



**ANIMAL HUSBANDRY, DAIRYING,  
FISHERIES AND  
FISHERMEN WELFARE DEPARTMENT**

**DAIRY DEVELOPMENT**

**POLICY NOTE  
2022-2023**

**DEMAND No.8**

**S.M. NASAR**

MINISTER FOR MILK AND DAIRY DEVELOPMENT

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Government of Tamil Nadu  
2022

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## **DAIRY DEVELOPMENT DEPARTMENT POLICY NOTE 2022-2023**

### **1. INTRODUCTION**

India ranks first in global milk production contributing 20.17 percent. The dairy sector in India has grown substantially over the years and has emerged as a major driver of overall growth in the sector. India has achieved an annual output growth of 198.44 million tonnes during the year 2019 - 2020. The all India per capita availability of milk is 406 grams per day in 2019-20.

As per the 20<sup>th</sup> Livestock census, India has a vast resource of animal population totalling 536.76 million livestock, comprising about 193.46 million cattle and 109.85 million buffaloes.

Allied sectors including animal husbandry, dairying and fisheries are steadily emerging to be high growth sectors. Dairy sector is also a

significant employer of the surplus workforce engaged in agriculture, which employs more than 8 crore farmers directly.

Milk is the single largest agricultural commodity by value contributing 5 percent of the national economy. Dairying has become an important secondary source of income for millions of rural families and has assumed the most important role in providing employment and income generation opportunities mainly for women and marginal farmers.

Dairying plays an important role in socio-economic development of rural households in the country. Major share of the milk in the country is produced by small, marginal farmers and landless labourers. Small land-base encourages the farmers to practice dairying as an occupation subsidiary to agriculture.

Income from agriculture is seasonal, whereas dairying provides year-round income and generates gainful employment in the rural sector. The drivers of demand for milk in India are population growth, urbanisation, increasing per capita income and nutritional awareness. The dairy sector is therefore an important vehicle for inclusive development in the country.

During Covid-19 pandemic, when other sectors have failed to perform their activities, the Dairy sector was one of the major livelihood and income source to the farmers.

### **1.1. Dairying in Tamil Nadu**

Tamil Nadu ranked 11th in milk production in 2019-20 with 8.76 million tonnes and the per capita availability of 316 grams per day. The milk production in Tamil Nadu has increased by 4.75% over the previous year.

Tamil Nadu possesses 24.5 million livestock including 9.52 million cattle, 0.52 million buffaloes as per 20th livestock census.

## **2. DAIRY DEVELOPMENT DEPARTMENT**

Dairy Development Department was started during the year 1958. The Commissioner of Milk Production and Dairy Development is the Head of the Department and is also the Functional Registrar of all Dairy Co-operative Societies in Tamil Nadu. The administrative and statutory control of all Dairy Co-operative Societies was transferred from the Co-operative Department to the Dairy Development Department w.e.f. 01.08.1965.

Subsequently, in 1972, all commercial activities of the department were transferred to the then Tamil Nadu Dairy Development Corporation, which was registered under the Companies Act.

Three-tier milk co-operative system was implemented in Tamil Nadu during the year 1981. Consequently, all the activities of the Tamil Nadu Dairy Development Corporation were transferred to the Tamil Nadu Co-operative Milk Producers' Federation registered under TNCS Act, 1983.

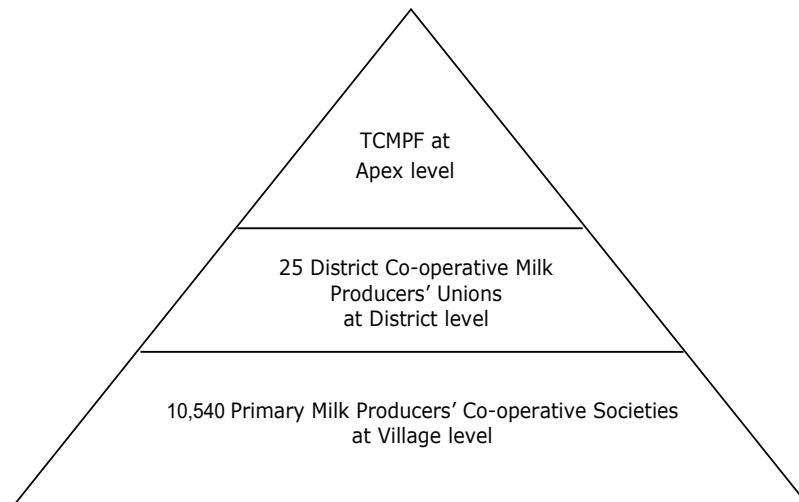
Earlier the Commissioner / Director of Milk Production and Dairy Development was functioning as the Managing Director of the Tamil Nadu Co-operative Milk Producers' Federation and in January 2022 the Government have issued orders posting IAS officers separately each for CMPDD and MD, TCMPF.

In the year 2021-2022, on an average of 38.26 lakh litres per day of milk was procured at Primary Milk Producers Co-operative Societies level. Aavin ranks third in milk procurement through Co-operatives among Dairy Co-operatives in India.

## 2.1. Dairy co-operatives in Tamil Nadu

Tamil Nadu follows three tier Dairy Co-operative systems. The Dairy Co-operatives are governed by the Tamil Nadu Co-operative Societies Act, 1983 and Tamil Nadu Co-operative Societies Rules, 1988.

### Three-tier structure of Dairy Co-operatives



**Tier 1 The Primary Milk Producers' Co-operatives** are formed at the village level, which is the base of the 3-tier system. Any producer can become a member of the society by buying a share and committing to sell milk only to the society. MPCS procures milk from the member milk producers and after selling a small quantity of milk locally for local needs, supply the milk to the District Co-operative Milk Producers' Unions.

**Tier 2 The District Co-operative Milk Producers' Unions (DCMPU)** are the middle-level Co-operative societies at the district level wherein the Primary Dairy Co-operatives in their jurisdiction are members. They procure milk from the societies, process it and sell it to consumers. They also produce milk

products and convert the excess milk into Skimmed Milk Powder and Butter.

**Tier 3 The Tamil Nadu Co-operative Milk Producers' Federation (TCMPF)** is the apex level society in which all the District Unions in the State are members. TCMPF purchases milk from the member District Co-operative Milk Producers' Unions and after processing, supplies milk and milk products in the trade name of Aavin to the consumers in the Chennai metropolitan region and its suburban areas.

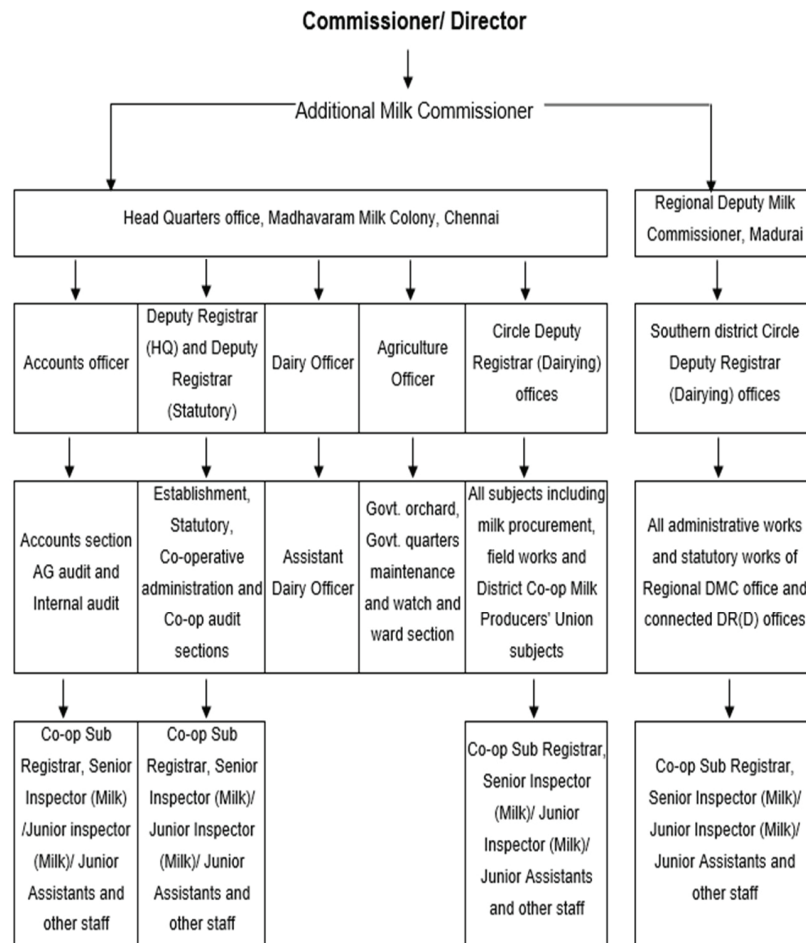
## **2.2. Administrative set up of Dairy Development Department**

The Commissioner / Director of Milk Production and Dairy Development is the Head of the Dairy Development Department which is functioning under the Animal Husbandry, Dairying, Fisheries and Fishermen Welfare Department of

the Government secretariat. The Head Office of the Dairy Development Department is functioning at Madhavaram Milk Colony, Chennai.

In addition, in the district level, there are 29 Deputy Registrar (Dairying) offices. A Regional Deputy Milk Commissioner's office was established at Madurai in 2020. One Additional Milk Commissioner, one Deputy Registrar (Head Quarters) and one Deputy Registrar (Statutory) are working at the Head Office to assist the Commissioner / Director of Milk Production and Dairy Development. Overall cadre strength of 800 employees, including field staff, has been approved for the Dairy Development Department.

## Structure of the Dairy Development Department



## 2.3. Activities of the Dairy Development Department

As the Registrar of Dairy Co-operative Societies, the Commissioner / Director of Milk Production and Dairy Development is empowered under the provisions of the Tamil Nadu Co-operative Societies Act, 1983 and the Tamil Nadu Co-operative Societies Rules 1988 to perform various activities such as

- Registering new Dairy Co-operative Societies
- Reviving dormant societies
- Inspecting Dairy Co-operative Societies
- Settlement of disputes
- Conducting elections to elect the Board of Directors for the management of all the three tier co-operatives
- Issuing appropriate instructions, taking statutory actions on the audit report and special reports in the interest of the public



As a measure of decentralisation of powers, the Government have issued orders delegating the powers of Registrar in certain activities to Deputy Milk Commissioner (Co-operation) and Deputy Registrar (Dairying).

Prior to the enforcement of the Food Safety Act 2006 and Rules 2011, the Commissioner / Director, Milk Production and Dairy Development was empowered as State Registrar under the Milk and Milk Products Order, 1992. However, after the enactment of the Food Safety Act 2006 and Rules 2011, this power was withdrawn and vested with the Food Safety Department. The Commissioner / Director of Milk Production and Dairy Development acts as a member of the State Monitoring Committee constituted under the Food Safety Act, 2006 and Food Safety Act Rules, 2011 to monitor and ensure the supply of quality milk to consumers.

