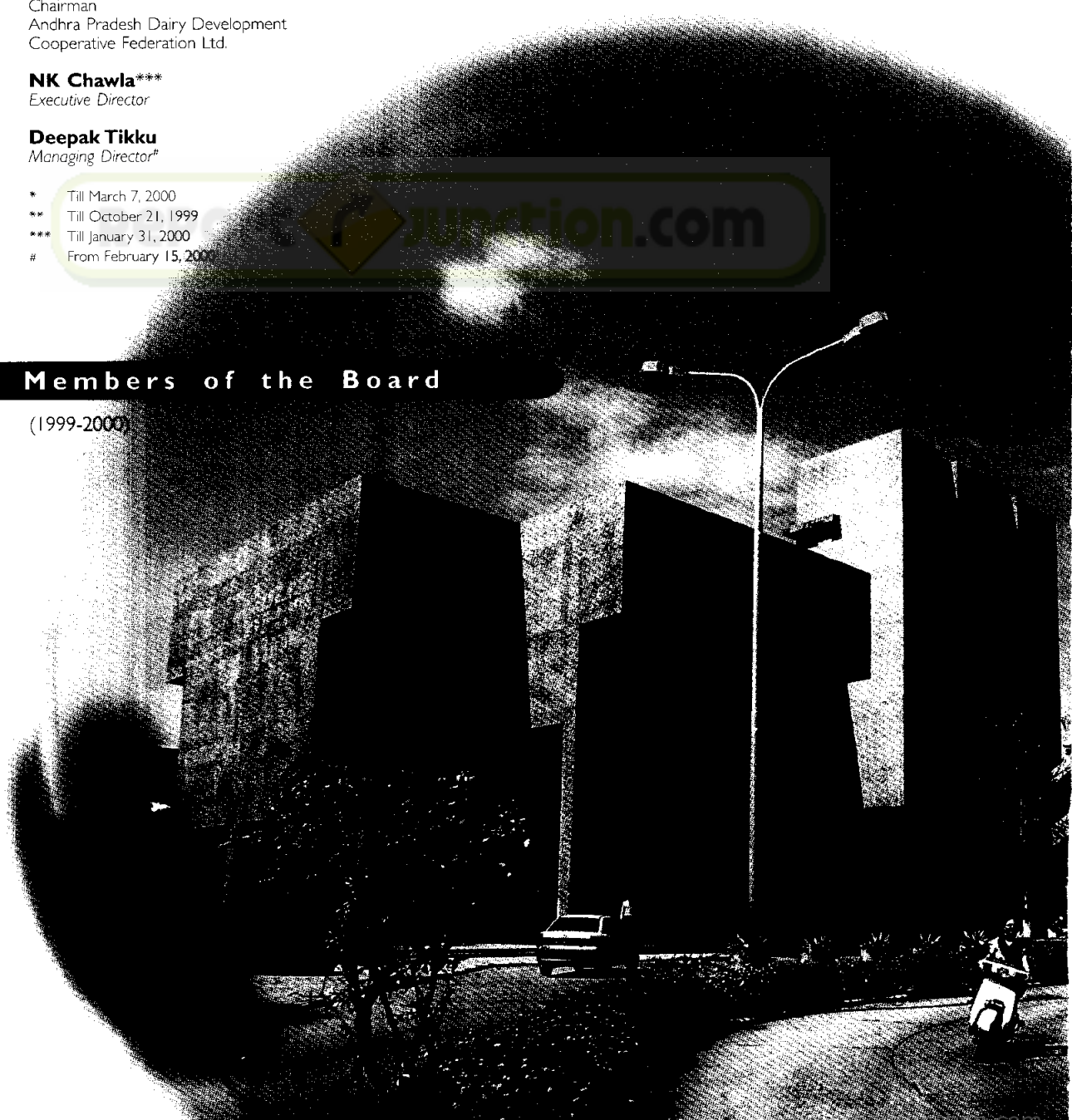
** Till October 21, 1999

*** Till January 31, 2000

From February 15, 2000

Members of the Board

(1999-2000)



