

MA Semester III (2019-2021)

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Paper- CC13, Unit-V

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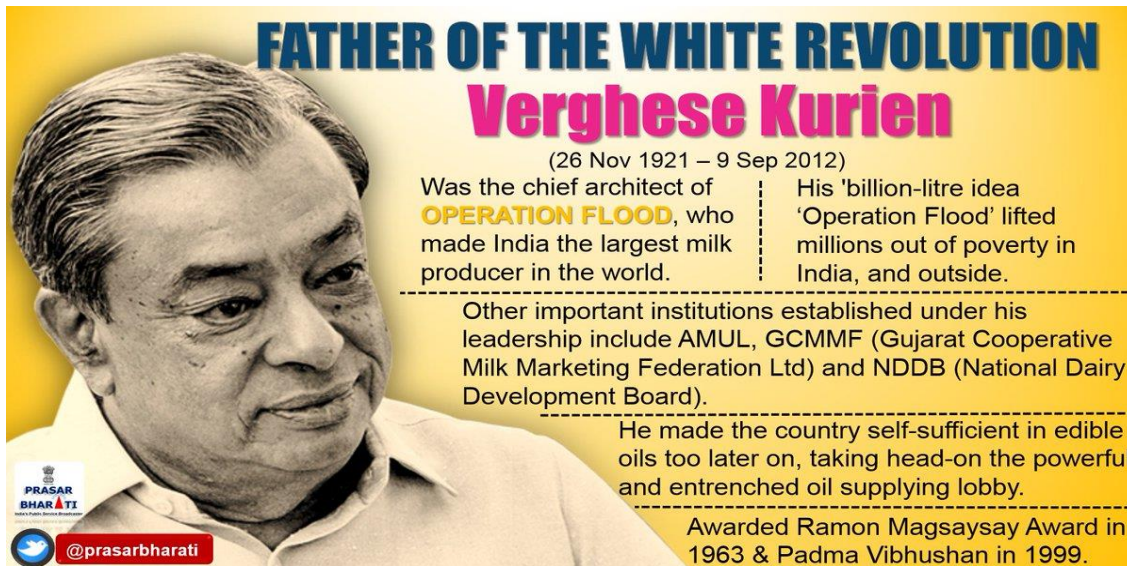
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White Revolution in India: An Introduction

Introduction-

The revolution associated with a sharp increase in milk production in the country is called the White Revolution in India also known as Operation Flood. White revolution period intended to make India a self-dependent nation in milk production. Today, India is the world's largest producer of milk.

Dr Verghese Kurien is known as the father of the White Revolution in India.



FATHER OF THE WHITE REVOLUTION
Verghese Kurien
(26 Nov 1921 – 9 Sep 2012)



Was the chief architect of **OPERATION FLOOD**, who made India the largest milk producer in the world.

His 'billion-litre idea' 'Operation Flood' lifted millions out of poverty in India, and outside.

Other important institutions established under his leadership include AMUL, GCMMF (Gujarat Cooperative Milk Marketing Federation Ltd) and NDDB (National Dairy Development Board).

He made the country self-sufficient in edible oils too later on, taking head-on the powerful and entrenched oil supplying lobby.

Awarded Ramon Magsaysay Award in 1963 & Padma Vibhushan in 1999.

  @prasarbharati

History of White Revolution

During the year 1964-1965, the Intensive Cattle Development Programme was introduced in India in which the cattle owners were provided with a package of improved animal husbandry for promoting the white revolution in the country. Later on the National Dairy Development Board introduced a new programme named “Operation Flood” to increase the speed of the white revolution in the country.

Operation Flood started in the year 1970 and was aimed to create a nationwide milk grid. It was a rural development programme initiated by NDDDB – National Dairy Development Board of India.

Features of White Revolution

- Adopting new methods for animal husbandry, and
- Altering the composition of feed ingredients in different proportions.

White Revolution

India wants to

- ▶ Ensure regional self-sufficiency in milk
- ▶ Health dairy farmers in the region
- ▶ Promote regional integration

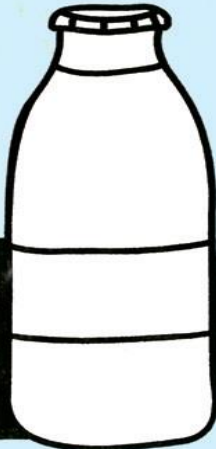
PROPOSAL INCLUDES

- Trading in liquid milk in the region
- Transporting milk in chilled containers across the border

Will require

- ▶ Countries to reduce tariffs on milk to below 5%
- ▶ Allowing easier movement of containers across the border

Tariff count
India imposes a **30%** tariff on milk imports



Objectives of White Revolution in India

Village milk producer's cooperatives laid the foundation of the operation flood. With the optimum use of modern technology and management, they procured milk and provided the services.

White Revolution had the objectives as stated below:

- Creating a flood of Milk by Increase production
- Increase the incomes of the rural population
- Provide milk to consumers at fair prices

When Operation Flood was implemented Dr. Verghese Kurien- the chairman of the National Dairy Development Board. With his sheer management skills, Dr. Kurien pushed forward the cooperatives to empower the revolution. Thus, he is considered the architect of India's 'White Revolution'.

Several big corporations participated and empowered the revolution that transformed this Operation Flood in India into White Revolution. AMUL – Anand Milk Union Limited, Gujarat based cooperation was the engine that drove the success of Operation Flood Programme.