## **2.4. Objectives**

1. Ensuring remunerative price is being paid to the milk producers for the milk supplied by them.
2. Ensuring the availability of processed liquid milk to consumers at reasonable price as per Food Safety and Standards Authority of India standards.
3. Ensuring the credibility of the dairy Co-operative structure through transparency in administration.
4. Bringing the unorganised Dairy sector into the organised sector.
5. Ensuring that various inputs such as cattle feed, fodder and Veterinary health services are provided to milch animals of the milk producers.

6. Ensuring the balanced growth of Dairy sector in line with other industrial sector growth.
7. Introducing and updating the latest technologies in various dairy activities at the level of MPCS, DCMPU and TCMPPF.
8. To attain second white revolution in Tamilnadu.

#### **2.4.1. Strategies/New Methods/Guidance/Ideas**

The following strategies have been adopted to achieve the objectives of the Dairy sector: -

1. Milk procurement price is revised periodically which ensures remunerative price is paid to the milk producers.
  2. Milk selling price is also revised periodically, so that milk is available at reasonable price to the consumers.
- The Honourable Chief Minister of Tamil Nadu

has ordered to reduce the selling price of all types of Aavin milk by Rs.3/- per litre w.e.f. 16.05.2021.

3. Elections to the Dairy Co-operatives are conducted periodically.
4. Quality tests to detect adulterants in milk are being carried out at various stages of procurement and processing as per statutory standards of FSSAI.
5. Bringing a large number of milk producers under the Co-operative system by setting up a large number of Primary Milk Co-operative Societies covering all the villages.
6. Providing skill development training in dairying to the employees and milk producers of Dairy Co-operative Societies.

7. Establishment of an Integrated Dairy Management System (IDMS) in all Dairy Co-operatives.
8. Increasing milk sales, online milk sale and ensuring consumer confidence by resolving consumer grievances received through 24-hour Customer Care and Support Cell.

### **3. PRIMARY MILK CO-OPERATIVE SOCIETIES**

In earlier days, Primary Milk Supply Co-operative Societies (PMSCS) were formed which purchased raw milk in the villages and sold the raw milk in other villages. Later, Milk Supply Co-operative Societies have been converted to Milk Producers' Co-operative Societies in villages and Milk Consumers' Co-operative Societies in metro areas.

### **3.1. Primary Milk Producers' Co-operative Societies**

#### **3.1.1. Structural and functional aspect**

They are formed at the village level to procure milk from the milk-producing members. After selling a meagre quantity locally, the balance milk is supplied to the DCMPUs.

The milk producers residing in the operational areas of the society are eligible to become members of the MPCs. Each society is administered by the elected board of directors.

Exclusive Women Milk Producers' Co-operative Societies and Adi-Dravidar Milk Producers' Co-operative Societies are also being registered wherever feasible.

It also ensures the supply of cattle feed and other inputs, besides arranging for Veterinary and health services to the milch animals of the

members of the society. There are 9,376 Primary Milk Producers' Co-operative Societies functioning at the village level.

### **3.1.2. Organisation of new Milk Producers' Co-operative Societies**

A minimum 25 milk producers of a particular village should apply to the Deputy Registrar (Dairying) of the district concerned seeking registration of a Milk Producers' Co-operative Society, in that area.

On receipt of such application field survey is undertaken by the Senior Inspectors (Milk) or by the Extension officers of the District Co-operative Milk Producers' Union, to study the animal population, milk potential in the area, viability, milk route availability, profitability, quality of milk etc.

Further, the area of the proposed society should not overlap the area of operation of another registered Milk Producers' Co-operative society. However, Women Milk Producers' Co-operative Societies and Adi-Dravidar Milk Producers' Co-operative Societies are being registered in the same area wherever possible without affecting the functioning of the general Milk Producers' Co-operative Society already existing in the area.

Chief Promoter is appointed to initiate the process of registering the society and he/she should submit the proposal in full shape including the proof of residence, no dues certificate from the local co-operative bank, etc.

The Deputy Registrar (Dairying) shall register the society within 120 days from the date of receipt of the proposal. If the proposal is not returned and the same has not been registered within 120 days,

it shall be deemed that the Deputy Registrar (Dairying) has registered the society on the last date of the time limit specified.

**Union-wise Number of Societies & No. of cattle**

S. No.	Name of the District Union	No. of societies active / functioning	Dormant societies	No. of cattle in co-op Ambit (in Lakh)
1	Kanchipuram-Tiruvallur	480	108	0.58
2	Viluppuram	592	21	1.48
3	Cuddalore	185	40	0.18
4	Vellore	326	45	1.28
5	Tiruvannamalai	611	85	1.78
6	Krishnagiri	234	38	0.32
7	Dharmapuri	266	26	0.55
8	Salem	776	18	1.85
9	Namakkal	510	25	0.53
10	Erode	514	17	0.73
11	Tiruppur	439	38	0.56
12	Coimbatore	348	40	1.09
13	The Nilgiris	89	5	0.24
14	Madurai	728	128	0.50
15	Theni	499	70	0.24
16	Dindigul	190	43	0.29

S. No.	Name of the District Union	No. of societies active / functioning	Dormant societies	No. of cattle in co-op Ambit (in Lakh)
17	Trichy	613	69	2.33
18	Karur	156	20	0.46
19	Thanjavur	387	61	0.46
20	Pudukkottai	346	84	0.24
21	Sivagangai	504	90	0.25
22	Virudhunagar	116	24	0.12
23	Tirunelveli	238	21	0.37
24	Thoothukudi	177	46	0.17
25	Kanniyakumari	52	2	0.12
	<b>TOTAL</b>	<b>9,376</b>	<b>1,164</b>	<b>16.72</b>

**3.1.3. Action taken on reviving the dormant Societies**

There are 1,164 dormant Milk Producers' Co-operative Societies as on 31.3.2022. Action is being taken to revive the Milk Producers' Co-operative Societies, which are dormant for less than 2 years and to organise new societies in the areas where the existing Milk Producers' Co-operative Societies are dormant for more than

2 years. Accordingly, during the 2021-22, 92 dormant societies have been revived.

### **3.2. Primary Milk Consumers' Co-operative Societies**

The Milk Consumers' Co-operative Societies (MCCS) are formed to sell the milk to consumers and to protect the interest of milk consumers. The Milk Consumers' Co-operative Societies supply milk in sachets and milk products to the consumers after receiving the same from the TCMPF / District Co-operative Milk Producers' Unions. These Milk Consumers' Co-operative Societies are treated as wholesale dealers. The Milk Consumers' Co-operative Societies sells milk to consumers at a concessional rate through milk cards.

There are 58 Milk Consumers' Co-operative Societies functioning across the State. Of these, 48 Milk Consumers' Co-operative Societies are functioning in and around Chennai and collectively

sell nearly 2.84 lakh litres of milk per day out of 13.36 LLPD sold by TCMPF and milk by-products worth around Rs.40 lakh per month.

The management of these Milk Consumers' Co-operative Societies is also looked after by the democratically elected Board of Directors.

### **4. DISTRICT CO-OPERATIVE MILK PRODUCERS' UNIONS**

The District Co-operative Milk producers' Union is the middle level co-operative society in the 3-tier pattern registered under TNCS Act, 1983. The primary MPCs in the jurisdiction area are the members of the DCMPU.

At present there are 25 District Co-operative Milk Producers' Unions functioning in Tamil Nadu. The District Co-operative Milk Producers' Unions are managed by the democratically elected Board of Directors, headed by the President. The

administrative head of the District Co-operative Milk Producers' Union is the General Manager.

#### **4.1 Functions of the DCMPU**

The District Co-operative Milk Producers' Union procures milk from MPCs by forming milk routes and by providing route vehicles to transport the milk to the nearest Bulk Milk Cooler (BMC)/Chilling Centre / Dairy. In the case of BMC/Chilling Centre, the DCMPU arranges milk tankers for transporting milk to the Dairy / Metro dairies.

The District Co-operative Milk Producers' Union pay the milk cost to the member Milk producers' Co-operative Societies based on the quantity and quality of milk poured by them, after deducting the cost of feed and other inputs supplied, if any.

After meeting their requirement for liquid milk sales and product manufacturing, they transport

the surplus milk to TCMPF dairies for processing and sale in Chennai.

If need be, the surplus milk is sent to Feeder Balancing Dairies at Madurai, Erode, Salem, Krishnagiri and Powder Plant at Tiruvannamalai for conversion into Butter and Skimmed Milk Powder (SMP).

DCMPUs are playing a major role in implementing various schemes of the State and Union Governments. DCMPUs are also imparting training to the staff/members of the Milk Co-operative Societies in clean milk production, Artificial Insemination, etc.

The District Co-operative Milk Producers' Unions share the profit earned by them with its member societies by way of incentive to the milk producers according to the quantity of milk supplied by them.



### Union-wise Milk Handling Capacity (in LPD)

S. No	Name of the Union	Processing Capacity of Dairies		Chilling Capacity				Total (in Lts.)
		Nos.	Capacity (in Lts.)	Chilling Centre		BMC		
				Nos.	Capacity (in Lts.)	Nos.	Capacity (in Lts.)	
1	Kanchipuram-Tiruvallur	1	1,00,000	2	60,000	25	55,000	2,15,000
2	Viluppuram	1	1,00,000	1	1,00,000	33	77,000	2,77,000
3	Cuddalore	0	0	1	10,000	10	44,000	54,000
4	Vellore	1	1,50,000	2	80,000	36	1,21,500	3,51,500
5	Tiruvannamalai	0	0	2	1,50,000	77	2,30,500	3,80,500
6	Dharmapuri	0	0	1	50,000	33	1,23,000	1,73,000
7	Krishnagiri	1	2,00,000	1	10,000	7	31,000	2,41,000
8	Salem	1	5,00,000	1	1,30,000	78	2,87,500	9,17,500
9	Namakkal	0	0	2	1,00,000	22	53,000	1,53,000
10	Erode	1	3,00,000	2	35,000	53	2,49,000	5,84,000
11	Coimbatore	1	5,00,000	3	1,20,000	17	82,000	7,02,000
12	Tiruppur	0	0	2	1,10,000	40	1,95,000	3,05,000
13	The Nilgiris	1	50,000	1	10,000	6	11,000	71,000
14	Madurai	1	5,00,000	0	0	63	1,33,000	6,33,000
15	Theni	0	0	1	1,00,000	2	7,000	1,07,000