Management Committees

The NDDDB Act 1987 provides for the constitution of Management Committees for NDDDB managed and subsidiary Units. The Board has taken a view that the management of the affairs of these Units can be best done through such Committees. The Board determines the number of persons who would form the Management Committees subject to the condition that in each such Committee either the Chairman or a full-time Director shall be a member. The Management Committees function under the general control, direction and superintendence of the Board and for such duration and in such manner as the Board directs. The following Committees were functional, and, on an average, met at least four times during the year:

Members of Management Committees

(As on March 31, 2000)

Mother Dairy, Delhi

Amrita Patel
Chairman
Deepak Tikku
VN Rao
NA Shaikh
Convenor

Fruit and Vegetable Project, Delhi

Amrita Patel
Chairman
Deepak Tikku
VN Rao
SK Das
Convenor

Rajasthan Cooperative Dairy Federation Ltd., Jaipur

Amrita Patel
Chairman
Deepak Tikku
NA Shaikh
VN Rao
RS Gill
Convenor

Sabarmati Ashram Gaushala, Bidaj

Deepak Tikku
Chairman
DK Singh
KR Trivedi
JH Prabhakar
Convenor

Jalgaon Milk Union, Jalgaon

Deepak Tikku
Chairman
HC Virmani
PVK Panicker
BK Garg
Convenor

Balaji Dairy, Balaji

Deepak Tikku
Chairman
DK Sen
RK Nair
J Govindarajulu
Convenor

Cooperative Initiative Project, Anand

Amrita Patel
Chairman
Deepak Tikku
Katar Singh
Rama Reddy
NV Belavadi
Sudarshan Srinivas
Convenor

Mehsana Regional Telibiya Utpadak Sahakari Sangh Ltd., Jagudan, Mehsana

Amrita Patel
Chairman
Deepak Tikku
Ashok Srivastava
Rajiv Mathur
AR Mitra
Convenor

Dal Analogue Project, Anand

Amrita Patel
Chairman
Deepak Tikku
BM Vyas
Ashok Srivastava
Rajiv Mathur
Convenor

Banas Oil Processing Plant, Palanpur

Amrita Patel
Chairman
Deepak Tikku
HC Virmani
Ashok Srivastava
MVSS Ramasarma
RS Rekhi
Convenor

Research Project on Genetic Manipulation of Crop Plants, Delhi

Amrita Patel
Chairman
Deepak Tikku
D Pental
Ashok Srivastava
SS Bhadauria
Convenor

Maharashtra State Cooperative Oilseeds Growers' Federation Ltd., Dhule

Deepak Tikku
Chairman
Ashok Srivastava
MVSS Ramasarma
EN Reddy
AS Ramanujam
Convenor

We believe that...

*True development
is the development of man*

*Our nation's destiny can only be fulfilled
when our rural people are equal partners
in our social and economic development*

NDDB and Dairy Cooperatives:



Dairying – the production, procurement and marketing of milk and its products – has historically been an unorganized activity, gaining little for the nation's milk producers, most of them small farmers in rural areas. For many decades the consumer too was exploited, forced to queue up for rationed, poor quality

India's greatest asset – its people – with professional management in a cooperative structure that directly links those who produce milk and those who consume it. This integrated structure linking producers with societies, unions and federations, creates incentives for greater involvement and output, transferring the major share, of the

been supported in their efforts to reach their full potential, aided and supported by NDDDB's research, training and professional and management services.

Today, like every business enterprise in the country, the dairy sector is affected by changes in the world economic order. As trade barriers drop, the level of competition from both domestic and global companies rises. For dairy cooperatives and the NDDDB this presents a challenge, and an opportunity. By harnessing NDDDB's accumulated expertise in all aspects of dairy production to the dedication and skills of the cooperative membership, supporting both with the tools of modern technology and management, we will ensure that the small dairy farmer plays an expanding role in the nation's economic growth.

A Pattern for Prosperity

milk or to buy adulterated milk from local vendors. In the first decades of Independent India, only one island of prosperity stood out – the Kaira District Cooperative Milk Producers' Union, better known today as Amul, or as the "Anand pattern".

Anand's success inspired a Prime Minister – the late Lal Bahadur Shastri – to propose the establishment of the National Dairy Development Board which was set up in 1965. Its mandate: to promote the dairy industry in rural India by creating 'Anands' in milksheds throughout the country. During the last 35 years, more than 10 million farmers, working together to build a better life, have created, nurtured and sustained a dairy cooperative movement that extends throughout the nation.