S. No	Name of the Union	Processing Capacity of Dairies		Chilling Capacity				Total (in Lts.)
		Nos.	Capacity (in Lts.)	Chilling Centre		BMC		
				Nos.	Capacity (in Lts.)	Nos.	Capacity (in Lts.)	
16	Dindigul	1	30,000	2	40,000	23	80,000	1,50,000
17	Trichy	1	1,50,000	2	1,50,000	44	1,94,000	4,94,000
	Padalur	1	1,00,000	0	0	0	0	1,00,000
18	Karur	0	0	1	50,000	12	24,500	74,500
19	Thanjavur	1	48,000	1	30,000	13	51,000	1,29,000
20	Pudukkottai	1	55,000	0	0	5	25,000	80,000
21	Sivaganga	1	50,000	1	10,000	14	58,000	1,18,000
22	Virudhunagar	1	50,000	1	10,000	1	5,000	65,000
23	Tirunelveli	1	1,00,000	2	80,000	3	15,000	1,95,000
24	Thoothukudi	0	0	2	20,000	9	43,000	63,000
25	Kanniyakumari	1	30,000	0	0	0	0	30,000
	<b>Total</b>	<b>18</b>	<b>30,13,000</b>	<b>34</b>	<b>14,55,000</b>	<b>626</b>	<b>21,95,000</b>	<b>66,63,000</b>
	<b>Metro Dairies</b>							
a	Central Dairy	1	5,00,000	-	-	-	-	-
b	Ambattur	1	5,00,000	-	-	-	-	-
c	Sholinganallur	1	6,00,000	-	-	-	-	-
d	Product Dairy	1	65,000	-	-	-	-	-
e	DCPP	1	2,00,000	-	-	-	-	-
	Tiruvannamalai							
	<b>Total</b>	<b>5</b>	<b>18,65,000</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
	<b>Grand Total</b>	<b>23</b>	<b>48,78,000</b>	<b>34</b>	<b>14,55,000</b>	<b>626</b>	<b>21,95,000</b>	<b>66,63,000</b>



#### 4.2. Cadre strength

The following is the total approved cadre strength of 25 DCMPUs:

##### **Approved Cadre Strength in District Co-operative Milk Producers' Unions**

<b>S. No.</b>	<b>Name of the Post</b>	<b>Cadre Strength</b>
1	General Manager	25
2	Deputy General Manager	20
3	Asst. General Manager	88
4	Manager	397
5	Deputy Manager	444
6	Extension Officer	284
7	Office Staff	886
8	Driver	296
9	Technical staff, Helpers	1853
	<b>Total</b>	<b>4,293</b>

#### 5. THE TAMIL NADU CO-OPERATIVE MILK PRODUCERS' FEDERATION LTD.

The Tamil Nadu Co-operative Milk Producers' Federation Limited (TCMPF) is the apex body at the State level in the 3 tier pattern wherein all the District Co-operative Milk Producers' Unions in the State are its members.

TCMPF was registered as a Co-operative society under Tamil Nadu Co-operative Societies Act and Rules. It was started on 01.02.1981 by taking over all the commercial activities such as milk procurement, processing, packing and sale of milk and milk products to the consumers. Previously the above subjects were handled by the Tamil Nadu Dairy Development Corporation. The administrative office of TCMPF is functioning in the new corporate office building at Nandanam since 20.06.2018.

The overall management of the TCMPF vests with the elected Board of Directors of the TCMPF.

### **5.1. Functions of TCMPF**

TCMPF procures milk from members of District Unions, process and supply liquid milk in sachets and various milk products to consumers in Chennai city and its suburban areas. In addition to that, it plays a pivotal role in arranging for the marketing of milk products like Ghee, Butter, Ice cream, etc., produced by the District Co-operative Milk Producers' Unions, both within and outside the State-Country, under the brand name, Aavin.

TCMPF also guides and monitors activities like procurement, marketing, milk handling, infrastructure creation, quality control and implementation of various State and Union Government funded schemes.

TCMPF owns three milk dairy plants in the Chennai metropolitan region, one each at Madhavaram, Ambattur and Sholinganallur to process, pack and supply milk to metro consumers and one milk product dairy at Ambattur.

The Dairy cum Powder Plant at Tiruvannamalai, Buffalo Frozen Semen Station (BFSS) and Dairy Herd Improvement Programme Actions (DIPA) units at Erode and Nucleus Jersey and Stud Farm (NJ&SF) at The Nilgiris are functioning directly under the control of TCMPF.

TCMPF has its own transport unit, wherein modern road milk tankers of different capacities are maintained. Besides plying its fleet, the TCMPF is also operating hired vehicles for daily milk collection from the DCMPUs. The movement of all the vehicles are being monitored via GPS.

To supply milk and milk products to the general public, TCM PF is using its own Poly Urethane Foam (PUF) insulated container vehicles and refrigerated PUF insulated vehicles.

### 5.2. Cadre strength

The following is the total approved cadre strength of the TCM PF:

#### TCM PF Administration- Cadre Strength

S.No	Name of the Post	Cadre Strength
1	Managing Director	1
2	Joint Managing Director	1
3	Chief Vigilance Officer	1
4	General Manager	10
5	Deputy General Manager	24
6	Assistant General Manager	65
7	Manager	108
8	Deputy Manager	173
9	Private Secretary Gr-I,II& III	24
10	Executive	165
11	Jr.-Executive (Office)/(Typing)	146
12	Driver	240
13	Technical Staff & Helper	1,128
<b>TOTAL</b>		<b>2,086</b>

### 5.3. Dairy plants of TCM PF Ltd.,

Sl. No	Name and Location of the Dairy	Processing capacity (LLPD)	ISO certification
1.	Central Dairy – Madhavaram milk colony	5.00	ISO 22000:2005 (FSMS)
2.	Ambattur dairy	5.00	ISO 22000:2005 (FSMS)
3.	Sholinganallur dairy (III dairy)	6.00	ISO 22000:2005 (FSMS)
4.	Products dairy – Ambattur	0.65	ISO 22000:2005 (FSMS)
5.	Dairy cum powder plant (DCPP) - Tiruvannamalai	2.00	ISO 22000:2018 and FSSC

- Central Dairy at Madhavaram Milk Colony is the first dairy plant in Tamil Nadu of Dairy Development Department

- Sholinganallur Dairy (III Dairy) is the first ever automated dairy established in South India in 1996
- In Sholinganallur Dairy, a Concentrated Solar Thermal System (CST) has been installed for generating steam of 1,000-1,100 kg per day which helps in reducing usage of furnace oil
- Purpose of DCPD - to convert the surplus milk available with the District Unions into Butter and Skimmed Milk Powder

### Range of Aavin Milk Products

Sweets	Ice cream variety	Fermented Products	Coagulated products and others
Sweetened Khoa, Dates Khoa, Mysorepa, Gulab Jamun, Milk Peda, Rasagulla, Premium Milk cake, Payasam mix.	Ice cream cups, Family packs (Bricks and bowls), Choco bar, Mango Duet, Pineapple Duet, Grape Duet, Two in one bar, Strawberry core, Mango core, Choco feast, Premium ice cream in cups, Premium ice cream in scoops, Chocolate cone, Vanilla cone, Kulfi Bar, Cassata, Ball Ice cream, Flavoured Kulfi bar (10 flavours), Sugar-free Kulfibars, Long kulfi bar, Ice candies (6 variants).	Yoghurt, Flavoured Yoghurt(5 flavours), Sugar-free Yoghurt, Curd, Lassi, Buttermilk in sachets, Premium Curd in cups, Buttermilk in pet bottles, Bucket Curd, Probiotic Curd, Probiotic Lassi, Yoghurt Drink - Mango & Strawberry.	Paneer <b>Others:</b> Unsugared Khoa, Milk Chocolate, Nutties Chocolate, Cookies (6 varieties), Milk Protein Noodles, Dairy Whitener.

## **5.4. Service units of TCMPF Ltd. & DCMPUs**

### **5.4.1. Cattle Feed Plant - Erode**

- Cattle Feed Plant was established at Erode during the year 1982.
- Production capacity - 300 MT per day.
- Quantity of feed manufactured during 2021-22 – 35,454 MT
- During 2021-22, the cattle feed sales is 35,171 MT.

In addition to cattle feed from Erode plant, other co-operatives also supplied 54,766 MT in the year 2021-22.

### **5.4.2. Mineral Mixture Plant**

Four mineral mixture plants each with a production capacity of 12 MT per day are currently functioning at Viluppuram, Trichy, Thoothukudi and Erode.

These mineral mixture units after fulfilling the need of the milk producers under Co-operative ambit, they are also supplying mineral mixture to the Animal Husbandry Department.

To ensure uninterrupted supply to the milk producers, a new mineral mixture plant with a capacity of 12 MT per day at Krishnagiri DCMPU has been inaugurated on 19.01.2022 at Hosur, with a financial outlay of Rs.135.00 lakh.

During 2021-2022 total Mineral mixture manufactured was 1,636 MT and the Mineral Mixture sale is 1,289 MT.

### **5.4.3. Nucleus Jersey and Stud Farm (NJ&SF), Udhagamandalam**

Nucleus Jersey and Stud Farm (NJ&SF) was established during the year 1973 for the production of good quality semen.

NJ&SF is producing Jersey, Crossbred Jersey, Holstein-Friesian and Crossbred Holstein-Friesian frozen semen straws.

After production, the frozen semen straws are stored in centralized frozen semen bank located at Buffalo Frozen Semen Station (BFSS), Erode.

From BFSS Erode, frozen semen straws are distributed to the MPCS through the DCMPUs across the State for Artificial Insemination purpose. Trained AI workers positioned at Primary Milk Producers' Co-operative societies will inseminate the milch animals of the milk producers at their doorsteps.

Presently, there are 99 bulls at the Stud Farm, out of which, 65 bulls are under collection. Two Jersey and two Holstein-Friesian imported bulls are also being maintained for semen production.

The bulls are being maintained at Stud farm as per Minimum Standard protocol with strict biosecurity protocols and all precautionary measures are being taken to rear them disease-free in order to supply quality frozen semen straws for Artificial Insemination.

In the year 2021-2022, a total of 7.58 Lakh doses of frozen semen straws were produced at NJ& SF, Ooty. It is proposed to produce around 15.00 lakh doses of frozen semen straw for the year 2022-23.

NJ&SF is an ISO 9001:2015 certified farm with 'B' grade certification by Central Monitoring Unit.

#### **5.4.4 Buffalo Frozen Semen Station (BFSS) - Erode.**

As per the Minimum Standard Protocol, the semen distribution centre should be away from the semen station. Hence, the distribution centre has

been established at erstwhile Buffalo Frozen Semen Station, Erode.

Further, the long term storage doses under National Dairy Plan (NDP) & Rashtriya Gokul Mission (RGM)–Progeny Testing Programme (PTP) are being maintained under the control of BFSS Unit.

In addition to semen distribution, BFSS is also in charge of rearing High Genetic Merit Jersey crossbred bull calves procured under Field Performance Recording Programme (FPRP) and RGM-PTP and reared at Pre-Quarantine Station, Attur, Salem District, Quarantine Station, Erode and Calf Rearing Station cum Fodder Farm, Pudukudi, Thanjavur District before inducting them to NJ&SF, Udthagamandalam and other semen stations.

In the year 2021-22, 13.06 lakh doses of Cattle Frozen Semen Straws (FSS) and 0.27 lakh

doses of Buffalo Frozen Semen Straws have been supplied to the DCMPUs.

#### **5.4.5. Dairy Herd Improvement Programme Actions (DIPA), Erode**

The main objective of the Dairy Herd Improvement Programme Actions is producing High Genetic Merit (HGM) bull calves and distributing to the semen stations.

Field Performance Recording Programme (FPRP) have been implemented since 2007 and FPRP I – V sets have been completed. So far 435 bull calves have been produced and distributed to the Animal Husbandry Department (320) and NJ&SF, Udthagamandalam (115) for frozen semen production.