The basic philosophy of the "Anand Pattern" is to combine

More important, directed by elected representatives at every level, the dairy cooperative movement strengthens the production and business skills of farmer-producers and imparts direct, vital lessons in self-governance that help underpin our democratic system.

Through the 26 years of Operation Flood (1970 – 1996), NDDDB has remained true to its philosophy and has worked with dedication to extend its reach.

Fledgling cooperatives have been guided and nurtured, while established ones have

consumer's rupee to the producer.





The Year in Retrospect

The dairy cooperative movement continued growing during the year. Average procurement rose to 157.8 lakh kg per day and the liquid milk market was expanded to 129 lakh litres per day. More than 6,000 new dairy cooperative societies were formed while almost five lakh new members joined societies.

During the year the broad dimensions of Perspective 2010 – anticipating and building the future of cooperative dairying in India – were put in place. The NDDDB Board approved revised lending terms for Perspective 2010. While loans at a very reasonable interest rate are available for building processing capacities, activities related to human resource development, productivity enhancement, quality control and building a national information network will be funded as interest free loans and/or as matching grants. In each of the regions, extensive planning exercises took place with milk producers' cooperative unions. The resulting plans refine Perspective 2010 goals and articulate strategies designed to achieve them. They reflect the best judgment of union boards and professionals and underline their commitment to achieve a better future for our nation's dairy farmers.

During the year, the ongoing research in animal breeding, genetics, nutrition and health being carried out by the Productivity Enhancement Group continued to support the efforts of the cooperatives in enhancing milk production. The Quality Assurance group worked with cooperatives and unions to identify and address key stages in the quality process, confirming that significant gains can be achieved. Engineering services commissioned 5,50,000 litres per day new dairy plant capacity. The National Information Network group initiated development of

the software and hardware that will link cooperatives, unions and federations with the NDDDB, while also conducting a number of baseline studies in key milksheds. The Cooperative Services group tested and refined management committee and board development activities in Rajasthan, Karnataka and Bihar.

As a step toward focusing on the NDDDB's core development functions, its biologicals production unit at Hyderabad was registered as a wholly owned subsidiary company – Indian Immunologicals Ltd.





The dairy cooperative framework is in place. The challenge is to build on this strong foundation – not just in quantitative terms, but by helping to strengthen every tier in the structure. To set the goals for the next decade, the dairy unions have worked with NDDDB to evolve Perspective Plans. These Plans emphasise four Thrust Areas:

- Strengthening the Cooperative Framework;
- Productivity Enhancement;
- Quality Improvement;
- Building a National Information Network.

Strengthening the Cooperative Framework

	2000	2010
• DCS* procurement (lakh kg/day)	157.80	488
• Number of dairy cooperative societies	84,289	1,29,480
• DCS* membership (lakh)	106.28	156.27
• Women members (%)	21.19	49.98
• Milk marketing (lakh litres/day)	129.16	365

Productivity Enhancement

	2000	2010
• Inseminations carried out per year (lakh)	47.21	167.9
• Unions with progeny testing programmes	17	49
• Cattle feed production (tons per day)	4,066	8,628
• Fodder seed utilised (tons per year)	4,044	24,000
• DCS* with first aid service	27,000	1,08,000
• DCS* doing HS and BQ vaccinations	23,000	88,000

Quality and Plant Management

- Ninety per cent of milk reaching consumers from cooperatives will be from ISO certified dairy plants
- Clean milk production regimes, managed by farmer members, will be in place in all participating milk unions.

National Information Network

- All cooperative unions will be linked to and through an internet dairy information system.
- About three-fourths of the unions will use computerised data processing in all major functional areas.
- About 75 per cent of unions will use the Geographical Information System (GIS) to monitor field activities.

* DCS - Village Dairy Cooperative Society

Achievement of these challenging objectives will depend in part on an environment where cooperatives can function in a competitive, liberalised economy with the same autonomy and accountability as other forms of enterprise. Also important to success will be favourable trade policies, climatic conditions and the availability of human and material resources.



Planning the Future

Perspective 2010 goals have been set by Union boards and professionals. NDDB has supported this effort with training in strategic planning, business orientation and management effectiveness. The next step is helping DCS managing committees and employees to develop the skills they need to plan and manage the future.