Under the financial assistance from Union Government through Tamil Nadu Livestock Development Agency (TNLDA), FPRP - VI set is

envisaged to produce 120 HGM bull calves with a total financial outlay of Rs. 69.14 lakh out of which Rs.47.78 lakh is Union Government's contribution.

The FPRP-VI set is being implemented by the TCMPF in 9 District Unions viz. Salem, Namakkal, Karur, Dharmapuri, Erode, Coimbatore, Madurai, Tiruvannamalai and Villupuram.

Initially high yielding animals are identified and registered under the programme, later milk recording activities will be carried out upto 10 months. Based on the milk recording data the high yielding animals are declared as elite cows. Further, these declared elite cows are inseminated with proven bull semen to produce High Genetic Merit bull calves.

The bull calves produced will be supplied to the semen stations of the Animal Husbandry Department and TCMPF Ltd.

## **6. CATTLE RESOURCES**

In Tamil Nadu, around 16.72 lakh animals are available under Co-operative ambit, out of which, 16.37 lakh are Cattle and 0.35 lakh are Buffaloes.

The breed wise Frozen Semen Straws requirement is met out from NJ&SF, Udthagamandalam. At village level, Primary Co-operative Milk Producers' Societies, Artificial Inseminations (AI) are being carried out through trained 2,603 Village Level workers (VLW). During, the year 2021, 16.77 lakh Artificial Inseminations were carried out and during the year 2021-22, 5.60 Lakh calves were born out of Artificial Insemination.

## **7. MILK PROCUREMENT**

In Villages, Dairy farmers are pouring milk to primary milk producers' co-operative societies. The Primaries after fulfilling their village needs, sending the marketable surplus to DCMPUs.



On an average, the milk procurement at MPCS level is 38.26 lakh litres per day (LLPD). Out of this, 3.66 LLPD milk is being sold locally to meet out the local demand and the balance of 34.60 LLPD milk is being supplied to the DCMPUs and Metro Dairies. The milk cost is paid based on the quantity and quality of milk supplied by the milk producers every week/once in 10 days/ fortnightly/monthly according to the needs of the milk producers.

#### DCMPU wise Milk Procurement details

S. No.	Name of the District Union	2021-22 Average LPD
1	Kanchipuram-Tiruvallur	1,13,037
2	Viluppuram	1,78,437
3	Cuddalore	42,112
4	Vellore	1,28,791
5	Tiruvannamalai	2,53,141
6	Dharmapuri	1,30,870
7	Krishnagiri	83,746
8	Salem	5,13,411
9	Namakkal	1,44,421
10	Erode	2,16,488

S. No.	Name of the District Union	2021-22 Average LPD
12	Tiruppur	2,22,436
11	Coimbatore	1,66,649
13	The Nilgiris	11,031
14	Madurai	2,06,299
15	Theni	1,04,333
16	Dindigul	79,509
17	Trichy	4,81,966
18	Karur	77,199
19	Thanjavur	83,620
20	Pudukkottai	60,350
21	Sivagangai	64,782
22	Virudhunagar	16,361
23	Tirunelveli	44,666
24	Thoothukudi	31,709
25	Kanniyakumari	4,734
	<b>Total</b>	<b>34,60,098</b>

#### 8. MARKETING OF MILK

Various initiatives are being taken by the TCMPF and DCMPUs to increase the sale of Aavin milk and milk products.

The following variants of milk are being produced and marketed all over the State.

- Toned Milk
- Special Toned Milk
- Standardized Milk
- Full Cream Milk
- Double Toned Milk
- Cow Milk
- Tea mate
- Aavin Gold

Aavin produces various milk products including Ghee, Butter, Buttermilk, Curd, Lassi, Yoghurt, Gulabjamun, Rasagulla, Milk Khoa, variants of Flavoured Milk and Ice Cream.

### 8.1. Consumer Milk Cards

Aavin is the only milk Co-operative in the country, that sells monthly milk cards to the Consumers. This unique feature is being followed to achieve Consumers’ patronage and to retain them. In this system, monthly milk cost is received in advance at a concessional rate than MRP. The

consumer in turn receives uninterrupted supply of milk at a subsidized rate.

In order to facilitate better consumer service, it has been proposed to provide the Milk Card directly to the consumer doorsteps.

### 8.2. Marketing of Milk by DCMPUs

The average milk sales of DCMPUs in the year 2021-2022 has increased by more than 12% as compared to the year 2020-2021. In terms of volume, it has increased from 11.67 to 13.05 LLPD. In order to attract more consumers, Aavin is continuously introducing new products.

#### Milk Sales Comparison- District Union-wise

S. No.	Name of the District Union	Avg. Milk Sales Per Day (in litres)			
		2018-19	2019-20	2020-21	2021-22
1	Kanchipuram-	23,777	34,215	57,556	70,356
	Tiruvallur				
2	Viluppuram	20,876	16,600	6,276	9,782
3	Cuddalore	--	15,765	21,572	27,831

S. No.	Name of the District Union	Avg. Milk Sales Per Day (in litres)			
		2018-19	2019-20	2020-21	2021-22
4	Vellore	71,564	68,304	60,331	65,449
5	Tiruvannamalai	--	7,502	8,134	9,846
6	Dharmapuri	27,336	6,448	4,994	5,759
7	Krishnagiri	--	18,700	17,967	21,432
8	Salem	1,50,241	1,55,402	1,67,291	1,86,059
9	Namakkal	50,023	61,349	60,199	68,790
10	Erode	64,312	63,881	57,573	62,342
11	Coimbatore	1,46,734	1,48,498	1,55,191	1,73,197
12	Tiruppur	14,582	13,340	15,423	20,367
13	The Nilgiris	16,578	16,542	16,005	17,515
14	Madurai	1,67,259	1,76,788	1,75,962	1,81,167
15	Theni	--	6,023	5,388	5,712
16	Dindigul	15,981	16,529	17,507	22,659
17	Trichy	1,19,896	1,13,406	1,16,753	1,23,164
18	Karur	--	5,562	5,266	5,977
19	Thanjavur	29,795	32,492	40,666	47,866
20	Pudukkottai	14,568	17,020	18,013	24,517
21	Sivagangai	37,800	43,670	54,734	65,475
22	Virudhunagar	5,978	6,878	6,238	9,037
23	Tirunelveli	42,860	28,695	33,982	34,545
24	Thoothukudi	--	21,921	26,187	27,454
25	Kanniyakumari	16,004	18,079	18,145	18,923
	<b>Total</b>	<b>10,42,164</b>	<b>11,13,609</b>	<b>11,67,353</b>	<b>13,05,220</b>

### 8.3. Milk Sales in Chennai Metro

TCMPF Limited markets milk and milk products in the Chennai Metro and its suburban areas. The average milk sales in Chennai metro for the year 2021-22 is 13.36 LLPD. Efforts are being taken to increase the milk sales to 15.00 LLPD during 2022-2023.

#### Chennai Metro Sales (In LLPD)

S. No	Particular	2017-18	2018-19	2019-20	2020-21	2021-22
1	Metro Milk Sales	11.91	12.09	12.11	12.63	13.36

### 8.4. Selling Price of Milk

For the benefit of Consumers, the Hon'ble Chief Minister reduced the selling price of milk by Rs.3/- per litre w.e.f. 16.05.2021.

The revised rates are furnished hereunder.

S. No	Type of Milk	Sachet Colour	Specification		Rate for 500 ml pack (in Rs.) (16.05.21 onwards)	
			FAT %	SNF %	Card	MRP
1	Double Toned Milk	Magenta	1.5	9.0	18.00	18.50
2	Toned Milk	Blue	3.0	8.5	18.50	20.00
3	Standardized Milk	Green	4.5	8.5	21.00	22.00
4	Full Cream Milk	Orange	6.0	9.0	23.00	24.00

The average sales of milk has increased by 2.80 LLPD consequent to the price revision.

### 8.5. Product Marketing in Chennai Metro

Milk products are being marketed by TCMPF Limited in Chennai metro and its suburban areas. Continuous efforts are being taken to bring more uncovered areas under the ambit of the TCMPF by

appointing more number of retailers and whole sale dealers.

During the year 2021-22, the monthly average sale of products increased to Rs.29.13 crore from Rs.26.53 crore in the year 2020-21.

In order to promote Aavin milk and milk products, various promotional activities are carried out by the TCMPF. This includes providing advertising materials like name boards, notice boards and hanging promotional cards at Aavin retail shops. Aavin milk and milk products are being promoted in social media like Twitter, Facebook and Instagram.

Continuous efforts are being taken by organizing mass campaigns to canvass major shopping malls, hyper markets, supermarkets, grocery stores, Government and Non-Government institutions etc.in the District headquarters as well as in Chennai.

## 8.6. Distribution channels in Chennai Metro

Aavin has a well-knit distribution channels to supply milk and milk products in Chennai Metro and its suburban areas.

### Details of Marketing distribution channels (31.03.2022)

S. No.	Infrastructure	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22
1	Distribution Routes	113	117	119	132	148	157	157	173	198
2	Zonal Offices	16	16	16	16	27	27	27	27	27
3	Milk Depots	470	470	433	437	441	493	493	456	471
4	Delivery Points	311	311	361	376	485	512	530	597	645
5	Parlours	93	93	114	147	221	227	218	248	255
6	Milk Whole Sale Distributors	47	71	71	83	84	84	76	11	63
7	Milk Consumers' Co-operative Societies	48	48	48	48	48	48	48	48	48
8	Franchise Retail Outlets	184	202	451	556	594	649	651	1,245	1385
9	Products Distribution Routes	14	16	25	33	33	36	35	42	42

## 8.7. Marketing outlets

Aavin has a well-established infrastructure facility in order to aid consumers in providing easy access to milk and milk products.

1. There are dedicated milk depots and delivery points at strategic locations all over the State.
2. In order to market the milk products, various sales outlets have been established all over the State. This includes Aavin's own parlours and private franchises.

Aavin Hi-Tech Parlours (TCMPF)	21
Private parlours (District)	1,848
Hi-Tech parlours owned by the District Co-operative Milk Producers' Unions	44
Whole Sale Distributors (District)	377

3. More no. of salesmen/milk agents are being appointed on continuous basis in order to increase the sales in the uncovered areas.

**Further, Aavin milk is being supplied through various other channels.**

- 1) Aavin milk and milk products are being supplied to companies, colleges, Govt. Hospitals, hostels and refugee camps.
- 2) In order to cater the needs for special occasions like marriage and other functions, special order booking is facilitated to supply milk and milk products at the doorsteps of the customers.
- 3) Rigorous efforts are being taken to cover more number of petty shops, provisional stores, tea shops, bakeries, etc. Recently the security deposit for the appointment of Franchisee Retail Outlet (FRO), has been reduced from Rs.10,000 to Rs.1,000.

### **8.8. Special Sales Camps**

Special varieties of sweets were produced during last Deepavali festival. In order to market these sweets, several makeshift parlours were arranged for general public at Metro and District Unions. Makeshift parlours and mobile sales are being carried out on regular basis during various occasions with the aim of reaching to larger mass.

In view of Pongal festival for the year 2022, Tamil Nadu Government had included 100ml Ghee pet jar as one of the items in the gift hamper intended for ration card holders. In this regard, 2,15,67,122 Nos. of 100ml Ghee pet jars worth Rs.120.77 crore were supplied to Tamil Nadu Civil Supplies Corporation Ltd.

During Deepavali 2021, special sweets and other milk products were sold at a value of Rs.82.11 crore compared to Rs.57.20 crore in 2020. This was 44% more than the previous year.

## **8.9. Export of Milk and Milk Products**

In order to build brand image and to enhance sales of milk and milk products, efforts were made to export Aavin products.

Salem DCMPU has obtained the export license for Ultra High Temperature Milk (UHT) and FM Tetra packets while Erode DCMPU has obtained an export license for Ghee.

Tiruvannamalai plant of TCMPF has obtained an export license for Skimmed Milk Powder and Ghee.

In addition to export of Aavin products to Singapore, Hong Kong, Qatar and Dubai, exports have been commenced to Kuwait and Sri Lanka, and further actions are being taken to export Aavin products to other countries shortly.

In addition to UHT Milk, Ghee and Flavoured Milk, TCMPF is planning to export products like Badam Mix Powder, Gulab Jamun Mix Powder, Paneer and is working on extending the shelf life of products like Khoa, Mysorepa, Peda, Gulabjamun, Rasagulla, and Bucket Curd to export these products.

So far, a total of 7,15,476 litres of UHT milk valued at Rs.355.30 lakh, 28,659 litres Ghee valued at Rs.115.39 lakh and 1,107 litres of Flavoured Milk valued at Rs.0.99 lakh has been exported to the above countries.

The Hon'ble Chief Minister of Tamil Nadu has handed over "Business Agreement" to "Whole Sale Dealers" for selling Aavin milk and milk products in other States namely Andhra Pradesh, Telangana and to "Merchant Exporters" of other Countries viz., Dubai, Abudhabi, Sharjah, Ajman, Oman, Qatar, Canada and United States of America on 21.08.2021.

Further, in order to appoint more number of exporters and Whole Sale Dealers, the applications for the same have been made available at the Aavin website ([www.aavinmilk.com](http://www.aavinmilk.com)), which can be downloaded free of cost.

Based on the above, new whole sale dealer has been appointed for Andaman and Nicobar Island and exporters have been appointed for New Zealand, UAE and USA.

### **8.10. New products**

On 19.01.2022, five new milk products namely Dairy whitener, Drinking Yoghurt, Milk Cake, Milk Protein Noodles and Payasam mix have been launched by the Hon'ble Chief Minister of Tamil Nadu.

### **8.11. Products for value addition**

New Ice cream plant at Madurai with a production capacity of 30 TLPD was inaugurated by

Hon'ble Chief Minister of Tamil Nadu on 14.03.2022.

### **8.12. Sales expansion plan**

- It has been proposed to increase the FRO sales by appointing more number of FRO in uncovered areas
- The existing terms and conditions fixed for FRO have been modified and the cumbersome process of submitting application physically has been done away with. Now, the application form can be downloaded online, and filled in applications can also be submitted online
- Security Deposit has been reduced from Rs.10,000/- to Rs.1,000/-
- It has been proposed to extend the online mode of supply with commercial delivery channels



- Direct online booking for Aavin milk and products shall also be facilitated by appointing delivery partners
- The present 10% of the total institutional product sales shall be increased further by appointing more number of institutional WSDs and bringing more number of institutions under the domain of Aavin (aiming to reach Rs.5 Crore)
- Currently Aavin has introduced milk and products sales through e-commerce mode in small numbers. As the digital market is growing exponentially, Aavin will make all possible efforts to increase the market share in the digital market
- In the near future, efforts will be taken to export these products to Mauritius, Malaysia, USA, New Zealand etc. Export promotion will be initiated in these countries. Thus, the sale volume of Aavin Products will be increased by around five times in exports

### **8.13. Consumer Care and Support Cell**

The Consumer Care and Support Cell (CCSC) of the TCMPF is functioning at the corporate office, Nandanam. It is provided with a Toll-Free No. 1800-425-3300. Since this unit is functioning 24x7, consumers can contact the cell anytime for registering and redressal of their complaints / grievances. The CCSC is communicating the complaints / grievance to the section / officials concerned immediately and necessary action is taken to rectify the complaints. During the year 2021-2022, a total of 2,199 complaints were received and disposed.

Complaints were also received through social media (Facebook – Aavin; Twitter @Aavin and Instagram @aavin) and rectified.

## **9. QUALITY CONTROL ACTIVITIES**

TCMPF is well equipped with State of the Art Quality Control Laboratories to check the quality of the Milk at all Dairies, State wide.

Milk is procured from the MPCS and the quality of Milk is analyzed by AMCU, DPMCU and automated cloud based Milk analyzer. The rates are provided to the Milk Producers based on the quantity and quality of Milk.

Dairies are receiving the Milk from the BMCs and CCs for further processing into different variants of Milk & Milk Products. The Dairy Quality Control Laboratories are equipped with the sophisticated equipments such as FTIR technology based Milk Analyser for immediate analysis of the quality parameters and Adulteration parameters such as Urea, Detergent, Maltodextrose, Sugar, etc. The Adulterant free Milk only is allowed to be processed further for the production of Milk & Milk Products.

The Production and Quality control activities are monitored by the trained Food Safety Supervisors at each stage of Production. Good Manufacturing Practices (GMP) and Good Housekeeping Practices (GHP) are monitored by the Quality Control team to ensure the safety of the Milk & Milk Products. Personal hygiene of the food handlers are also ensured in the dairy premises for hygienic product handling.

TCMPF Ltd. also obtained ISO 22000 Food Safety Management System (FSMS) certification for the Metro Dairies at Ambattur, Madhavaram, Sholinganallur, Product Dairy, Tiruvannamalai Powder Plant and Erode, Salem, Madurai and Coimbatore DCMPUs.

TCMPF is also approved by AGMARK, BIS and Export Inspection Council of India for the products such as Skimmed Milk Powder, Butter, Ghee and UHT milk.

TCMPF is also establishing a Centralized Laboratory facility for testing the Pesticide residues, Drug Residues, Heavy Metals and Aflatoxin M1 content in Milk Products under the National Programme for Dairy Development (NPDD) scheme. The laboratory will be utilized for testing the quality parameters for all the DCMPUs and TCMPF Units which is presently carried out through external NABL/FSSAI laboratories.

It is provided with high precision equipments such as Triple Quadruple Liquid Chromatography with Mass Spectrometer (LCMSMS), Gas Chromatography with Mass Spectrometer (GCMSMS) and Inductively Coupled Mass Spectrometer (ICPMS) to analyze Chemicals, Heavy Metals, Residual and Nutrient compounds in the Milk & Milk products to confirm the regulatory requirements.

Advanced Pathogen laboratory is in pipeline at Coimbatore DCMPU for analyzing Milk & Milk Products of Coimbatore DCMPUs and for the nearby DCMPUs.

## **10. DAIRY INFRA STRUCTURE DEVELOPMENT SCHEMES UNDER STATE/UNION GOVERNMENT**

### **10.1. Infrastructure developed under the NADP :-**

Under NADP Programme, since 2007-08, grants are being utilized for creation of milk chilling facilities, by installing Bulk Milk Coolers at Dairy Co-operative Societies level, Milk Testing facilities to procure Quality Milk from Producers, NADP (Veterinary) consultants are being engaged to provide free animal health coverage, to impart Good Dairy Husbandry practices to milk producers to reduce the cost of milk production and to improve livelihood of milk producers, grants are further used to purchase Road Milk Tankers,

Refrigerated Vehicles to transport frozen milk products to sales points.

Under NADP 2021-22 Programme, 162 Veterinary Doctors have been engaged to provide veterinary health coverage to 7,158 Dairy Co-operative societies in addition to monitoring animal breeding activities.

#### **10.2. National Programme for Dairy Development (NPDD): -**

National Programme for Dairy Development (NPDD) aims to enhance quality of milk procurement and milk products and increase share of organised milk procurement.

Under NPDD Scheme, Union Government has sanctioned Rs.10,580.755 Lakh from the year 2014-15 to 2020-21. In this, the Union Government has released Rs. 9,288.255 Lakh.

Under NPDD 2014-15 to 2016-17 Scheme, 1 LLPD Dairy was established at Padalur, Trichy.

So far, 586 BMCs were installed and additional chilling capacity was created for 20,60,500 Litres on daily basis and 103 Nos. of BMCs to be installed under NPDD Scheme which is in progress and in turn increases the chilling capacity by 4,22,500 litres for improving quality of Milk.

Various laboratory equipments like Automatic Milk Collection Unit(AMCU), Data Processing Milk Collection Unit (DPMCU), Adulteration Detection Kit, FTIR technology based Milk-o-scan, Milk-o-screen etc., were sanctioned under NPDD Scheme for procuring adulterant free milk from the producers and to ensure good quality milk to the consumers.

### **10.3. Rural Infrastructure Development Fund under National Agriculture Bank for Rural Development(NABARD –RIDF)**

Under NABARD-RIDF 2021-22, a sum of Rs. 2,362.50 Lakh has been allocated to create various infrastructure facilities like construction of administrative office building, Milk Cold Storage and to construct marketing office at Namakkal and Tirupur District Co-operative Milk Producers' Union and to establish Cheese plant with a capacity of one metric ton per day.

### **10.4. Dairy Processing and Infrastructure Development Fund(NABARD - DIDF)**

This loan is availed to improve the infrastructure of Aavin.

The following four projects have been sanctioned at a total financial outlay of Rs.379.29 Crore with a loan component of Rs.303.42 Crore from NABARD during 2019-20.

1. Establishment of Fully Automated Dairy Plant of capacity 1.00 LLPD at Thanjavur.
2. Establishment of Ice-Cream Plant of 6,000 Litres Per Day and value-added Milk Products Plant at Trichy.
3. Establishment of New Dairy Plant of capacity 7 LLPD and 30 Metric Tons Per Day Powder Plant at Salem.
4. Establishment of 10 LLPD Dairy Plant (expandable to 15 LLPD) at Madhavaram, Chennai.

Further, five Projects have been sanctioned at total financial outlay of Rs.307.44 crore with a loan component of Rs.245.95 crore from NABARD during 2020-21.

### **10.5. Progeny Testing Programme under Rashtriya Gokul Mission:-**

TCMPF is identified as End Implementing Agency to implement the Progeny Testing

Programme in Tamil Nadu under Rashtriya Gokul Mission (RGM) with a financial outlay of Rs.2,087.51 lakh.

RGM-PTP is a centrally sponsored scheme being implemented in 3 District Co-operative Milk Producers Unions, viz. Vellore, Erode and Salem under the technical guidance of NDDB.

**Objectives:**

- Production of High Genetic Merit bull calves
- Evaluation and ranking of bulls

The scheme has been sanctioned with the production target of 225 High Genetic Merit (HGM) bulls and distribution target of 180 disease free High Genetic Merit (HGM) bulls by 2023-2024.

So far, 141 bull calves have been procured, out of which, 51 HGM bull calves have been distributed to various semen stations and 90 bull calves are ready for distribution.

**10.6. National Livestock Mission (NLM)**

The milch animals of milk producers are being covered under Cattle Insurance to safeguard the livelihood of the farmers and also to ensure sustainable milk production. Assistance is extended to the milk producers with 50% subsidy on premium through the Tamil Nadu Livestock Development Agency (TNLDA) under National Livestock Mission (NLM).

During the year 2021-22, 1.36 lakh milch animals in 25 DCMPUs were insured by TCMPF as against the target of 1.25 lakh. For the year 2022-23, it is proposed to insure 1.30 lakh milch animals under co-operative ambit.

**10.7. Enhancing the productivity of the milch animals through Nationwide Artificial Insemination Programme (NAIP)**

Under TCMPF, 10 DCMPUs covering 12 districts of Tamil Nadu have been selected

namely Cuddalore, Kanchipuram, Nagapattinam, Pudukottai, Ramanathapuram, Salem, Sivagangai, The Nilgiris, Tiruvannamalai, Tiruvallur, Viluppuram and Virudhunagar where the coverage of AI is less than 50%.

Under Rashtriya Gokul Mission, NAIP is being implemented to improve the productivity of cattle & buffaloes through free Artificial Insemination (AI) services using the semen doses of high genetic merit bulls.

NAIP Phase I and Phase II have been completed. Under NAIP phase-III, out of the total target of 1.50 lakh animals, 0.78 lakh animals have been inseminated free of cost under this programme.

In Tamil Nadu, NAIP scheme is being implemented by Animal Husbandry Department and TCMPF Ltd with 100% grant assistance under RGM through TNLDA.

**One Health Approach** -This approach is a collaborative effort of multiple disciplines working locally, nationally and globally to attain optimal health for people, animals and the environment. This approach will help in controlling notifiable zoonotic diseases transmitted through milk / milk product handlers like Brucellosis, Leptospirosis, Bovine Tuberculosis, etc.

Strengthening One Health Approach comprehensively in coordination with the Directorate of Public Health and Preventive Medicine and the State Nodal Centre for Occupational Health and Safety of unorganised workers of the Directorate of Medical and Rural Health Services through workshops, seminars, continuing medical education, exchange programmes and other capacity building activities.

## **11. MAJOR INFRASTRUCTURE AND TECHNOLOGY UPGRADATION PROJECTS**

### **11.1. Ultra-High Temperature (UHT) Processing Plant in Sholinganallur Dairy**

Ultra-High Temperature (UHT) treated milk is heated above 135°C and packed under sterile condition. It can be stored for 90 days at normal room temperature. A new UHT milk plant with an aseptic packing unit to process and pack 1.0 lakh litres of milk per day has been established at Sholinganallur.

### **11.2 Usage of Non-Conventional Energy in Dairies**

At present, 8 Dairies, 4 Chilling Centres and 100 BMCs were equipped with solar heating systems to produce 1.11 Lakh litres of hot water per day at around 80°C. A parabolic solar concentrate system has been installed at Sholinganallur and Salem dairies to reduce the

operating cost of fuel. A Solar Thermal System has been installed at a total cost of Rs.2.00 Crore at Madurai dairy to run the process plant in day time. Now, a 2MW Solar Power generation unit, at an estimated cost of Rs.10.50 Crore is under progress at the same premises.

### **11.3 Integrated Dairy Management System (IDMS)**

The objective of IDMS Project is to integrate all the activities of MPCS, DCMPUs and TCMPF on a digital platform through computerisation and automation. The first phase of IDMS project was to integrate all the business activities in 300 MPCS, 4 feeder balancing DCMPUs and TCMPF at a cost of Rs.46.55 Crore and the roll out was completed in December-2019 in all units. The Union Government has sanctioned Rs.18.34 Crore as 100% grant-in-aid.



All the modules of the IDMS were completed by 31.12.2019 and the software was upgraded during 01.01.2020 to 30.10.2020. The project was implemented on 01.11.2020.

#### **11.4. Installation of Bulk Milk Coolers (BMCs)**

The concept of using Bulk Milk Coolers nearer to the Milk Collection Centre is a part of clean milk production initiative. The installation of BMCs is given due importance.

Bulk Milk Coolers of various capacities ranging from 500 to 5,000 litres capacities have been installed by taking into consideration of the average total milk procurement of the society (or) cluster societies functioning in a radius of 5 to 10 kms.

So far, 626 BMCs with the total chilling capacity of 21.95 lakh litres per day have been installed.

## **12. SALES REVENUE OF DCMPIUS & TCMPF**

(Rs. in Crore)

<b>S. No</b>	<b>Year</b>	<b>Total Sales Revenue</b>	<b>Unions Sales Revenue</b>	<b>TCMPF Sales Revenue</b>
1	2016-17	5281.00	3528.56	1752.44
2	2017-18	5478.00	3618.34	1859.66
3	2018-19	5994.00	3976.14	2017.86
4	2019-20	6947.45	4763.35	2184.10
5	2020-21	7595.72	5269.92	2325.80
6	2021-22 (Tentative)	7887.00	5448.00	2439.00

The sales revenue of the District Unions and TCMPF was Rs.7,595.72 crore during the year 2020-21, which has increased to Rs.7,887 crore during the year 2021-22.

### **13. CO-ORDINATION WITH VARIOUS GOVERNMENT DEPARTMENTS**

Dairy Development Department is implementing various welfare measures in co-ordination with various government departments like Agriculture, Animal Husbandry, Cooperation, Rural Development and Panchayat Raj and institutions like Tamil Nadu Livestock Development Agency (TNLDA), Department of Public Health and Tamil Nadu Veterinary and Animal Sciences University (TANUVAS).

### **14. STAFF WELFARE MEASURES**

1. During the year 2021-2022, 6 DCMPU employees and 159 TCMPF employees were given promotion.
2. During 2021-22, two persons were newly recruited in Dairy Development Department while 20 in DCMPUs and 80 in the TCMPF were given appointments a fresh.

3. Appointments given under Compassionate Grounds are detailed below.

<b>Organization</b>	<b>Year</b>	<b>No. of persons</b>
Dairy Development Department	2020	1
	2021	2
District Unions	2020	5
	2021	1
TCMPF	2020	4
	2021	50

The Hon'ble Chief Minister of Tamil Nadu has handed over orders for appointment on Compassionate ground on 21.08.2021 to the legal heir of one employee who died due to Covid-19 in Dairy Development Department and to the legal heirs of 47 employees who died while in service in the TCMPF Ltd.

4. Half litre free milk per day is being given to retired employees of all District Unions and TCMPF.

5. Retired employees of all District Unions and TCMPF are provided with ex-gratia pension of Rs.4,000 per month, while family members of deceased retired employees are sanctioned Rs.2,000 per month as ex-gratia family pension.
6. In order to benefit employees of the TCMPF and DCMPUs various trainings were given at NDDDB training centre at Bengaluru, Rural Development training centre at Anand, Natesan Co-op. Institute of Management and Anna Administrative Staff College, Chennai. Newly appointed staff members of the TCMPF are given training at Government Employees Civil services Training Centre at Bhavani Sagar, Erode District.
7. In the year 2021-22, Production Linked Incentive (PLI) was given to all eligible District union employees to the value of

- Rs.29.24 lakh and to TCMPF employees to the value of Rs.12.76 lakh.
8. In the year 2021 (Deepavali Festival), an Ex-gratia Bonus amount of Rs.193.14 lakh was given to 2,509 employees of 25 DCMPUs and an amount of Rs.102.36 lakh was given to 1,731 employees of TCMPF Ltd.
  9. In the year 2021 Deepavali Festival, milk products worth Rs. 12.54 lakh was given to 1,327 employees of the TCMPF and Rs. 4.55 lakh worth of milk products was given to 2,170 retired employees. Similarly, for 2,972 district unions employees, Rs. 27.24 lakh worth of milk products were given. For 2,781 retired district union employees, milk products worth Rs. 5.74 lakh were given.
  10. In the year 2021-22, for Pongal festival, Rs.8.67 lakh worth of milk products were issued to 1,325 TCMPF employees and

Rs.5.23 lakh worth of milk products were issued to 1,975 retired employees of the TCMPF. Similarly, Rs.19.40 lakh worth of milk products were issued to 2,964 employees of District Unions and Rs.7.34 lakh worth of milk products issued to 2,809 retired employees of District unions.

## **15. SERVICES OFFERED TO MILK PRODUCERS**

### **15.1 The Re-structured Peraringnar Anna Co-operative Milk Producers' Welfare Fund**

- To respect and appreciate the loyalty of the milk producers towards the department, the Peraringnar Anna Co-operative Milk Producers' Welfare Fund was created, in which the milk pouring member contributes one rupee per month while the Society and the District Co-operative Milk Producers' Union concerned contribute 50 paise each

- The legal heirs of the deceased milk producer and those who were totally physically disabled due to accident will be given the benefit from the fund
- Policy passbooks were issued to the members.
- Later with some changes the same is being implemented as Re-structured Peraringnar Anna Co-operative Milk Producers' Welfare Fund

The Government has increased the assistance amount from Rs.1.75 lakh to Rs. 2.50 lakh for accidental death and permanent disability of milk pouring member w.e.f. 12.11.2019 and details of the financial assistance to their legal heir as follows;

<b>S. No.</b>	<b>Financial Assistance</b>	<b>Amount (in Rs.)</b>
1	Education	Rs.25,000
2	Marriage	Rs.30,000
3	Funeral Expenses	Rs. 5,000

So far, a sum of Rs.377.30 lakh has been released to 193 beneficiaries. Now, Rs.708.71 lakh is available in the corpus fund which can be utilized for the settlement of future claims under this scheme.

### **15.2 Providing sales incentive to society staff for the sale of the mineral mixture**

To motivate the staff working in Primary Milk Co-operative societies and also to promote the sales of mineral mixture, an incentive of Rs.10 per kg is being given to the society staff for the sale of mineral mixture. During the year 2021-22 a total of Rs.85.11 lakh has been given as sales incentive.

### **15.3 Payment of incentive to milk producers by DCMpUs**

Similar to the MPCS, the profit earned by the district unions is also being shared with the milk producers through the MPCS by way of incentive and is being paid according to the quantity of milk poured by the producer.

Accordingly, during 2019-20, a sum of Rs.291.79 lakh has been paid as an incentive in Kanniyakumari and Madurai District Co-operative Milk Producers' Unions wherein 30,268 milk producers in 1,317 MPCS were benefited.

### **15.4 Payment of bonus to milk producers by Milk Producers' Co-operative societies**

As a measure of sharing the profit earned by the society, 50% of profit earned by the society is 'ploughed back' to the member milk producers as provided in the by-laws of Milk Producers' Co-operative Societies (MPCS) by way of dividend

on share capital, patronage rebate and bonus for the value of milk supplied by them to the society.

During 2020-21, a sum of Rs.1,111.70 lakh has been paid as bonus, Rs.9.86 lakh as dividend and Rs. 1,488.74 lakh as patronage rebate to around 2.48 lakh members of the societies.

#### **15.5. Technical input Services to Milk Producers**

The majority of milch animals in the Co-operative ambit in Tamil Nadu are Cross-bred Jersey animals with a daily average yield of around 6.80 litres per animal.

The Artificial Insemination is being carried at farmers' doorstep with good quality semen.

The following services are being rendered to the milk producers at their doorsteps:-

- a) Veterinary & Emergency Services
- b) Artificial Insemination Service (AI) using High Genetic merit bull semen
- c) Conducting infertility camps
- d) Cattle insurance coverage
- e) Capacity building of MPCS staff/milk producers
- f) Supply of Quality cattle feed and mineral mixture to the milk producers
- g) Supply of Quality fodder seeds and fodder slips to the milk producers
- h) Arranging Working capital loan under Kisan Credit Card (KCC).

#### **15.6. Training programmes for Milk Producers**

Milk producers are being trained and enlightened in the areas of clean milk production, Ration Balancing techniques, one calf a year programme, fodder cultivation, dairy animal management, decreasing the cost of production, effective utilisation of unconventional feeds etc.

### **15.7. DCMPU Training Centres**

Regional Training centres at Salem, Madurai and Tirunelveli DCMPUs are accredited by CMU - AITI, Union Government and Ministry of Agriculture for conducting various training programmes to the Stakeholders of dairy industry.

To strengthen the training centres at Villupuram, Vellore and Madhavaram, Project proposals for a sum of Rs. 572.25 lakh have been submitted to TNLDA and the same has been forwarded to Union Government to obtain 100 % grant assistance under Rashtriya Gokul Mission.

Madhavaram training centre has been earmarked to impart specialised trainings for all technical staff to upgrade their knowledge in recent developments and skills.

### **15.8. Free Advisory services to the Milk producers**

Aavin & IFFCO Kisan have launched free advisory services to the milk producers through voice messages and push SMS. Through these advisory services, farmers are sensitised on disease control, animal breeding, feeding practices, scientific method of milking, vaccination etc.

### **15.9. Fodder Development**

Milch animals should be fed with ad libitum quantities of green fodder. Ideally, the milch animals should get three type of green fodder like grass varieties, leguminous and tree fodder.

Aavin has proposed to have collaboration with TANUVAS and TNAU to impart training on recent advancement in fodder development activities and preservation of fodder crops.

## **16.FUTURE PLANS OF DAIRY DEVELOPMENT DEPARTMENT**

1. Increasing the milk sales to 30.00 LLPD by aiming to achieve a 10% annual growth in liquid milk sales.
2. The share of Primary Milk Co-operative Societies in total milk procurement in Tamil Nadu is 17.60 per cent and efforts are being undertaken to increase its share to 25 per cent by bringing more and more milk producers from the unorganised sector.
3. Increasing the market share of the Aavin brand.
4. Increasing the sale of Aavin Milk Products from the existing value of Rs.45 Crore per month to Rs.50 Crore in both metro and district unions.
5. To register 200 new societies by the end of the financial year and bring 200

- non-functional / defunct societies into an active state within one year.
6. Increasing the average milk yield of cattle from existing 6.80 litres/day to 7.02 litres/day in the next five years.
7. Digital initiatives would be strengthened, so as to reach and serve the consumers 24x7 through online sale of milk and milk products.
8. Steps would be taken by creating awareness to bring more and more cattle and buffalo under insurance coverage so as to avert the physical risks of the dairy farmers.
9. Reducing transit losses to ensure better profitability.
10. To Ensure availability of fodder, feed and other essential inputs to milch cows.
11. As a part of capacity building programmes, skill development training programmes



would be conducted in the areas of scientific management of cattle, clean milk production etc., which would improve profitability and livelihood of dairy farmers.

12. Strong linkage would be established with TANUVAS, so as to transfer the milk and milk products related research articles of TANUVAS for the benefit of consumers.
13. Augmenting conception rate to 48.50% from the existing 43% and AI coverage in cattle.
14. Market intelligence would be strengthened by collaborating with TANUVAS to assess the consumers taste, choices and preferences in different regions so as to customize and produce variants of milk and milk products based on the market demand which would satisfy consumers and improve the viability of co-operative dairy sector.

15. Making animal welfare as a core area of departmental activities by aiming for 100% prevention of outbreak of diseases like FMD.
16. Innovative approaches to strengthen the system like more use of solar energy and a cloud-based remote monitoring system.

#### **16.1. Administrative Reforms**

- Dormant societies will be revived so as to facilitate more milk producers into the co-operative pouring fold as well as increase procurement
- Monthly grievance meetings will be conducted for milk producers to redress their problems
- The possibilities of creation of new DCMPUs will be explored
- The required manpower will be recruited through Tamil Nadu Public Service Commission (TNPSC)

## **16.2. Reduction of Regulatory Compliance Burden and Improving Ease of Doing Business through e-Governance**

As per the priority for the Government of Tamil Nadu, improving the competitiveness of the economy has been an agenda. Making the regulatory frame work pertaining to dairying activities simple and effective is a distinct part of this agenda.

In this regard, various measures have already been undertaken and the following activities are in the pipeline to comply with this exercise.

- The Food Safety and Standards Authority of India (FSSAI) license are to be obtained in all the Milk Unions by covering all the Bulk Milk Collection Centres and Processing Plants collectively instead of individual units to minimise and save time and money

- Instead of Annual renewal of FSSAI license, the option renewal every 5th year is being attempted

### **As an exercise of infusing reforms in the Co-operative Dairy industry for improving the ease of doing business, the following ventures are in the pipeline:**

- Milk society registration through online mode
- Online redressal of complaints for both milk producers and consumers of Aavin milk and milk products
- Upgradation of milk testing facilities at the Primary Milk Societies with Automatic Milk Collection Units (AMCU) for simplifying the procedure with transparency in milk procurement and milk cost payment to these societies

- Spot acknowledgement to milk producers on quality, quantity and cost of milk poured at the time of milk collection
- Disbursement milk cost payment in ECS mode to all milk producers
- Introduction to good dairy husbandry practices to our milk producers by sending voice messages and SMS, so as to update their knowledge in dairy animal management.
- Online milk card issuance
- Single Window Portal for appointment of Agents for marketing of milk and milk products
- Agency registration and renewal through online facility
- Sale of Skimmed Milk Powder, Butter and Ghee is being taken up through National Co-operative Dairy Federation of India's e-Market platform and possibilities will be explored for other products also

- Provision of Billing Machines in all marketing outlets to establish more transparency, building confidence with customers and easing out sales operations.
- The environment friendly paperless billing method involving automated push notifications sent straight to the customer's mobile phone will be provided.
- Daily attendance of employees by using face detection device to save time and stationery
- Installation of CCTV in all the Dairy establishments under Aavin for effective monitoring
- Mapping the delivery points to aid in seamless delivery by optimising transportation cost and time
- Implementation of the e-Office File Management System in District Unions and the TCMPF

- Enabling on-line EMD facility in the Tamil Nadu on-line tender website exclusively for Aavin

### **16.3. Sustainable Development Goals**

The 2030 Agenda for Sustainable Development, adopted by the United Nations Member States in 2015, shared a blueprint on peace and prosperity for people and the planet. 17 Sustainable Development Goals (SDGs) were set for both the developed and developing countries.

Dairy Development Department has been specified under Goal No:2.0 which states, "End hunger, achieve food security and improved nutrition and promote sustainable agriculture", No: 2.3 and 2.a as target.

The target No: 2.3 states that there should be an increase in investment by 2030, the agricultural productivity and income of small-scale food

producers should be doubled, concentrating on women and the farming family and equal access to land, other productive resources, and input knowledge, financial services, markets and opportunities for value addition and non-farm employment.

The target No:2.a states that there should be an increase in investment, including in international cooperation in rural infrastructure, agricultural research and in extension of plant and livestock gene banks to enhance agricultural productive capacity in developing countries.

The department has formed SDG unit vide G.O. (Ms) No.184, Animal Husbandry, Dairying and Fisheries (A&C-2) Department, dated 26.12.2019. This unit shall work in close coordination with SDG cells under the Planning and Development Department with working groups in State, District and Field level officers and other institutions.

#### **16.4. Annual action plan to achieve the target**

- To bring more number of milk producers under co-operative ambit
- To attain the goal of “one calf a year”
- Implementing Ration Balancing Programme
- To purchase more number of animals by providing milch animal loans
- Expanding insurance coverage for the animals
- To impart capacity building training to milk producers
- Implementation of Clean Milk Production in all Dairy Co-operatives
- Provision of Automatic Milk Collection Stations with establishment more numbers of Bulk Milk Coolers in societies
- Ensuring the good initial quality of milk through proper maintenance of milk temperature at all levels

- Increasing infrastructure development in all dairies, to meet the increased milk production and increased demand for Aavin Products
- Implementation of State, Union and State-Union shared/ sponsored schemes to increase milk production

#### **17. ELECTIONS TO MILK CO-OPERATIVES**

The entire 3 tier Dairy Co-operatives are managed by democratically elected board members. The elections are conducted by the Tamil Nadu State Co-operative Societies Election Commission under the provisions of Tamil Nadu Co-operative Societies Act, 1983 and Tamil Nadu Co-operative Societies Rules, 1988. MPCs are different from other co-operatives as only active members can contest and vote in the elections to elect the Board of Directors in the MPCs.

The tenure of the previous board expired in April 2018. To constitute new Board, elections to the Primary level Co-operative societies were conducted in Phase-I in 4 stages. The newly elected boards assumed charge of the management for the respective societies. Further elections to board of directors for the newly registered / revived / restored societies for which the 6 month period of interim board expires is being conducted in routine manner. Efforts will be taken to conduct the elections for the Board of Directors as per the schedule received from the Tamil Nadu State Co-operative Societies Election Commission. Further, due to non-availability of eligible voters and due to various administrative reasons, certain societies have been appointed with Administrator. Continuous efforts are being taken to conduct the election in time for these societies too.

In Phase-II, the election process was initiated for all the 25 District Co-operative Milk Producers' Unions. The newly elected board assumed charge of the management in 24 District Unions. Election to the Board of Madurai DCMPU could not be conducted as per the Hon'ble Madurai Bench of Madras High Court order, which states that elections to Board of Directors to Madurai DCMPU should be conducted only when Covid-19 restrictions are completely withdrawn. In accordance with the Court Judgment, election will be completed for Madurai DCMPU in consultation with Tamil Nadu State Co-operative Societies Election Commission.

In the phase-III, even though the election proceedings have been received during 2019 for the TCMF, the election process was stopped due to court proceedings. Under these circumstances, upon completion of the court case, when the election proceedings were about to restart, it was

stopped due to Covid-19 pandemic and an Administrator was appointed. However the term of Administrator has now expired and elections for the TCMPF will be conducted in consultation with the Tamil Nadu State Co-operative Societies Election Commission.

## **18. WAY FORWARD**

- Efforts are being taken to achieve the goal of doubling the farmers' income by providing inputs such as fodder, cattle feed and mineral mixture at reasonable rate, thereby reducing the maintenance cost of animals
- Infrastructure facilities will be developed in Dairies to handle more milk
- Action will be taken to reduce the running cost and establishment cost, thereby increasing the profitability. For this, the existing machinery will be modernized to increase the efficiency and also to utilise the

handling capacity of dairies to the fullest extent possible

- Modern technical advancements will be adopted to increase the shelf life of the milk products
- Action will be taken to organise new Milk Producers' Co-operative Societies in the uncovered potential areas and to bring more milk producers into the Co-operative ambit
- Export of Aavin milk and milk products to other countries will be expanded
- More milk producers will be given training and awareness will be created on the production of adulteration-free clean milk, thereby ensuring good quality milk at the producer level itself

## **19. BUDGET ALLOCATION**

Under the demand for Dairy Development Department, for the Budget year 2021-2022, a sum of Rs.47.55 Crore has been provided in the Budget Estimates as revenue expenditure and Rs.2000/- as capital expenditure. Later in the Revised Estimates for the year 2021-22, the allocation has been revised to Rs.44.38 Crore.

In the budget year 2022-23, Top down budgeting has been introduced in Dairy Development Department on pilot basis.

## **20. CONCLUSION**

Dairy Development Department pledges to continue its efforts for the attainment of the goal of doubling the income of the milk producers / farmers and cater to the requirements of the consumers of milk and milk products. For this purpose, various programmes and strategies are under implementation and consideration at different levels.

**S.M. Nasar**  
Hon'ble Minister for Milk  
and Dairy Development

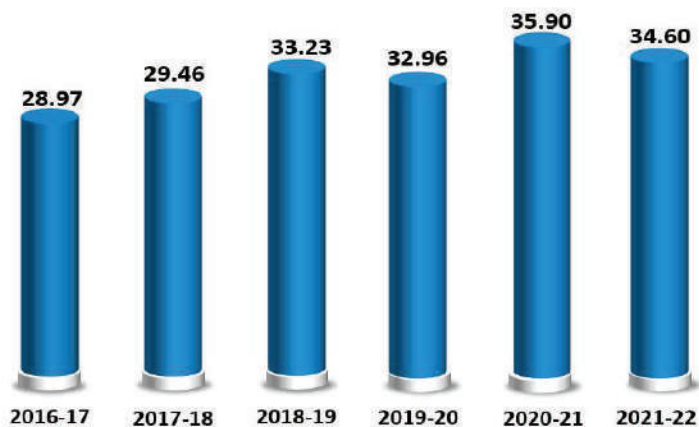


### Milk Co-operative Sector at a glance

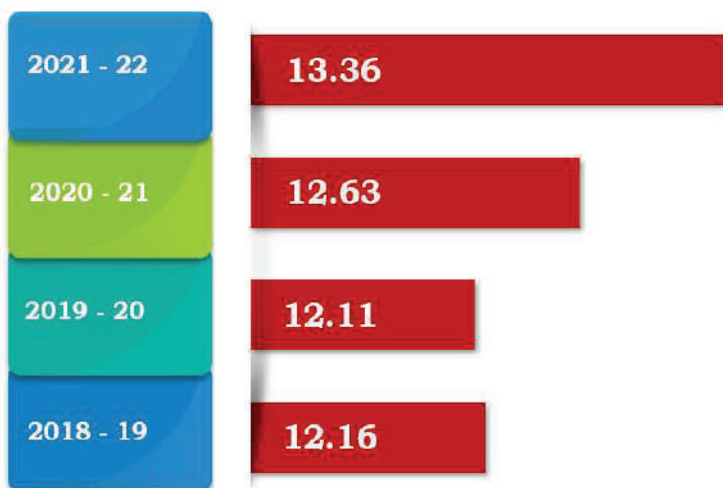
S. No	Items	Details upto Mar'2022
1	Number of Milk Producers' Co-operative Societies	10,540
2	Milk Producers' Co-operative Societies formed during 2021- 22 (in Nos.)	253
3	Dormant Milk Producers Co-operative societies Revived during 2021-22 (in Nos.)	92
4	Total Number of members in Milk Producers' Co-operative Societies (in Lakh)	19.65
5	Number of milk pouring members (in Lakh)	4.18
6	Milk Production by societies (in LLPD)	38.26
7	Number of District Co-operative Milk Producers' Union	25
8	State Level Federation	1
9	Milk Procurement by Unions (in LLPD)	34.60
10	Milk marketing in Chennai City (in LLPD)	13.36
11	Milk marketing in District Unions (in LLPD)	13.05
12	Number of Union Dairies	18
13	Number of TCMPF Dairies	5
14	Handling Capacity of Union Dairies (in LLPD)	30.13

S. No	Items	Details upto Mar'2022
15	Handling Capacity of TCMPF Dairies (in LLPD)	18.65
16	Number of Chilling Centres	34
17	Handling Capacity of Chilling Centres (in LLPD)	14.55
18	Number of Bulk Milk Cooler Units	626
19	Chilling Capacity of Bulk Milk Cooler units (In LLPD)	21.95
20	Number of milk distribution routes at the level of District Unions	403
21	Number of milk distribution routes in Chennai Metro	198
22	Number of Powder plants (Erode, Salem, Madurai, Krishnagiri District Unions and TCMPF)	5
23	Capacity of powder plants for drying Milk (MT/day)	90
24	Butter storage capacity (in MT)	4,629
25	SMP storage capacity (in MT)	7,805
26	Butter Stock (in MT)	698.80
27	SMP stock (in MT)	4,493.73

### AVERAGE DAILY MILK PROCUREMENT BY DISTRICT UNIONS (LLPD)



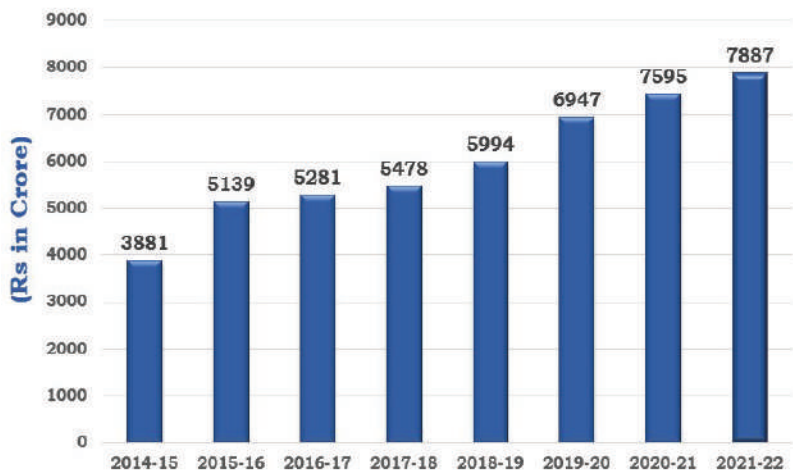
### CHENNAI METRO MILK SALES (LLPD)



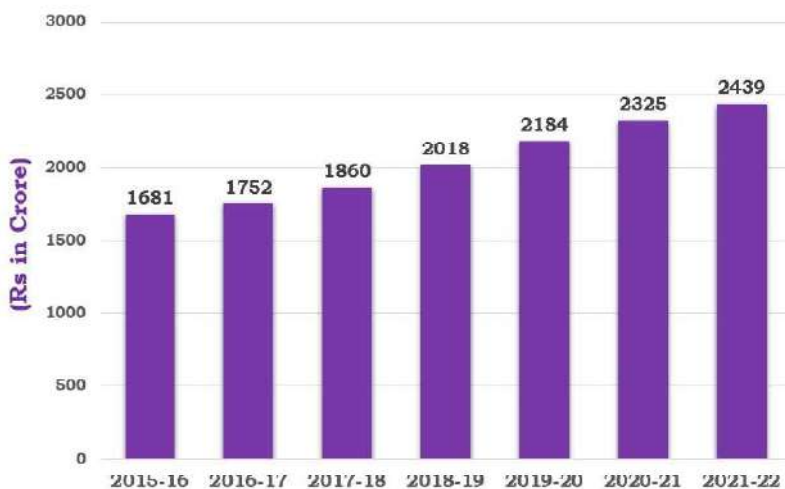
## DISTRICT UNION MILK SALES (LLPD)



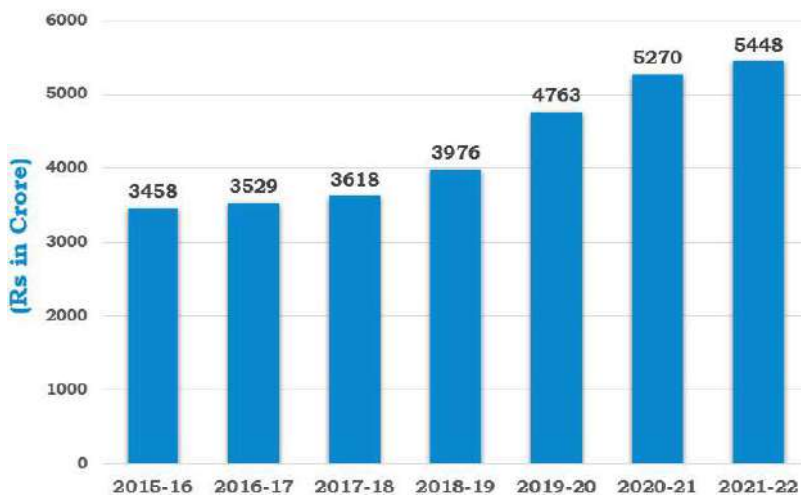
## SALES REVENUE (FEDERATION & UNIONS)



### FEDERATION SALES REVENUE



### DISTRICT CO-OPERATIVE MILK PRODUCERS' UNIONS SALES REVENUE





**Hon'ble Chief Minister of Tamil Nadu launched  
Five new varieties of Aavin Milk Products on  
19.01.2022**



**Hon'ble Chief Minister of Tamil Nadu inaugurated  
Mineral mixture plant at Krishnagiri Milk Union and  
expanded Cattle feed plant at Erode Milk Union  
on 19.01.2022**



**Hon'ble Chief Minister of Tamil Nadu inaugurated  
New Ice Cream Plant located at Madurai  
on 14.03.2022**



**Hon'ble Minister for Dairy Development inspected  
Sivagangai Dairy on 24.01.2022**





**Hon'ble Minister for Dairy Development review meeting held on 14.03.2022 at Aavin Illam, Nandanam, Chennai**



**Hon'ble Minister for Dairy Development inaugurated New Aavin Parlour at Avadi, Chennai on 20.03.2022**



**Hon'ble Minister for Dairy Development and Hon'ble Minister for Rural Development at Loan distribution function at Sivagangai on 24.01.2022**





**Hon'ble Minister for Milk and Dairy Development and Hon'ble Minister for Housing and Urban Development inspected Cattle Feed plant at Erode on 08.01.2022**



**Milk Producers grievance redressal meeting at Tirunelveli District**



**Milk recording activities of Field Performance Recording Programme in Dharmapuri Milk Union**



**High Genetic Merit jersey bull at NJSF, Ooty**



**Cattle feed plant with a capacity of 300 MTPD  
at Erode**





**Dairy Cum Milk Powder Plant at Ammapalayam,  
Tiruvannamalai**



**Aavin New Milk Products launched on 19.01.2022**



**UHT Milk Plant at Salem**



**UHT Milk for export and Flavoured milk**